

DOUBLE TITLE PAGE – sorry it is a poor scan

1991 FLAG STAMP ON POSTAL STATIONERY

The stamp design for this Postal Stationery was adapted from the Feb. 8, 1990 39¢ Booklet Stamp "FLAG OVER PRAIRIE." The value on the stamp was changed to "Postage paid / Porte payé." There were only 3 users of this Postal Stationery stamp design. It was not used for Regular Issue Envelopes. The Automotive Opinion Form is very common as all the items with a picture of an automotive were sold by the Philatelic Agency. The Reader's Digest envelopes were widely distributed but exactly the same envelopes were sent out with permits. Possibly this was an experiment to determine the response Postal Stationery vs Permit. The Columbia House envelopes appear to be scarcer as I have not seen other copies.

THE PLAN

We show the three users as follows: -
 automotive opinion form – Envelopes then
 Postcards

Columbia House

Reader's Digest including Citizens State Bank

#10 window envelopes with the orange colour wrapping around on the back of the envelope.

AUTOMOTIVE OPINION FORM

automotive
 opinion
 forum

Box: C.P. 2000, Station R
 Montreal (Quebec) H3S 2P3



automotive
 opinion
 forum

Box: C.P. 2000, Station R
 Montreal (Quebec) H3S 2P3



No precancel.

The same with MONTREAL (QUEBEC)
 Official Olympic Sponsor in English &
 French precancel.

The same with MONTREAL (QUEBEC) Post Code / Code postale precancel.
 These three envelopes have a recycling logo near the back lower right corner.

AUTOMOTIVE OPINION FORM

Automotive
 opinion
 forum



Different corner card showing no cars with MONTREAL (QUEBEC) Post Code / Code postale precancel. These have no recycling logo.



automotive
 opinion
 forum

Box: C.P. 2000, Station R
 Montreal (Quebec) H3S 2P3



automotive
 opinion
 forum

Box: C.P. 2000, Station R
 Montreal (Quebec) H3S 2P3



SYNOPSIS for BNAPEX / CALTAPEX 2017

Title –

1991 FLAG STAMP ON POSTAL STATIONERY

Purpose of Exhibit –

To show the Flag Stamp on Canadian Postal Stationery used by the only three users.

Historical Background –

In 1989 and 1990 Canada Post produced a series of self-adhesive stamps in booklets called “Stamp Over --” The February 8, 1990 39¢ “STAMP OVER PRAIRIE” booklet stamp was adapted to produce these Envelopes and Postcards. The 39 ¢ value was replaced by “postage paid / Port payé”

Scope –

Only three firms had Postal Stationery printed to private order using this stamp design.

Availability –

The first three Automobile Opinion Form Envelopes and Postcards were used by the firm. Then because of demand they were released by the Philatelic Agency in three different sealed plastic packages each containing 1 Envelope and 2 different Postcards. The packages had no cancel, an Olympic precancel or a general precancel. The fourth Envelope and Postcard without any cars in the corner card were not released through the Philatelic Agency.

The Columbia Records Envelopes are scarce. I am only aware of these pair. Certainly others may appear.

The Reader’s Digest Envelopes appear to be part of an experiment. A number of identical envelopes but with a permit instead of a stamp appear to have been mailed at the same time. Possibly, these different types of indications of postage paid, may have been a trial to determine if there was a difference in response rates. Some of these are fairly common. Envelopes returned to Reader’s Digest with the appropriate marking were available on the philatelic market in the early 1970s. In Western Canada, the French Envelopes were harder to find.

I have been asked why include the “Citizens State Bank.” The enclosed letter explains the connection. It is dated July 6, 1995 from Citizens State Bank, Clara City, Minnesota 56222. It is an advertising gimmick promoting a personalized request for a response from the recipient to another envelope which will arrive shortly in the mail. There has been controversy of the wording of these letters. Several people have claimed legally that the wording promises too much especially to the elderly.

The Citizens State Bank, Clara City, Minnesota 56222 is a legitimate State Bank. There has been criticism of their role with Reader’s Digest. Included in the envelope was a business card from the Vice President Accounts, Citizens State Bank.

Philatelic Elements and Significance –

Some of these items are colourful. Reader’s Digest does a very large volume mailing.

Highlights include –

The two Columbia House Envelopes are very scarce. I do not know of other copies. They were found in Edmonton from the recipients of the mailing.

Philatelic References –

WEBB’S Catalogue of Postal Stationery of Canada and Newfoundland by Earle L. Covert and William C. Walton. 7th Edition 2001 – new edition will soon be available.