

SYNOPSIS for BNAPEX / CALTAPEX 2017

Title –

Religious Groups Using Illustrated Permits

Purpose of Exhibit –

To show Religious Groups Using Illustrated Permits.

Historical Background –

Permits have been used extensively to show the payment of postage on letters, cards, folders and newspapers since the Victorian Era. In the Victorian Era, the permits had a small coat of arms (lions, etc.) Initially, these “illustrations” comprised 1/3 of the permit but soon these were decreased to 1/5 of the permit area. By 1918, the “pictures” disappeared completely. In the 1980s, a few small trucks appeared as part of the permit on some parcel mail permits. The Post Office tolerated names within the permit – “National Geographic Society,” advertising within the permit – “SEARS travel (with two very tiny airplanes) Voyages SEARS” and a logo – Readers Digest had their swan. However, these were limited to only a few companies.

In 2013, Canada Post introduced new regulations regarding the look of Permits. The upper right corner of the envelope, self-mailer or postcard (within the permit) could now be used for marketing purposes. On the cover page of the exhibit I have pointed out the regulations regarding the use of Illustrated Permits (I choose to call them this.) Canada Post permitted the use of names, logos, advertising and pictures, or various combinations, within the permit, provided the proposed permit was submitted by email to Canada Post for approval. The Canada Post Corporation website stated they would approve the permit within 3 days if it was suitable for general family use.

When these were started in 2013, the permits in use were Lettermail, Addressed Admail, Dimensional Admail and Publication Mail with their French equivalents. The French would be first if the permit was intended for a French speaking audience. In 2016, Canada Post dropped the use of Addressed Admail and replaced it with Personalized Mail. Also, Post Code mail appeared. There are no examples of Dimensional Admail and Post Code mail in this exhibit.

Scope –

There are currently (that I know of) 1005 permits used by 368 different users. It is rapidly expanding. No exhibit such as this can ever be complete as we find other groups periodically and some groups produce a new image every mailing.

For 18 months, I have been emailing 39 recipients a copy of what I am aware of in Illustrated Permits. This includes the top strip of the item, often with the users return address and the permit, plus a numerical listing of the permit numbers. Some very diverse users have the same permit number – they appear to be using a mailing house using their mailing house’s permit number. In addition to what I receive myself, these people actively send me scans of what they find in their mail or from friends. If they don’t collect them, they send me the actual item. I have also bought a few on Ebay, but sometimes they are ruined by being reduced to cut squares where often it is impossible to determine the user.

Availability –

Large users send their mail all over the Canada. Some have their mailings in French and English. It can be a challenge to get both versions of the permit. Many are small local users confined to a very limited geographical area. In order to obtain a cross section of users, I find you have to get people with a diversity of interests outside stamps. The permits are cheap and most end up in the garbage unless someone is looking for them.

Philatelic Elements and Significance –

They are only permits and thus have a limited field. But permits like metered mail far outnumber adhesive stamps on mail. Slowly we are finding users are switching from Regular to Illustrated Permits. To the Post Office, volume wise, they are very significant. To the collector – who knows! The 14 groups in this exhibit show the greatest number of users of any category – many more than car dealers, wildlife, real estate, politics, lotteries etc.

Highlights include –

It is too soon to tell what is scarce and what isn’t. Perhaps no one cares but a few of us find them interesting.

Philatelic References –

Canadian Permit Postage Stamp Catalogue, 3rd Edition by Dieter (Dick) Staecker, BNAPS, April 2007

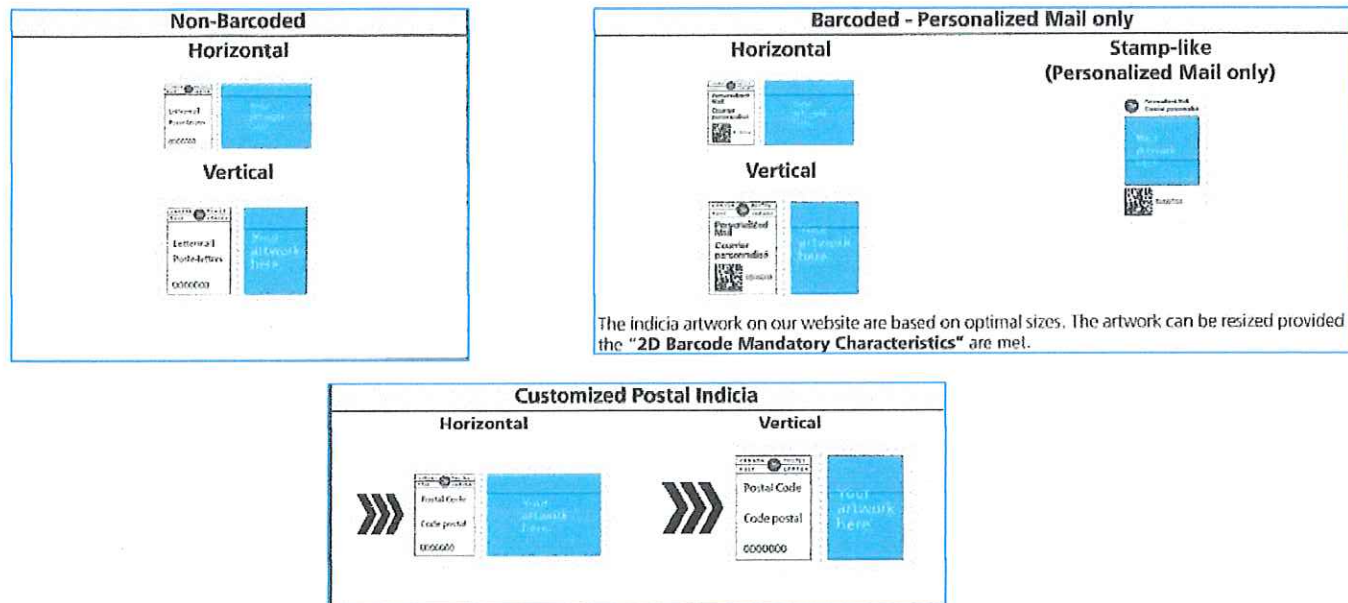
Illustrated Permits – Monthly listings using scans sent to me from 42 individuals and my own collection – Privately distributed monthly by Earle L. Covert by email at ecovert6@gmail.com – available for the asking.

RELIGIOUS GROUPS USING ILLUSTRATED PERMITS

In early 2013, Canada Post introduced new regulations regarding the look of Permits. In a June 2013 blog, Lowe-Martin, one of Canada's Security Printers, outlined what this meant and what the requirements were. "Canada Post has given marketers more real estate to promote their organization. The upper right corner of the envelope, self-mailer or postcard can now be used for marketing purposes."

Indicia are for Lettermail and Addressed Admail (changed in 2016 to Personalized Mail) and, also in 2016 Postal Code. These can be customized to display an organization's logo, products or services, or marketing messages. The templates are available from Canada Post's website (shown below – not all shown permits are in this exhibit). Each custom template is composed of reserved elements, the customer number and the customer's visual area.

The reserved elements are - The perforated border (really a pseudoperforation), Canada Post's logo and the service name. The customer number is to be inserted in a sans serif font such as Arial or Myriad; the number should be between 2 and 5 mm tall.



Approved formats from Canada Post's website

The visual area (the blue colour above) is set aside for various kinds of elements: - customer's logo, text and graphics or image. Customers need Canada Post's approval before applying it to any mailings. Once approval has been obtained, the indicia may be used any number of times. Canada Post will approve within 3 days the artwork (images and text) submitted by email, which in Canada Post's opinion are suitable for general family use. Canada Post has no data on individual users. They can only supply figures on overall usage of Permit Mail and can't tell you what was in the permit other than the permit number.

Some of the religious groups use the same images all the time but others change it every time. We show all the groups I can find - Jewish, Catholic and Protestant Religious Groups. No exhibit such as this can ever be complete as we find other groups periodically and some groups produce a new image every mailing.

The Religious groups are shown in the following order: -

Frame 1 Title

- Streets Alive Mission
- Welcome Hall Mission
- Scott Mission
- Covenant House - Toronto & Vancouver
- Catholic Missions Canada

- Frame 2**
- The Gideons International in Canada
 - Canada's Gospel Music Celebration
 - The Billy Graham Evangelistic Association of Canada

- Frame 3** Canadian Bible Society

- Frame 4**
- Our Daily Bread
 - Vancouver School of Theology
 - World Vision
 - Samaritan's Purse International Relief

- Frame 5**
- Samaritan's Purse International Relief (cont.)
 - International Association of Christians & Jews

Synopsis: The 12½ & 17 Cents Stamps of 1859

This is a used stamp collection. A used stamp has done its postal duty and then becomes collectable. You will not find here large multiples of stamps nor covers to exotic locations.

Die proofs: Whitworth states "No contemporary die proofs are known... In 1878 a re-organization of the printers took place and Albert G. Goodall was elected President and it is believed that in 1879 he ordered proofs to be made of all dies and plates for record purposes. Some of these eventually came into the hands of collectors. The Essay-Proof Society records the following values, all printed in five colours, black, brown, red, green and blue. The 1 cent as a die proof with a cross hatched background and the 2, 5, 10, 12½ and 17 cents as full sheets of stamps." Some person has removed some of the 2 to 17 cents proofs from their original card and remounted them on larger card to market them as die proofs, see Firby auction of January 24, 2004.

Perforations: Whitworth noted that there were four perforating machines used on this issue; 11.7, 11.8, 11.9 and 12.1 then he lumped 11.7 and 11.8 together as 11¾ and 11.9 and 12.1 together as 12. This collection separates 11¾ into 11.7 and 11.8 and 12 into 11.9 and 12.1 the better to assist collectors to identify individual printings. Although most people think that in the compound perforation era all stamps with the long axis vertical will be perforated 11.9 or 12.1 X 11.8 this exhibit will show four exceptions to this rule.

Twelve and one half cents stamp:

- This collection will show a copy from each Plate State of both Major re-entries: plate positions 61 and 64.
- Whitworth did not mention a Major re-entry at position 62 although this has been a feature of Unitrade for at least twenty years showing 18vii as at both position 61 and 62. This collector is of the view that this is an error and that the Major re-entry does not exist at position 62.
- This collection will show a copy of the stitch watermark.

Seventeen cents stamp:

- This collection will show a copy of the elusive 'Burr over shoulder variety'.
- This collection will show a copy of the stitch watermark which is unlisted for the 17 cents value.

The pale blue plate proof of the 17 cents stamp: This proof shows the 'Burr over shoulder flaw at plate position No. 7. Whitworth stated "...it is probable that these were printed at the commencement of the 11th order of December 1866". Since the Burr over shoulder" flaw has only been observed on the 11th and 12th printings, this collector is of the view that Whitworth was right and that these proofs are contemporary. However since the plate was not destroyed until 1902 it is possible that they are post contemporary.

Number of printings of the 17 cents stamp: A thorough literature search has shown that there were only twelve printings of the 17 cents stamp. See Whitworth, the First Decimal Issue of Canada pages 13 and 14 and Boggs The Postage Stamps and Postal History of Canada Vol. II page 3-J.

Bibliography:

- Calder, Senator J. A., Some Phases of the Canada '59 Issue, reprinted from the London Philatelist, 11 May, 1939
Calder, Senator J. A., 17¢ Canada 1859, The Stamp Specialist – Red Book, H. L. Lindquist, New York, 1942
Boggs, Winthrop S., The Postage Stamps and Postal History of Canada, Chambers Publishing Co., Kalamazoo, MI, USA, 1945.
Allen, J. Miller, Some Aspects of the Canada 1859 Issue. Maple Leaves, Vol. 6, No. 7 to 10, December 1956.
Whitworth, Geoffrey, Some Features of the First North American Perforating Machines. Maple Leaves, Vol. VII, No. 2 to 4, Feb. 1958.
Whitworth, Geoffrey, The First Decimal Issue of Canada, 1859-68. The Royal Philatelic Society, London. 1966.
Whitworth, Geoffrey, The Printings of the 12½¢ Cents Value, Maple Leaves, Vol XVIII, June 1982.
Boggs, Winthrop S., Early American Perforating Machines and Perforations, Unitrade reprint, June 1882.
Thompson, Richard, The 1859 Cents Issue (Part 2), Maple Leaves, Vol. XXX, No. 5, April 2008.

The 12½¢ and 17¢ STAMPS of 1859

Background: On July 1, 1859 the Colony of Canada introduced monetary reform and the decimal system was adopted, and with it stamps valued in cents. For the new stamps the colour and vignette of the existing Pence stamps were not to be altered, thus no essays or die proofs were made, only the value and currency were changed. The 12½ cents (6d Sterling) Queen Victoria stamp replaced the 7½ pence currency (6d Sterling) Queen Victoria stamp and was itself replaced by the 12½ cents large Queen on April 1, 1868 while the 17 cents (8d Sterling) Jacques Cartier stamp replaced the 10 pence currency (8d Sterling) Jacques Cartier stamp and was replaced by the 15 cents large Queen. (The rate to Britain via the US had been reduced from 17¢ to 15¢ about January 16, 1868).

Plate: Because of the decimal system, plates of 100 stamps set out 10 X 10 were used. One plate was prepared for each value but never hardened, so the plates could be re-entered when necessary, and in fact the 12½ cents plate was re-entered once but the 17 cents plate was never re-entered. The combination of small margins between the stamps and inaccurate early perforating machines resulted in well centered stamps being elusive.

Imprints: The printers had developed the habit of printing their name around the stamps at eight positions. In November 1864 the imprint was added to the 12½ cents plate and is found in two places on each margin. They read normal on the North and South margins, up on the West and down on the East margin. However the Imprint was never added to the 17 cents plate.

Papers: All papers of this period were machine made, but as this was a new development, consistent thickness was not maintained. Over the period of these stamps variations in thickness and colour of paper can be found, but no particular thickness can be associated with a particular printing. All papers are of a wove nature with quite a /

Purpose: This collection of the 12½ cents Queen Victoria and 17¢ Jacques Cartier stamps has been prepared to display: contemporary plate proofs, used stamps, constant plate varieties and imprints. Emphasis has been placed on the changes in shade and perforation resulting from the numerous printings. No trade sample proofs (the so-called imperforate stamps), or post contemporary proofs (pulled after AP 1, 1868), are shown as they played no part in the printing of the stamps.

PLATE PROOFS IN COLOUR OF ISSUE

ORIGINAL PENCE VALUES

DECIMAL VALUES ISSUED JULY 1. 1859

