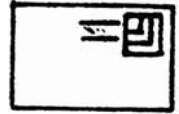


BNAPS

# POSTAL STATIONERY NOTES

PSSG



Volume 10, No. 1

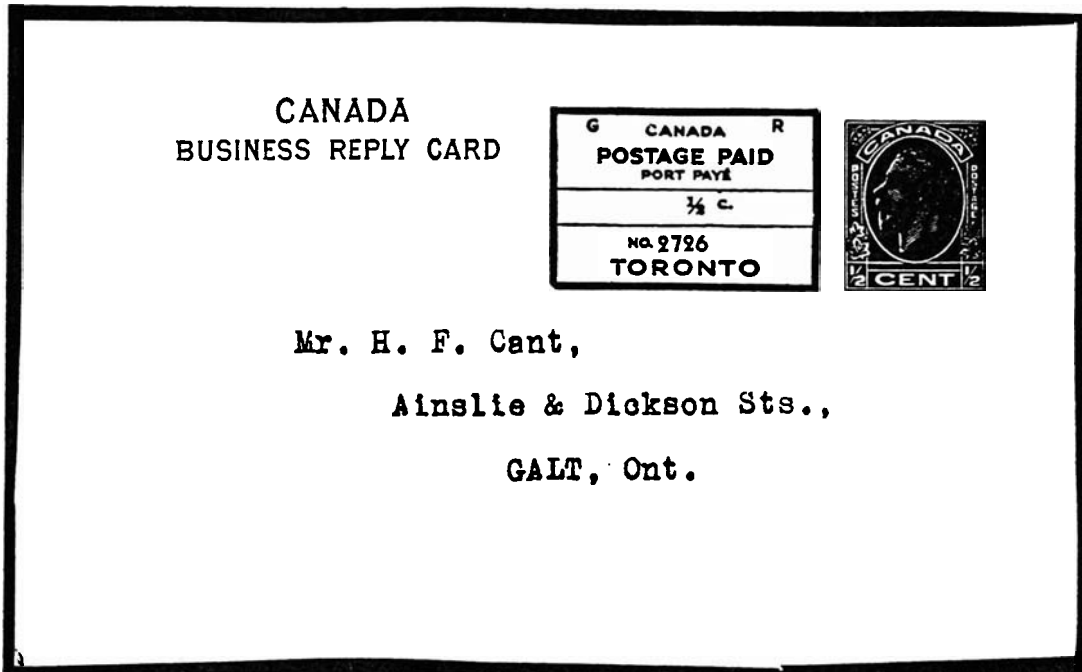
April 1991

## NEW PRIORITY POST ENVELOPES

Dick Staecker reports the 4-90 versions of the Priority Post Envelopes and Packs for the U.S.A. and Europe have appeared. The Pacific Envelope has also been seen.

## MORE PERMIT-REVALUED POST CARDS

In response to John Aitken's article in PSN Vol. 9, pg. 42, Earle Covert has forwarded photocopies of two cards. One is a copy of the Medallion Issue 1/2¢ card, Webb P51 with an added 1/2¢ "POSTAGE PAID" permit impression.

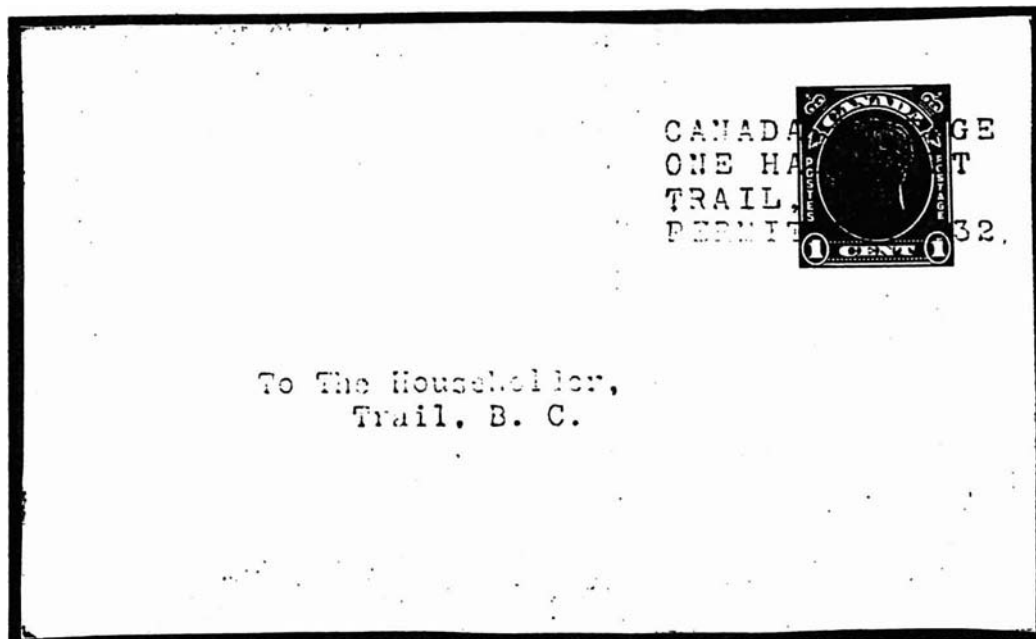


The back of the card bears a printed advertisement for Buckley's Throat Aids. This is neither "household mail" nor a "reply mail" usage of the

\* Postal Stationery Notes is the newsletter of the BNAPS Postal Stationery Study Group, \*  
 \* and is edited by Robert Lemire. All information for the newsletter, and \*  
 \* correspondence about the study group, should be addressed to Robert Lemire, Box 549, \*  
 \* Pinawa, MB, Canada R0E 1L0. \*

card, and therefore required payment of the 1¢ printed matter rate. One can only assume the 1/2¢ cards were used in error, and as no 1/2¢ adhesives were available, the money paid for the cards and the printed advertisement was salvaged by use of the permit revaluation.

The second card is a copy of P66, with an added typewritten permit for 1/2¢ used to make up the 1 1/2¢ "householder" printed matter rate (from April 1, 1951).



A SEQUENTIAL OVERVIEW OF REGULAR ISSUE ADMIRAL POST CARDS  
(continued from Vol. 9, pg. 50)

corrections: Vol. 9, pg. 39. The ERP for #2 (Webb P28c) should have read December 17, 1913.  
Vol. 9, pg. 50. Card #23 is type 8, not type 6.

1921-22: Colour Changes

24.	Webb 29f/g	1¢ orange, type 6	Nov. 10, 1921
25.	29j/k	1¢ orange, type 8	Dec. 6, 1921
26.	29c	1¢ orange, type 2	Aug. 5, 1922
27.	34f/j	2¢ green, type 6	Feb. 3, 1922
28.	34l	2¢ green, type 8	Mar. 28, 1922
29.	34d	2¢ green, type 2	May 31, 1922
30.	31a/d	1¢ orange & 1¢ orange, types 6 & 13	Nov. 14, 1922
31.	31c	1¢ orange & 1¢ orange, types 8 & 16	Nov. 5, 1925
32.	36	6¢ on 2¢ blue, type 17	Mar. 21, 1922

Stock and shade varieties of real significance abound on most of the domestic cards of this issue.

Rate increases following the U.P.U.'s 1920 Madrid Conference went into effect on October 1, 1921, and resulted in a number of colour changes for

various postal values. Although domestic post card rates were for functional purposes unchanged, the colours for both values were altered, paralleling the new colours of the adhesives. The colours were the only basic change, however - the stamps remained die II, and the heading styles were also kept constant.

The U.P.U. post card rate was another matter. It increased on October 1, 1921 to 6¢, and the 2¢ cards were surcharged accordingly.

The 1¢ orange English card (#24), the 2¢ green English and bilingual cards (#27 and #28), and both 1¢ & 1¢ reply cards (#30 and #31), remained in use until the final (simplified headings) Admiral issue, when they were replaced by #45, 47, 48, 50 and 51, respectively. As before, 1¢ cards (single or double) were for generic printed messages, while 2¢ cards were for personalized messages. The English card (#24) is known with a standard precancel. The bilingual reply cards (#31) has not been reported used before 1925, and may prove to be a later addition to this issue.

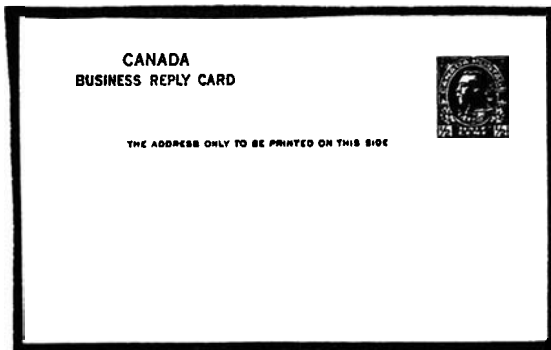
The 1¢ orange bilingual card (#25) was replaced by a new form of the type 8 heading (#41), but this did not occur until just prior to the introduction of the simplified headings.

The 1¢ and 2¢ advertising cards (#26 and #29) had a somewhat shorter life. They were replaced within three years - long enough not to be particularly scarce - by new cards with no heading at all (#37 and #38).

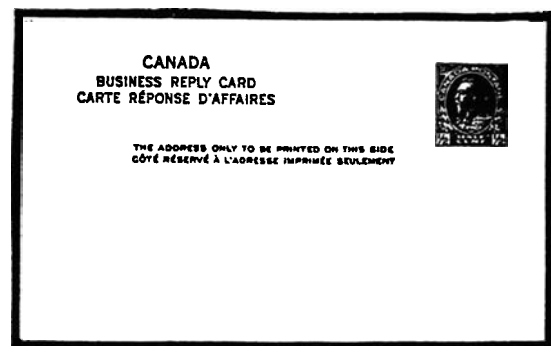
The 6¢ on 2¢ U.P.U. card (#32) became useless on September 1, 1925, the effective date of the 1924 Stockholm U.P.U. Convention. At that time Canada's U.P.U. rate became 4¢. From that time forward Canada simply ignored the U.P.U. mandatory requirement for the issue of a U.P.U. card. Although the 6¢ rate existed for almost four years, examples used in period to appropriate countries are very scarce.

1924-25: New 1/2¢ Business Cards

33.	Webb 26c	1/2¢ blue, type 11	Aug. 25, 1924
34.	26e	1/2¢ blue, type 15	Aug. 25, 1925
35.	30a	1¢ orange & 1/2¢ blue, types 6 & 11	Jun. 26, 1924
36.	30b	1¢ orange & 1/2¢ blue, types 8 & 15	Nov. ?, 1925



type 11 (#33)



type 15 (#34)

At this time the 1/2¢ post card was introduced. It had two uses:

- a. Household mail was mail sent to every postal patron or box holder,

and thus it required no specific address or addressee. This meant that no sorting was required by the post office - every street address or post office box simply received a copy of the same card. In some cases the front of these cards was used by the mailer purely as an attention-getting device, with commercial printing that did not even remotely simulate an address. The single cards (#33 and #34) were often used for this type of mass mailing.

- b. Reply mail was mail with a preprinted address for return to the company which had distributed it. This included the single cards (#33 and #34), which might (for example) be enclosed as part of an advertising mailing, for response purposes. It also included the 1/2¢ reply halves of the 1¢ & 1/2¢ cards (#35 and #36), which could be detached and returned to the original mailer. Of course, the vast majority of such cards - whether singles or reply halves - would never be sent back, and thus would represent no mailstream burden.

Here again, a very profitable study of varieties can be made. It is interesting to note that on these new 1/2¢ cards, both the English and the bilingual versions of the new headings carry an "address only" admonition, although it must surely have been expected that this side of the card would carry advertising messages.

The 1/2¢ English and bilingual cards (#33 and #34), and the 1¢ & 1/2¢ English card (#35), remained in use until the final simplified heading issue, when they were replaced by #43, #44 and #49, respectively.

The 1¢ & 1/2¢ bilingual card (#36) was replaced just prior to the final issue by a card with a new form of the type 8 heading (#42).

1924-25: New 1¢ and 2¢ Advertising Card Heading

37.	Webb 29	1¢ orange, type 1, die II	Nov. 30, 1925
38.	34	2¢ green, type 1, die II	Dec. 23, 1924

By 1924, the continuing question of headings (or address guidelines) for advertising cards - which had already caused so many problems and helped make the Admiral issues so interesting - was finally resolved by simply eliminating any sort of heading or guideline at all. This resulted in the so-called "type 1 heading", which is in fact no heading at all, but simply a blank card with only a stamp impression. The type 2 heading - a horizontal guideline - was thus eliminated.

The 1¢ card (#37) was also issued with a standard precancel.

These two cards both bear die II stamps, like their immediate forerunners. Both were replaced relatively soon by cards of the next issue, bearing die III stamps (#39 and #40).

1927: New 1¢ and 2¢ Advertising Card Dies

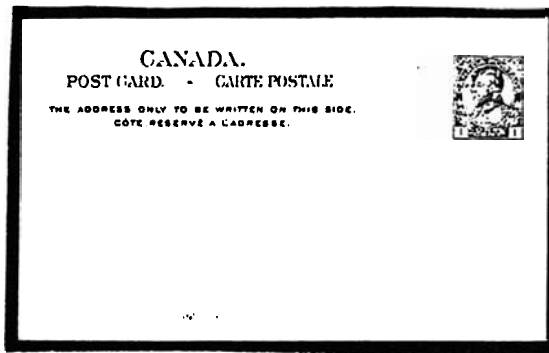
39.	Webb 29a	1¢ orange, type 1, die III	Jun. 29, 1927
40.	34b	2¢ green, type 1, die III	Dec. 21, 1927

These two cards remained in use for the rest of the Admiral period, and were not replaced until the Scroll Issue. They are the only die III Admiral cards.

The 1¢ card (#39) was also issued with a standard precancel. In addition, specialists have been aware that the 1¢ actually occurs in two distinct dies, roughly paralleling those of the 1¢ adhesive; these dies on the post cards have not been separated to date in Webb's because many collectors - given the light shade of the printed stamp - have trouble seeing the distinction.

1929: 1¢ Type 8 Heading Change

41.	Webb 29c	1¢ orange, type 8	Jan. 2, 1929
42.	30d	1¢ orange & 1/2¢ blue, types 8 & 15	? ?, 1929



type 8 (#42 message half)

These cards replaced #25 and #36, and saw only the briefest of service. They are one of the most curious Admiral issues, and represent an anomaly in the listings.

The next and final Admiral issue simplified headings by eliminating the "address" instructional notes, but leaving the upper bold-faced portions of the headings essentially intact and unchanged. The wording of these simplified headings was continued into the Scroll Issue, but the typeface used for the simplified headings in the Scroll Issue was in some cases substantially altered from that of the final Admiral issue.

Numbers 42 and 43 are the last Admiral cards to retain the "address" instructional note, and thus (by the date for #41, which was subsequently replaced by #46) precede the final simplified heading issue -- but the typeface used for the two bold upper lines of the type 8 heading, is the later typeface used for the type 7 Scroll headings.

(The 1/2¢ type 15 heading was subsequently simplified to type 10, and there are also differences between the Admiral type 10 on #44 and the subsequent type 10 used on the Scroll Issue, but these differences are much smaller. It should be noted, however, that the top three lines of the type 15 headings on the reply half of #42 are also as the Scroll Issue, rather than the final Admiral issue.)

Hypotheses will be welcomed.

The 1¢ & 1¢ bilingual card (#31) has never been found with the revised type 8 heading.

The 1¢ orange single card (#41), as already noted, was replaced very quickly by the simplified (type 7) heading version (#46).

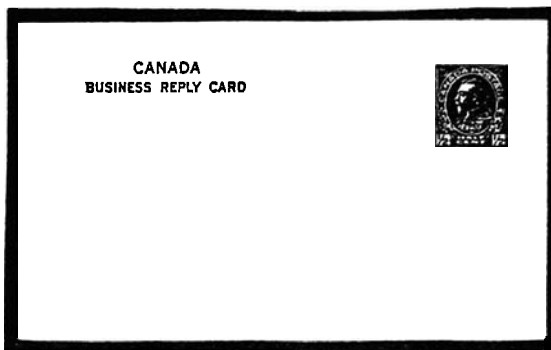
The 1¢ & 1/2¢ card (#42) was apparently never replaced, and remained in use until the Scroll Issue. Its use was limited, however, and it is a very scarce card. The 1¢ & 1/2¢ bilingual card, in fact, is the only item "missing" in the final issue (with the exception of the 1¢ and 2¢ advertising cards, whose type 1 headings could not be further simplified.)

Simplified Headings

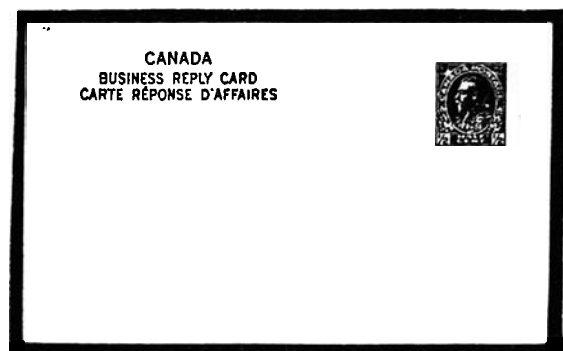
43.	Webb 26	1/2¢ blue, type 9	Aug. 7, 1930
44.	26b	1/2¢ blue, type 10	Sept. 9, 1931
45.	29d	1¢ orange, type 5	Apr. 6, 1929
46.	29i	1¢ orange, type 7	May 22, 1929
47.	34e	2¢ green, type 5	Jul. 16, 1929
48.	34k	2¢ green, type 7	Feb. 12, 1929
49.	30	1¢ orange & 1/2¢ blue, types 5 & 9	Feb. 7, 1930
50.	31	1¢ orange & 1¢ orange, types 5 & 12	Aug. 29, 1929
51.	31b	1¢ orange & 1¢ orange, types 7 & 14	Nov. 28, 1929

At this time, as already discussed, the "address" instructional notes were deleted from all headings. The new simplified headings were thus created by retaining only the upper bold-faced portions -- type 15 became type 10, type 11 became type 9, type 6 became type 5, and so on.

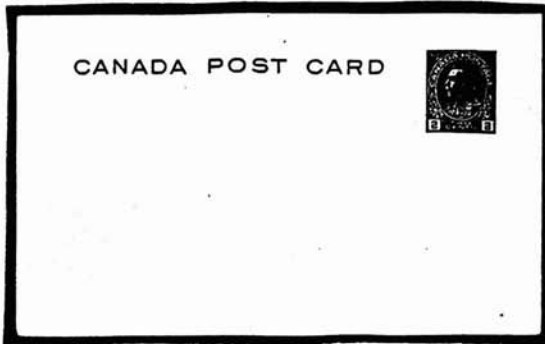
This group - along with #39 and #40 - ended the Admiral Issue, but established the pattern of post card issues for many years. A glance at the Arch, Medallion and Profile Issues will show essentially identical listings, except for the addition of mimeo stock and the colour changes (both during the Arch Issue). Even the Scroll, Arch Die I, and CBN Front Face Issues - all very short-lived - show various stages of completion of the same pattern. The George VI Issue, in fact, began in 1938 in the same format that concluded the Admiral Issue, with the exception that the 1/2¢ cards were dropped (although the rate endured well into 1940, two years after the George VI Issue began).



type 9 (#43)



type 10 (#44)



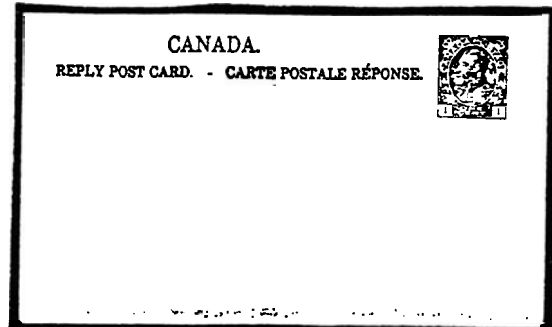
type 5 (#47)



type 7 (#48)



type 12 (#50, reply half)



type 14 (#51, reply half)

Other changes to the final-Admiral group occurred during the George VI Issue, such as rate changes - an increase to 3¢ for the basic card in 1943, and elimination of the 1¢ rate in 1951. But the real change (also in 1951) that finally broke the established pattern, was the elimination of separate English and bilingual headings on single cards (also, see PSN Vol. 9, pg. 32-34). This began with the issue of a 3¢ type 1 (Webb P78) to replace both the type 5 and type 7 cards (Webb P78b and Webb P78c), establishing a new heading approach that persisted until the last Cameo issue in 1966. The George VI story, however, is for another day.

The intent of these Admiral notes was to provide a guide to the actual sequence of Webb-listed cards, offer some explanation of how and why these changes occurred, and show how the Admirals begin with one foot in the Victorian Maple Leaf Issue and end with the other in the George VI Issue. Much has been omitted, as noted, and much, much more remains to be learned. An impressive study collection of Admirals can still be started with a modest budget, curiosity, and a critical eye.

Bill Walton

#### NEW ENVELOPES FOR ORAPEX ?

Paul Burega reports that Canada Post proposed issuing special stationery envelopes (#8 and #10) at ORAPEX'91 - May 3rd to 5th, 1991. These could be the first of a series of envelopes to be issued at particular shows. The sale would generate proceeds beyond the cost of the envelopes to help defray the expenses of the show. No further details are available as this issue of PSN goes to press.

WEBB EN37 - A SUBSTANTIALLY EARLIER DATE

In PSN Vol. 1, pg. 16 the ERP for EN37 was reported as September 24, 1931. To me this seemed most improbable. The UPU printed matter rate was lowered from 2¢ to 1¢ on July 1, 1930. The colour of the 1¢ adhesives and post cards was then changed from orange to green. Thus, it seemed very unlikely that a 1¢ orange envelope would have been issued after July 1, 1930. In PSN Vol. 5, pg. 14, the ERP on EN37 was moved back to a somewhat more reasonable April 11, 1930. In my collection I have a cut-square, apparently from EN37, but possibly from a private order envelope, with a small town postmark of April 19, 1928. However, last year at BNAPEX, while waiting to meet someone, I was browsing aimlessly through a box of registered covers to foreign destinations. Well buried in the pile was a slightly cut-down copy of EN37 postmarked November 21, 1927 - almost 2 1/2 years prior to the previous ERP.

Although listed with the other "lined hair" die envelopes, EN37 obviously preceded them by more than three years. It was printed on a poor quality manila stock which, over the years, has often become very brittle. This appears to be the only Canadian regular issues envelope manufactured using such a stock. Although a small number of private order envelopes (basic Webb number EN512) had 1¢ orange "lined hair" stamp impressions printed (typographed) by the Department of Public Printing and Stationery, EN37 also seems to be the only regularly issued 1¢ envelope on which the "lined hair" die impression is printed in orange. Apparently it was a cheaply prepared envelope designed for commercial mailings of printed matter - possibly prompted by the popularity of the 1¢ private order envelopes. It is not clear whether EN37 was available concurrently with the normal white stock envelope, Webb EN26a, or whether EN37 replaced EN26a for some period of time, at least in some regions of the country. In this regard, I would be interested in seeing photocopies of Post Office order forms from the period 1926 to 1930.

AN UNLISTED 1¢ ORANGE LINED HAIR DIE SPECIAL ORDER ENVELOPE

While we are discussing the 1¢ orange lined hair die, it seems opportune to report a variety of the special order envelope, EN512, that is not listed in the current edition of the Webb's Catalogue. The envelope is an unusual size, 6" x 3 5/8", printed on manila stock. The use of the 1¢ lined hair die suggests the envelope was imprinted by Public Printing and Stationery some time between 1924 and 1930. The copy at hand is an unused cross-flap envelope, but the point of the flap, as viewed from the back of the envelope, is markedly right of centre. The flap itself, again as viewed from the back, is gummed primarily at the left. The odd flap suggests an attempt to provide an envelope which could be partially sealed, but still allow the contents to be examined by postal inspectors. This would have served the same purpose as the "Pennysaver" envelope patented by Dominion Envelope in the late 1920's. There is no printed address, return address or other indication of the user. Thus, it is not clear if the envelope was a sample, was prepared for a single user, or if it saw wider use. Reports of other copies would be appreciated.

Robert Lemire