

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

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**Number 92**

**January/February 2002**

**EDITOR'S COMMENTS**

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**NOTICE TO MEMBERS:**

**Please ! I need articles and illustrations. You can send them by regular mail or by email to my address below. Having trouble identifying an item? Want to share a special item with the rest of the group? Want to publish some research findings? Without your help, I will have to rely upon retreads you have probably seen before. Again, pleaaaasssse!**

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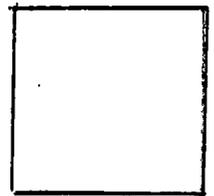
**COLIN LEWIS AND I FOILED!**

On Page 2 of our last issue, Colin Lewis talked about the scarcity of local covers at the 1¢ rate using the 1897 1¢ red Victoria stamp. Colin reported he had one from St. John's of February 7, 1898, compared to mine of February 9<sup>th</sup>. When I recently received J-Claude Michaud's *Newfoundland List #29* of covers, I spotted item #024 – "79, tied to bars to VF LOCAL cover, St. John's Ja 11, 98 cds, very clean cover, scarcer. \$40" I emailed J-Claude that day to find the item had already been sold. Colin reports he missed it also. Now, I just received a report of a December, 1897 local cover! Because of the interest in this area I plan to run an article in the next newsletter on other covers with 1¢ red Victoria's from Dec. 1897- June 1898.

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**DUES:**

If the adjacent box has an "X" in it, we still need dues. 2002 dues are \$13 (Canadian Dollars), \$9.00 (U.S. Dollars) and 6.50 British Pounds. Dues have not been increased although Canada has raised postage rates. Send dues to Martin Goebel – address below.



**Support our dealer Members:**

J-Claude Michaud, P.O. Box 31248, Halifax, Nova Scotia, B3K 5Y1  
Gary Douglas, 2675 Hayfort City, Missussuaga, Ontario, L5K 1P8  
R.L. McGillivray, Stanley Stamps, 1096 Richard's St. Vancouver, B.C. V6B 3E1  
John Jamieson, Saskatoon Stamp Center, P.O. Box 1870, Saskatoon, Saskatchewan, S7K 3S2

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### THE ELUSIVE 'SLOPING' SURCHARGE ON THE DORNIER AIR MAIL

I often notice auction houses describing the Dornier 1932 surcharged air mail as having a "sloping" or "slanting" surcharge. This may be encouraged by catalogues like **UNITRADE** that give this variety a significant premium over the "normal" stamp. Currently, for example, it prices a VF "slanting surcharge" at \$850Cdn compared to the normal stamp at \$450. A BNA dealer in the U.S. advertised a block with the slant for \$4,000Cdn in 1997! The problem is the *slope/slant*, like beauty, often lies strictly in the eyes of the beholder, in this case, the seller or lotter.

Because of the surcharging process, one should expect some slight shifts of overprints, and they deserve no premium. Records show that a few Dornier's *do* have significant sloping surcharges. Since the *degree* of slope/slant is not stated anywhere, how does one determine when the right elevation or declination has been achieved to qualify the item as being the bonafide variety?



Dornier Block with Sloping Surcharge, from 1970 Dale/Lichtenstein Auction

The block above qualifies, as far as I'm concerned, as an appropriate standard, when looking for this rare variety. Note especially the bottom line of the surcharge on the stamps to the right and its angle to the frame line above the value tablet. The Dornier was surcharged in blocks of four, so we have no way of knowing how many blocks have surcharges with this degree of slant. The above block sold for \$650 (U.S.) There was also a *single* with the same degree of slope as the upper left stamp, from the 1980 Dr. Matejka sale by Harmers of New York (lot # 76, October 30, 1979). The single sold for \$950 – three times what a "normal" Dornier sold for, the lot before. It is not from the same block, so we can assume at least three more slanted stamps exist. Beyond that? C.H.C. Harmer does acknowledge the slant in his **NEWFOUNDLAND AIR MAILS**, stating "A few blocks exist with the surcharge more or less diagonal. Some were used on covers."

As to the \$4,000 block I mentioned above, the slant was only about half that of the Dale/Lichtenstein block. **So, buyer beware!**

--Bob Dyer

**NEWFOUNDLAND'S STAMP MARKETING EFFORTS, AND 1946 ORDER FORM**

**Dean Mario**

[Editor's Note –I've combined two articles that Dean has sent us for our philatelic pleasure]

Newfoundland's postal officials always knew they had a "good thing" when it came to the marketability of the nation's postage stamps. Eager and enthusiastic collectors in the nineteenth, twentieth, and now the twenty-first century have always purchased Newfoundland stamps (either from the post office directly, or on the secondary market after Confederation in 1949). Certainly the beauty of the stamps (along with postal stationery and postal history) is one of the major reasons members of our group collect and study this fascinating area.



Postal officials early on flatly rejected an idea proposed by the De La Rue firm for a unified stamp design system among nations in the British Empire. A letter from Newfoundland's Postmaster General to the Colonial Secretary in the Crown Agents Correspondence Book, dated April 13, 1889, revealed the significant importance of postage stamps as a revenue source:

"While it is true that a number of the Governments have adopted the unified stamp system, I think it undesirable at present that Newfoundland should fall unto line in this respect. Not only is it a case that the distinctive stamps in use emblemize the staple industry of the country and serve as advertisements to the world, but further there is and always has been a large sale of our stamps to foreign countries [i.e. to foreign collectors], which sale equals the costs of the dies used from time to time." [1]

Promoting Newfoundland through its stamps is well known. Evidence also indicates that postage stamp sales (mostly philatelic) were *always* high through Newfoundland's stamp-issuing history. These stamps were, essentially, a marketing expert's dream come true!

## **STAMP MARKETING (continued)**

Most of us are pleasantly surprised when enclosures remain with the letters we collect. They often help to tell part of the cover's story, and provide some information perhaps previously unknown. This enclosure helps to link the basic theory espoused by the previous Postmaster General to that of his successor, four decades later!

The text of the enclosure, accompanying a common cover from the Department of Posts and Telegraphs dated 1933, reveals the "tried and true" marketing strategy of Newfoundland's Wholesale Stamp Branch. It also shows that the Branch was in "high-gear" even in the midst of the Great Depression! Unfortunately the list and order form accompanying this letter of introduction were not included with the cover, so presumable R.J. Heller sent in his order to the Branch to add items to his collection (I'm sure we can relate to his enthusiasm!).

The O.H.M.S. envelope is addressed to R.J. Heller Esq. in New York. The text of the enclosure follows:

"Dear Sir or Madam: -

As we understand you are a Philatelist and interested in British Colonials, both Air Mail and General, we take the liberty of bringing to your notice our Service Department for direct supplies of Stamps of this Country procurable at face value.

To enable us to handle the constantly increasing orders from Dealers and Collectors, for Newfoundland Stamps, with the necessary care and dispatch, we have lately reorganized this Department.

Our service will give you, selection for centering and general condition best stamps available, notify in advance, and handle First Day and, or (where time permits) Air Flight Covers. Cancel in mint form when requested and Hand Cancel lightly but clearly all Philatelic mail outward so that the Stamps thereon will be of use for your collection.

Newfoundland Stamps hold a constant favourable market, and if you have fallen back on your Newfoundland Collection, or have not yet included this Country in your Collection, perhaps we can be of valuable service to you.

We enclose copy of our latest list, of Air Mails and Postage Stamps at present in stick. For best method of remitting covering for order see note at end of list.

Yours for Service,  
WHOLESALE STAMP BRANCH

G.P.O.  
St. John's Nfld.,  
September 20<sup>th</sup>, 1933"

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**STAMP MARKETING (continued)**

It may also be noteworthy to point out that postage stamp sales (albeit not just to collectors) in 1933 totaled \$322, 762.03 (2). Surely the dedicated work of the G.P.O.'s Wholesale Stamp Branch in attracting collectors to buy Newfoundland stamps successfully added a significant amount to this total.

**A 1946 ORDER FORM**

The Form 1043 A (reduced to fit here) was sent from the G.P.O. on 29 June 1946 to a previous member, the late Major G. Palmer Moffat Jr. who was then at the Army Information School in Carlisle, PA (arrived b/s 5 July 1946). Obviously it was one of Palmer's orders of definitive stamps. Some interesting observations: note that the stamp booklets and I.R.C.'s were out of stock. Also note the comments "2¢ Surcharge Stamps/Sold out". Perhaps "sold out" meant "withdrawn" in this case, as the 2¢ on 30¢ stamps were off sale around 1 April 1946. Given this order form there's proof the stamps were not available on 29 June! Talk about speculation and collectors going a bit ga-ga over the issue.

**NOTES FOR FIRST PART**

(1) Easton, John. The De la Rue History of British and Foreign Postage Stamps, 1855-1901. London: Faber & Faber Ltd., 1958, 511.

(2) Irwin, Ross W. "Postage Use in Newfoundland". Postal History Society of Canada Journal, 79 (30 Sept., 1994), 157.

30M-2-46 Dicks  
Form 1043 A

**DEPARTMENT OF POSTS AND TELEGRAPHS**

Requisition for Postage Stamps Required.

Post Office of Major G. P. Moffat Jr.  
Carlisle 19.....

TO CHIEF ACCOUNTANT,  
Head Office,  
St. John's,  
Please forward the undermentioned Postage Stamps to this office.

Postmaster:

Quantity	PARTICULARS	Amount
	<b>POSTAGE STAMPS</b>	
3	Stamps—One Cent	3
2	" Two Cent	4
2	" Three Cent	6
2	" Four Cent	8
2	" Five Cent	10
2	" Seven Cent	14
2	" Eight Cent	16
2	" Ten Cent	20
2	" Fourteen Cent	28
2	" Fifteen Cent	30
2	" Twenty Cent	40
2	" Twenty-four Cent	48
2	" Twenty-five Cent	50
2	" Forty-eight Cent	96
3	0¢ stamps	0
	Stamp Booklets—Four Cent	
2	1 P. Stamp	14
	Post Cards—One Cent	
	" " Two Cent	
	Imperial Reply Coupons—Five Cents	
	<b>TOTAL</b>	<b>500</b>

INSTRUCTIONS TO POSTMASTERS:-

- Both parts of this Form (Requisition and Invoice) must be filled out by Postmaster.
- Orders must total in Dollars exactly.
- Always use this form when ordering Postage Stamps or Imperial Reply Coupons.
- Orders cannot be filled if accounts are in arrears.

FOR USE AT HEAD OFFICE.

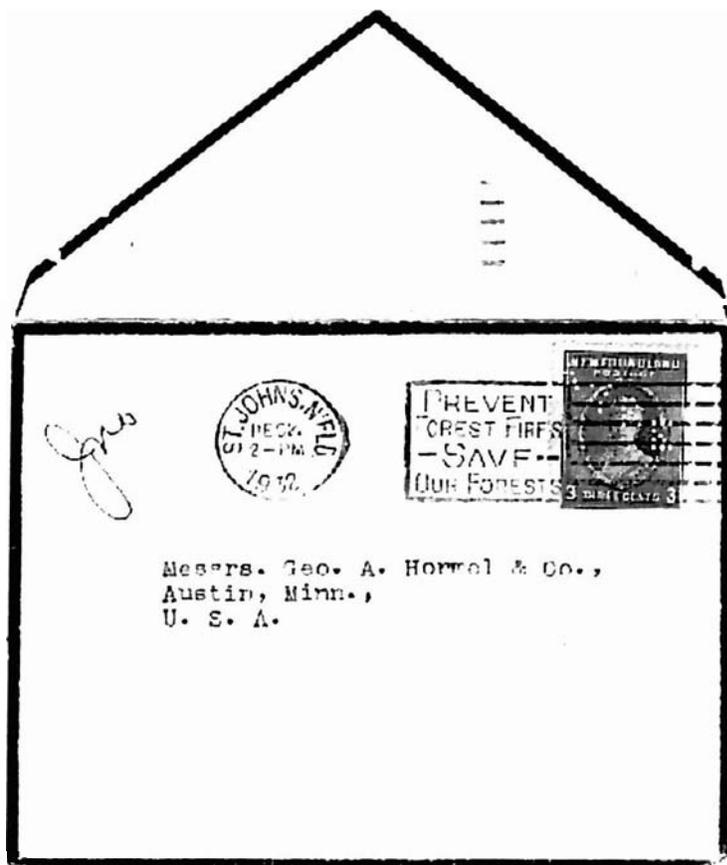
Remittance Rec'd herewith \$.....  
Requisition Passed—

Ch. Acct..... Date.....

**AYRE MOURNING COVER FROM 1932**

**Barry Senior**

The images are of a perfin piece on cover that may be unique, and its enclosure. It is a mourning cover announcing the passage of Fred W. Ayre, Chairman of Ayre and Sons Ltd, and franked with a perfined copy of the 3-cent #187 of the 1932-37 definitive series printed by Perkins Bacon. This paid the unsealed letter rate as the regular rate at the time for a letter to the United States was 5-cents at the time, per the Newfoundland Specialized Stamp Catalogue. I thought the members would like to see this piece. I know you've seen it before [reference is to the Editor, who was lucky enough to spot this cover at the 1999 SESCOAL stamp show in Los Angeles, and pass on the sighting to Barry who finally tracked it down].



See next page for Enclosure.....

ENCLOSURE FOR AYRE COVER



TEXT

"The Directors of Ayre & Sons, Limited, announce with deep sorrow the death of Mr. Fred W. Ayre at his home, 'Northview' on December 14<sup>th</sup>, 1932, at the age of 78. He entered the business in 1870, was Chairman for the last seventeen years and continued in active work until a few weeks before his death. St. John's, Newfoundland "

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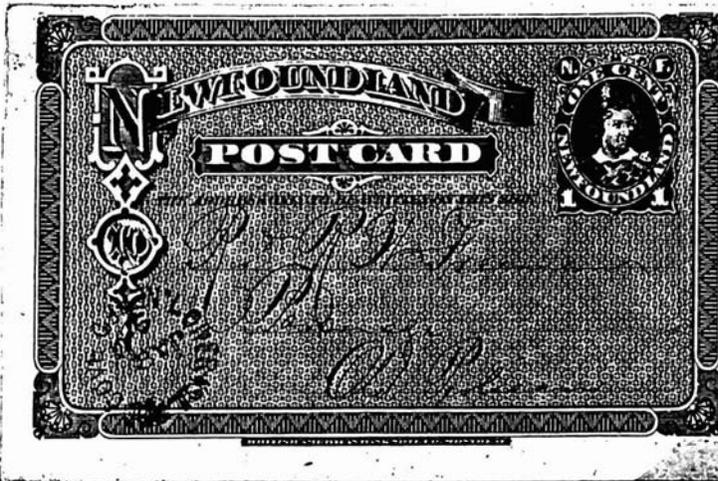
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NEWFOUNDLAND'S POSTAL STATIONERY 1897-1941 – Horace W. Harrison

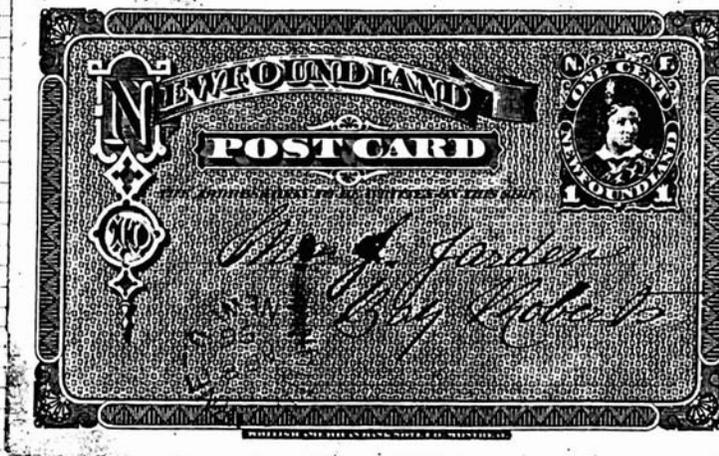
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SMALLER POST OFFICE CIRCULAR DATE STAMPS



LOWER ISLAND COVE  
JA 6, 96; POP. 811

PLATE POSITION ONE



WHITEBURNE

AP 8, 96

POP. 520

PLATE  
POSITION  
EIGHT

HARBOUR MAIN

AP 27, 97

POP. 615

PLATE  
POSITION SIX



**WAS THIS COVER CARRIED BY DOG TEAM?**

Kevin O'Reilly

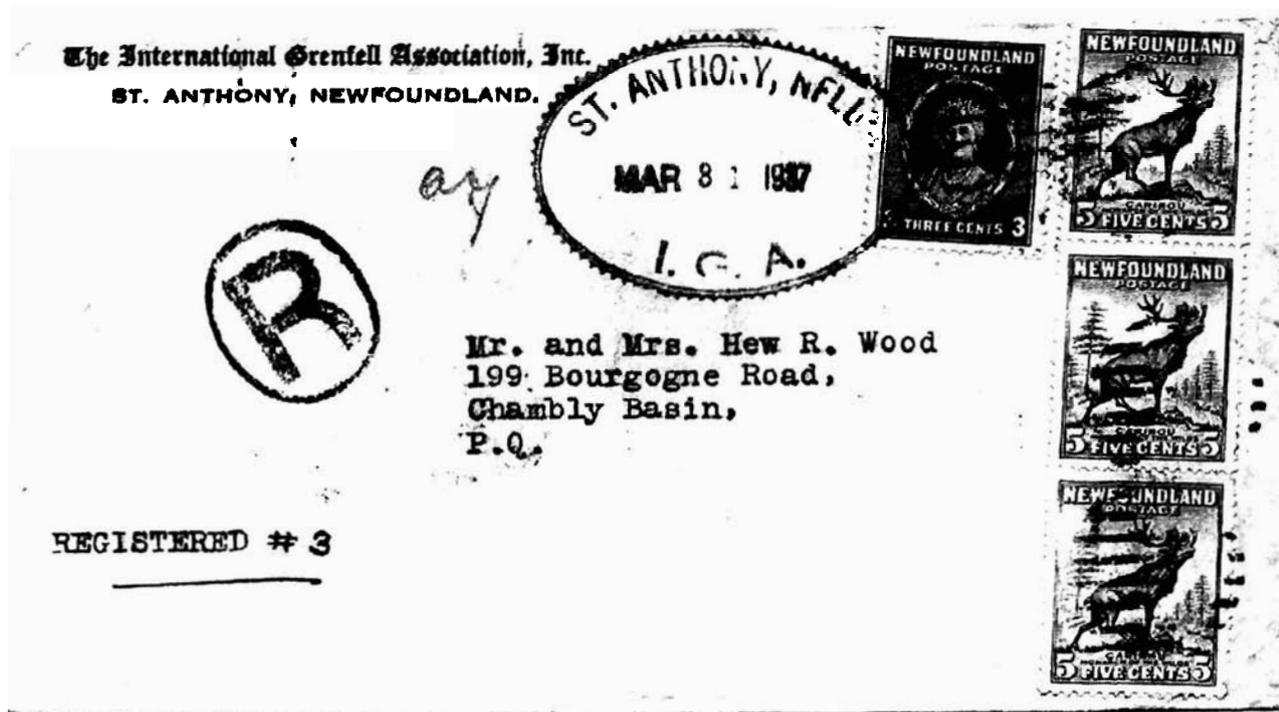
I thought this cover might be of interest for the newsletter. It appears to have been carried by dog team (?) from Saint Anthony to Bonne Bay. It was registered in St. Anthony on March 31, 1937 and received at Bonne Bay on April 24, 1937 (see next page for reverse of cover and this receiver.) As you probably know, St. Anthony is almost at the northern tip of Newfoundland while Bonne Bay (now called "Woody Point") is about 450 kilometers to the southeast, following the coastline. I think the cover may have been carried by dog team given the time of year, the distance between these points, and the time it took for the cover to get to Bonne Bay.

I have several questions for our members:

**Can anyone confirm whether there was dog team service from St. Anthony in the winter?**

**What about the "I.G.A." post office – was it separate from the St. Anthony post office?**

I would appreciate any comments.

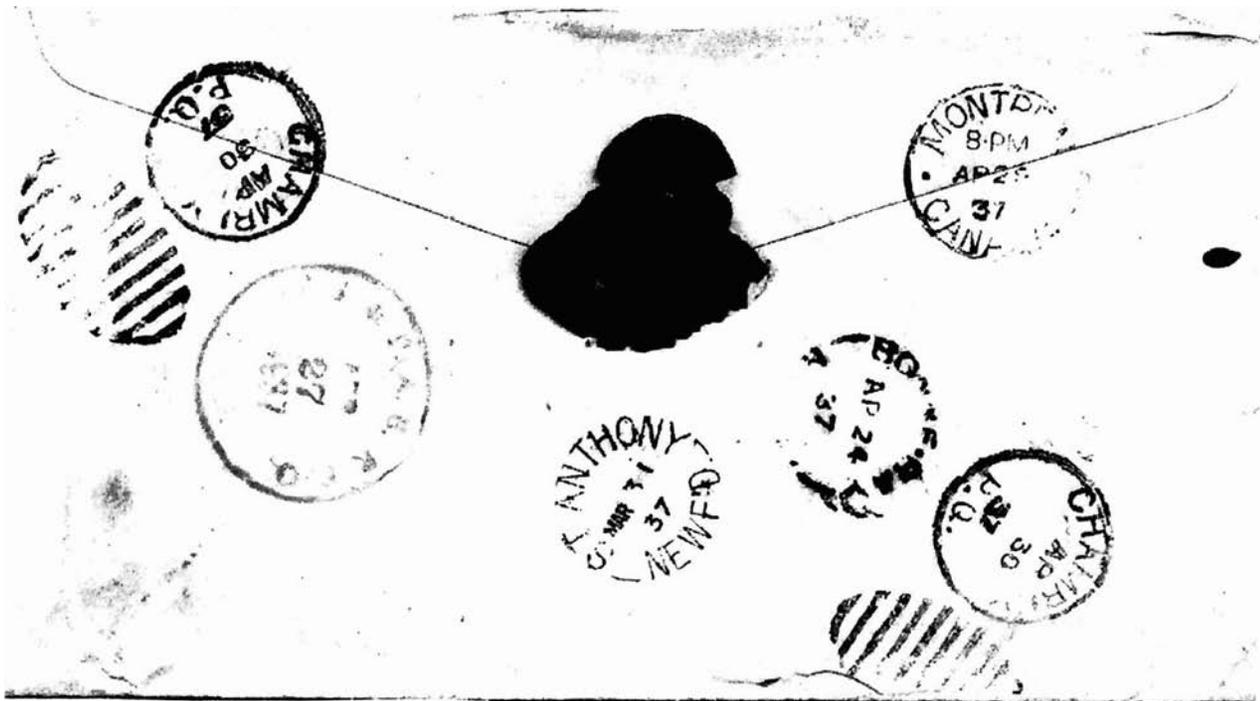


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**REVERSE OF COVER**



▲  
Note **BONNE BAY AP 24 37** receiver ▲

**SOME RESULTS FROM THE SEPTEMBER 29, 2001 ROBERT A. LEE AUCTION**

LOT #	DESCRIPTION	PRICE + COMMISSION CANADIAN DOLLARS
4429	#35 dull rose, top selvage block of six, full inscription, VF LH/NH	\$110.00
4431	#44, 44a, 45 1¢ Prince of Wales, three shades in blocks, VF, LH/HR	110.00
4432	#51, 3¢ Queen Victoria, umber brown, block of four, VF, NH/HR	82.50
4433	#52 3¢ Queen Victoria, violet brown, block of four, gum skip, VF, NH/H	412.50
4434	#55, 5¢ Harp Seal, bright blue, top selvage block of eight, centered inscription, couple spots of gum missing, 1 small thin, VF, NH/H	632.50
4438	#75-77, 1¢ surcharge on 3¢ Queen Victoria, lower selvage block of eight 4 Type I, 2 Type II, 2 Type III, re-enforced perfs, album offset, F	1072.50
4444	#98-103, Guy issue, F-VF, LH	187.00
4445	#104-114, Royal Family, 8¢ is #110a peacock blue, F-VF, NH/H	121.00
4448	#115-126, Trail of the Caribou, F-VF, LH/HR	104.50
4450	#128, 3¢ on 15¢ Cabot, VF, H	231.50
4455	#172-182, 1931 Publicity Issue, F-VF, LH/HR	82.50
4460	#C5 Columbia Air Mail, w/Friedl 1961cert., centered fine, HR	4400.00
4461	#C6-8 & C9-11, F-VF, LH/H (both issues!)	60.50