First stamps of the Colony were issued in British pence with heraldic flowers of British Isles on all values. The Pence Issue colours: scarlet vermilion 1857; orange 1860; rose lake 1861.
[for $1^{\text {st }} \& 2^{\text {nd }}$ Pence colour comparison use NSSC $\# 73$ vermilion \& 72 orange] 1857 FIRST PENCE issue (JANUARY 01)

$\star$ HVF US $\$$
$\star \star$ NHVF 4 x
\$ sn dasn o
$\triangle$ US \$
cross-wire mesh;
like fly screen

ENGRAVED. NO WATERMARK. IMPERFORATE
paper: white, soft, thick, shows CROSS-WIRE MESH; shrinks in weave direction; 3d reverse has green ink flecks PO issued sheets in 120 as 12 horiz. x 10 vert. for 1d; sheets in 80 as 40 pairs formed as 8 horiz. pairs x 5 vert. for 3d; sheets in 40 as 8 horiz. x 5 vert. for 5 d ; sheets in 20 as 5 horiz. x 4 vert. for $2 \mathrm{~d}, 4 \mathrm{~d}, 6 \mathrm{~d}, 8 \mathrm{~d}$, 1s
NSSC measurement 1d, 5d format: NEWFOUNDLAND horiz. x LAND vert. Pratt: 5d was made by reworking Id die

| 111 covers | ld brownish claret ( $22 \times 22.5 \mathrm{~mm}$ seen); (eku: July 07) | 70 M | 150 | 75 | 3800 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |



| 320 | 320 | - |
| ---: | ---: | ---: |
| 850 | - | - |
| 1850 | - | - |
| 2500 | - | - |
| - | - | 18500 |
| 2000 | - | - |

a $\quad 1160$ est. line thru NEWFOUND ( $22 \times 22.5 \mathrm{~mm}$ seen $)$
b 120 known black ( $22.5 \times 22.5 \mathrm{~mm}$ ); NG (done on card 16 Sept. 1856)
c 2 known black; NG line thru NEWFOUND
d 2 known bright orange NG (Colour trial; Pratt)

2000 - -
dp2 ld ctldp; black; uncleared corners; uncleared E of POSTAGE;
four dots missing opposite upper left numeral; India on card
5500
-

dp2 2d ctsdp; black; on India (5)
directional size both black dies S $32 \times \mathrm{N} 32 \times \mathrm{P} 45 \mathrm{~mm}$; directional size both colour dies S $31 \times \mathrm{N} 31.5 \times \mathrm{P} 44 \mathrm{~mm}$ 327 covers* 3d yellow green (Die I); 8 M

$\begin{array}{lrrr}\text { NSSC } 3 \text { UL3 from pr NSSC } 3 & \text { LL3 from pr } & 420 & 320 \\ & 580 & - & 1750 \\ & & & \\ & 4000 & - & - \\ \text { trefoil; on India (1) } & 3000 & - & - \\ \text { on card (1) } & & \end{array}$ dpl
dp2 3d esdp; black; lower left 3 slants to left; India on card (1)
dp3 3d ctsdp; black; lower left 3 straightened;
second line absent around center trefoil; on India (3)
(3) $2750 \quad-\quad-$


NSSC 3; back

4 included* 3 d yellow green (Die II); 8 M
a 40 known black NG (done on card 18 Sept. 1856)

532 covers 4 d scarlet vermilion ( $19.5 \times 25 \mathrm{~mm}$ ); 5 M a 20 known black NG (done on card 24 Sept. 1856)

NSSC 3 a; 4 a

| 900 | - | 4200 |
| ---: | ---: | ---: |
| - | - | 28500 |

dpl 4d ctldp; black; uncleared corners;
middle border lines completed in value tablets; India on card
5500
dp2 4d ctsdp; black; on India (5)
4000


NSSC 5dpl


NSSC 5dp2

# Newfoundland: Discovery Measurements to determine 1857, 1860 and 1861 

 size differences for $1 \mathrm{~d}, 3 \mathrm{~d}$ and 5 d pence issue denominationsby John M Walsh, FRPSC

The Newfoundland pence issues have been studied by many. As to stamp size determination not much has been seen offered to collectors. This study is only interested in the $1 \mathrm{~d}, 3 \mathrm{~d}$ and the 5 d issues as found in the three pence issues of Newfoundland.
All directional orientation measurements are given as horiz. NEWFOUND $x$ vert. LAND.
As reported in 1981 by Robert H. Pratt in his "The Pence Issues of Newfoundland 1857-1866" the Newfoundland 1d image die of 1857 was made by reworking the 1851 New Brunswick 6d die to enable the information required for this denomination to be engraved on to it. From this new ld die a reworking of the design was undertaken to make the required 5d denomination. Both are in a square format. All the other 1857 First Issue 1d, 2d, 4d, 5d, 6d, $61 / 2 \mathrm{~d}$, 8 d and 1 s denominations had engraved plates made in a vertical rectangle format. All these same plates were used for the Newfoundland 1860 Second Issue and the 1861 Third Issue. Thus in reality their originally made sizing would apply throughout these printed issues. However it seems that this is incorrect. But why?

The proofs when finished were printed in black ink onto white card. This card does not have any mesh to cause possible shrinkage in any direction. This is determined by taking the size of the NEWFOUND x LAND format. The sizing was determined to be $22.5 \times 22.5 \mathrm{~mm}$ for each of the 1 d and 5 d denominations. This proves that each 1 d and 5d image on the black die plate proof sheets are square.

The ld printing plate has 120 engraved images, while the 5d has 40 engraved images.


LAND side is 22.5 mm

The paper used for printing the 1857 First Pence Issue has a grid like mesh surface that is similar to the look of fly screen. This paper has a weave structure. At this juncture in time the manner of printing was to dampen the paper to be used, apply the ink, dry the paper, apply the wet gum and re dry the paper to finish the printing sequence. Dampened paper was used to enable the paper to absorb the applied ink from the engraved plate with the use of minimum pressure from the press. Pressure applied to engraved printing plates cause metal fatigue deterioration of the plate as seen by the appearance of inked extraneous cracks.


NEWFOUND side is 22.5 mm There was no dry paper printing in this time frame as the type of printing presses to do this job had not been invented. Dry paper printing requires very high pressure application to push the ink on the engraved plate into the paper fibres. This process is very hard on the printing plate and can cause much wear and tear to the printing plate. Specially strengthened metal plates had to be made for this process.

Using the wet paper technique will cause the printed images made from the printing plate to shrink when the paper is dried. If there is no weave in the paper this shrinkage will be consistent in both directions. If the wet paper has a mesh weave there will be shrinkage in the direction of the weave. Depending on the direction of how the wet paper is placed into the press will determine if the weave is in a horizontal or a vertical direction. Therefore paper shrinkage will occur in one of those directions. Usually the press person will position the paper so that the weave will be in the same direction for the printing run.

From Julian Goldberg an explanation of paper shrinkage is offered. When printing on wet paper, the following occurs depending on the direction of the paper being fed to be printed:
wet vertically mesh paper usually shrinks horizontally upon drying and usually expands vertically upon drying; wet horizontally mesh paper usually shrinks vertically upon drying and usually expands horizontally upon drying.

## Newfoundland: Discovery Measurements to determine 1857, 1860 and 1861

 size differences for $2 \mathrm{~d}, 4 \mathrm{~d}, 6 \mathrm{~d}, 6^{1 / 2} \mathrm{~d}, 8 \mathrm{~d}$ and 1 s pence issue denominations by John M Walsh, FRPSCContinuing with the pence stamp research initially reported in Maple Leaves 2023, the three rectangle pence stamp issues of Newfoundland are the focus of this study. As has been noted Newfoundland pence issues have been studied by many. As to the specific rectangle stamp size determinations of the 1857, 1860 and 1861 issues not much has been seen offered to collectors similar as to the square images. Robert H. Pratt in his "The Pence Issues of Newfoundland 1857-1866" issued in 1981 does not go into specific stamp image sizes to differentiate the pence stamp issues. His informative research focus was on die development, quantities, ink colours and paper density. He did provide a comprehensive census of envelopes that shows the survival of the used pence denominations and their postal rates.

horizontal


The previous reported findings of the square pence issue sizes provided the incentive to look at the rectangle issues with the intent to see if there was a size difference. This difference would enable specific pence issue placements without having to be colour specific with which collectors have a difficulty distinguishing.

Starting with the scarlet colour 1857 issue a comparison is shown using the same denomination found in each issue.

The measurements: width x height mm
2d scarlet 1857
2d orange 1860
$20 \times 26.5$
2d rose lake 1861
$20 \times 26$
$20 \times 25.5$

vertical 1857 scarlet; 1860 orange; 1861 rose lake differences

| The measurements: | width $\times$ height mm |
| :--- | :---: |
| 4d scarlet 1857 | $19.5 \times 25$ |
| 4d orange 1860 | $19.5 \times 25$ |
| 4d rose lake 1861 | $19.0 \times 24.5$ |

horizontal
vertical 1857 scarlet; 1860 orange; 1861 rose lake differences

Geometric Cancels from 1865-1910 observed on stamps current within stated timeline. More may exist.
Images are not to size. They are presented to show what they look like. Research is offered by David Piercey.
Quartered cork cancels present in a myriad of shapes often having subtle differences.
Radial cancels present as multiple segments radiating star-like outward from a central point.
Starburst cancels present as many lines radiating from the center.
Football cancels present a round appearance resembling a football (soccer).
Irregular squares present small blocks representing rectangles, diamonds and a $3 \times 3$ format.
Letter cancels sometimes designate a Costal Mailboat.
Numeral cancel use specific from St. John's; appropriated from a British Post Office.
Stars and crosses stylistic cancels.
Target cancel styles are presented.
Barred cancels present as several parallel bar lines.

## QUARTERED CORKS



origin is
St. John's GPO;
outer ring;
timeline 1865-76

timeline 1865-79




origin is St. John's GPO; outer ring; timeline 1870-94


GPO outer ring; timeline 1868-71

GPO outer ring; timeline 1865-

timeline 1871-77


GPO outer ring; timeline 1870-73

timeline 1870-94

timeline 1877-80
 timeline 1877-80
timeline 1880-87

timeline 1887-97

timeline 1883-87

With the advent of decimal currency in 1865 new stamp series were required. To facilitate this problem, as well promote the important symbols of Newfoundland, the First Cents Issue depicted the fishery (cod), sealing (seal) and commerce (schooner) and honoured the monarchy. Research census in this catalogue, by Sammy Whaley, provides cover quantities and ekus.
$\star$ HVF US $\$$
$\star \star$ NHVF 6 x
O USED US $\$$
$\triangle$ COVER US $\$$ $\underset{\text { imprint inscription }}{\star}$ II $\star$ BOTTOM
Imprint inscription

[^0] pelure - thin yellowish paper; like onion skin. 1990 Christies sale ABNCo archives has imperf. quantities. Roulette separation on $1 \phi, 2 \phi, 3 \phi$, 5ф was introduced with this issue;

CCC Pratt slide \#09-2 14 info: "Trade Samples prepared by ABNCo on 6 different papers; engraved and lithographed; imperforate and hand perforated 11.75 in over 100 colours". and NSSC places them within the same colour denomination listings.

1865-79 FIRST CENTS issue (NOVEMBER 15)
ENGRAVED. NO WATERMARK. PERF. $12 \times 12$
Sheets printed as 100 . PO issued sheets in 100 as 10 horiz. x 10 vert.


26
2\$ Codfish, (Nov. 15, 1865; eku: July 10, 1866);

| 27 covers | green, pelure paper ( 100 M ; Pratt) | 65 | 35 | 1925 | 170 | 170 | 275 | 275 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 51 covers | white paper (eku: Mar. 27, 1871) (400 M; Pratt) | 50 | 25 | 800 | 110 | 110 | 190 | 190 |
| b | used pelure paper margin imprint | - | - | - | 170 | 170 | 270 | 270 |
| c | used white paper margin imprint |  | - | - | 120 | 120 | 170 | 170 |
| 11 covers | roulette 8 (eku: Dec. 21 , 1879) (300 M Pratt) | 80 | 35 | 1260 | 120 | 120 | 230 | 230 |
|  | roulette 8 , used margin imprint inscription | - | - | - | 85 | 85 | 85 | 85 |
|  | imperf. NG 0.790 M | 100 | - |  | 200 | 200 | 300 | 300 |
|  | imperf. NG (Colour trial; black) | 45 | - | - | 220 | 220 | 350 | 350 |
| h | imperf. NG (Colour trial; violet) | 45 | - | - | 220 | 220 | 350 | 350 |
|  | perforate Gummed (Colour trials) | 180 | - | - | - | - | - | - |
| 2 known | bisected on cover | - | - | 4875 |  |  |  |  |


eldp; orange; Prince Albert; TWO CENTS in bottom tablet;
adapted for $10 \$$ value; on card (1) $3000 \quad-\quad-\quad-\quad-\quad-\quad$ pdp; black; Codfish; ornate oval; on India $1500 \quad-\quad$ - $\quad-\quad$ - $\quad-\quad-$ $\begin{array}{llllllll}\text { pldp; black; Codfish, scrolled oval; on card (6) } & 500 & - & - & - & - & - & - \\ \text { psdp; green; no shading below fish; on India (1) } & 1000 & - & - & - & - & - & -\end{array}$



| notations finished at home; on card (1) | 2500 | - | - | - | - | - | - |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- |
| eldp; black; India on card (6) | 500 | - | - | - | - | - | - |

$\mathrm{dp} 7 \quad 2 \mathrm{q} \quad$ Goodall dp \# 482; has small diagonal line across horiz. shading at vignette bottom left above bottom value tablet; colours: yellow brown; red; brown red; green blue; blue green; black (3 ea) 1000



NSSC 58dp1
$5910 ¢$ Cabot's ship "Matthew", black brown; 200 M
imperf. NG 0.775 M
with red SPECIMEN 0.300 M


| 15 | 8 | 140 |
| ---: | ---: | ---: |
| 80 | - | - |
| 80 | - | - |

dpl 10\$ pdp; black; India


| 60 | 124 | Ptarmigan, blue; 200 M |  | 10 | 6 | 140 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | a position 69 | reentry band left to T of TWELVE |  | 120 | 70 | - |
|  | b | imperf. NG 0.662 M |  | 80 | - | - |
|  | c | imperf. NG pale blue gray | \% ${ }^{1}$ | 150 | - | - |
|  | d 6 known | imperf. NG reentry band left to T of TWELVE | Her | 350 | - | - |
|  | e | with red SPECIMEN 0.300 M | , | 80 | - | - |
|  | f 3 known | with red SPECIMEN 0.300 M | 12 | 80 | - | - |
|  |  | reentry band left to T of TWELVE |  | 275 | - | - |



Canada Double Weight Registered letter rate + Late Fee:
3 \& basic +3 \& extra weight +5 \& registration fee + Late Fee 1 ¢ ; David Piercey
61
 shows dropped transfer roll entry NSSC 60 a, d, f; shows entry of UL corner dropped transfer roll



United States Duodecuple Weight Registered Letter rate

+ Late Fee; $2 ¢$ basic $+2 ¢$ extra weight (11x)
+5 ¢ registration fee + Late Fee l $\$$; David Piercey


LAC 1989-036-100 detail cut; shows reentry under THIRTY oval;
this die is hardened; printing plate was made from it; all 30 c have this reentry

The Royal Family were depicted on the regular definitive issue, of 1897-1901.
(Bertram W.H. Poole Booklet No. 37; pg. 18*)
1897-1901 ROYAL FAMILY issue
$\star$ HVF US \$
$\star \star$ NHVF 3 x
O USED US \$
$\triangle$ US \$
COVER

ENGRAVED. NO WATERMARK. PERF. $12 \times 12$
http://www.bnaps.org online resources has list of this material sold in 1990 from ABNCo archives by Christies.


Number of printing orders, [\#] after colour.
$691 / 2 \Phi$ Child Edward VIII, olive [5], (August 1898*); 1750 M
a
b
C 2 known
d 1 known
e 1 known
f
g
h cutting arrows; UL, LL, UR, LR
UR plate 2 (reversed)
UR plate 2 (reversed) w/ SPECIMEN+security hole punch


NSSC 69 d

| 70 | 1 ¢ | Queen Victoria, red [l], (eku; December 04, 1897); 400 M | 15 | 2 | 115 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| a |  | thick card paper | 270 | - | - |
| b |  | aniline ink effect | 100 | 50 | - |
| c |  | imperf. NG 0.200 M | 150 | - | - |
| d | 8 known | pair SPECIMEN overprint with/without hole punch | 850 | - | - |
| dpl | $1 ¢$ | ctldp; blue; proof paper; die \# C-394 (1) | 1200 | - | - |
| dp2 | $1 ¢$ | ldp; carmine; India sunk on card; imprint; die \# C-394 (4) | 2000 | - | - |
| dp3 | $1 ¢$ | ctsdp; black; on India; die number crossed out+other \#s added (1) | 1500 | - | - |
| dp4 | $1 ¢$ | ctsdp; black; on India with die number (1) | 1500 | - | - |




|  | $\begin{aligned} & \infty \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ | $\begin{gathered} \infty \\ n_{3}^{3} \\ 0 \\ 0 \end{gathered}$ |
| :---: | :---: | :---: |
| 15 | 5 | 70 |
| 435 | - | - |
| 175 | - | - |
|  | - | - |
| 670 | - | - |
| 1000 | - | - |
| 1000 | - | - |
| 1000 | - | - |
| 1000 | - | - |
| 1000 | - | - |
| 200 | - | - |



1911 ROYAL FAMILY issue (JUNE 19) ENGRAVED. NO WATERMARK.

$I \star 13.8 \times 13.8$
II $\star 13.8 \times 14$
III $\star 13.8 \times 14.2$
IV $\star 14 \times 14$
V $\star 14 \times 14.2$
VI $\star 14.2 \times 14$
VII $\star 14.2 \times 14.2$
$\star \operatorname{HVF}$ US $\$$
$\star \star$ NHVF 3 x
$O$ USED US $\$$
$\triangle$ COVER US $\$$

| 105 | 12¢ | Duke of Connaught, plum [2]; 50 M - $\mathrm{M}^{\text {a }}$ | 40 | 30 | 210 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| a |  | imperf. left margin | 170 | - | - |
| b | 10 known | imperf. right margin | 750 | - | - |
| c |  | imperf. NG | 75 | - | - |
| d |  | imperf. NG (Colour trial; black; on card) | 160 | - | - |
| dpl | 12¢ | edp; blue; Off Newfoundland; photographic and hand painted; on card | 1000 | - | - |
| dp2 | 12¢ | ectldp; blue; Off Newfoundland; notation 2/18-23, roved/l2 Cents; on wove paper | 1000 | - | - |
| dp3 | 12¢ | ectldp; orange; Off Newfoundland; notation 2/18-23; on wove paper | 1000 | - | - |
| dp4 | 12¢ | ectldp; black; Off Newfoundland; on card | 1000 | - | - |
| dp5 | 12¢ | ctsdp; black; Duke of Connaught; stamp size; on card | 1000 | - |  |
| dp6 | 12¢ | ctsdp; black; Duke of Connaught; on card | 1000 | - | - |
| dp7 | 12¢ | ldp; orange; Duke of Connaught; on yellowed paper; has $\underline{2} 1823$ on two lines | 1000 | - | - |
| dp8 | 12 ${ }^{\text {¢ }}$ | ldp; orange; Duke of Connaught; on yellowed paper; has $\underline{2} 1823$ on two lines | 1500 | - | - |



DPC3 Dignitary Presentation Card; signature \& printed title of "Colonial Secretary" - 445 — a signature \& printed title of "Prime Minister"

-     -         -             - $\quad 445$ - -

1919 NEWFOUNDLAND CONTINGENT CARIBOU issue (JAN. 02) ENGRAVED. NO WATERMARK.

## LC - left center <br> RC - right center

Number of printing orders, [\#] after colour. Colour shades abound; some are listed. Several denominations had only two printings.
15 d denomination blue colours are controversial. Analyses determined one ink ingredient consistency.


BK EP Complete booklet 'Essay Prototype' with perforations through tabs
9500

## Pale salmon cover with 2 staples (Perf. $14.1 \times 14.1$ )

1 known Front cover SUDAN POST OFFICE (English). Back cover (Arabic) (Walsh seen)
l\$ (4 panes of 6)


LC plate 1
RC plate 2
LC plate 3
bisected on cover



1


4



3
3



2


5


6


9

R.H. Judge analyzed 15 ¢ sample shades; to determine ink ingredient compound

The Pictorial Issue was mostly from photographs taken by Newfoundland's noted photographer, Professor Holloway. The issued designs are scenic views or historical landmarks located throughout Newfoundland. Newfoundland's first stamp booklet issued with this set. The booklet contained advertisements as well stamps.
Contractor Whitehead, Morris \& Co. hired De La Rue to do the engraving and printing. continиe $\rightarrow$
PO issued sheets in 100 as 10 horiz. x 10 vert. From the plate number variations NSSC believes the 3 q was printed as 2 panes x 100 .
Number of printing orders, [\#] after colour.
1923-24 PICTORIAL issue (JULY 09) ENGRAVED. NO WATERMARK


\footnotetext{
123 I \$ Twin Hills, green [5]; 11000 M
a booklet pane of 8 , perf. $14 \times 13.7$
b imperf. Gummed 0.100 M
c imperf. NG 0.100 M
dpl I\$ eldp; brown; Twin Hills; notation A, 27 Novem 22.; photographic; matted on card (1)



BK 1 Complete booklet (Issued 1926) with perforations through tabs AYRE \& SONS advertisement on front cover

Pink cover with 2 staples (Perf. $14 \times 13.7$ ); 10 M

> 14 (1 pane of 8) and

2 ( 2 panes of 8 )


UL plate 2. (perf. $13.7 \times 14$ ), with cutting line (Walsh seen)
LL plate 2. (perf. $13.7 \times 14$ )
imperf. NG 0.100 M
dpl $3 ¢$
dp2 3¢
dp3
eldp; Fighting Newfoundlander; notation C, 27 Novem 22., discard, rejected 18-12-22;
eldp; retouched; notation T., 15 Jan 23, approved April 16/23; matted on card (1)
dp4
3 4 eldp; brown; notation -9-5-23; no vertical shading below 3; on card (1)
dp5 ctldp; orange; on card
3\& ctldp; violet; on card (1)
dp6 3\& ctsdp; gray green; stamp size; on card
dp7 3¢ ctsdp; green; stamp size; on card
dp8 3¢ ctsdp; dark green; stamp size; on card
dp9 3¢ ctsdp; olive green; stamp size; on card
dp10 3\& ctsdp; carmine; stamp size; on card
dpll 3¢ ctsdp; rose; stamp size; on card
dp12 3 3 ctsdp; violet; stamp size; on card dp13 3¢ ctsdp; dark violet; stamp size; on card dp14 3¢ ctsdp; purple; stamp size; on card dp15 3¢ ctsdp; gray blue; stamp size; on card dp16 3¢ ctsdp; blue; stamp size; on card dp17 3 3\& ctsdp; dark blue; stamp size; on card dpl8 3¢ ctsdp; brown; stamp size; on card


NSSC 125dpl





Despite Canada's claim on behalf of Quebec, the Privy Council in 1927 decided in favour of the Dominion of Newfoundland's historical claim to Labrador. The expanded boundaries provided an ideal opportunity to publicize the award on its stamps. Depicted is the Labrador boundary, scenes, landmarks and symbols which ostensibly were meant to attract economic development and tourism. Suggested from the intense re-entry research by Jean-Claude Vasseur is that the $1 \$$ value was printed from two plates.
Whitehead, Morris Ltd. were the contractor who subcontracted to De La Rue. Arnold M. Strange 1958 research of De La Rue archives states they manufactured the plates and printed this issue. He also found that on March 20, 1928 De La Rue was asked to supply a sample roll of 500 stamps reeled upon a core. It was delivered to Nfld. Government agent Whitehead, Morris Ltd. the next day. It was not known if it would
 be suitable for the Multipost Stamp Affixer but every endeavour would be carried out for alterations.
PO issued sheets in 100 as 10 horiz. x 10 vert.

1928 FIRST PUBLICITY issue ENGRAVED. NO WATERMARK


137 a b
 dp2
dp3 dp4 dp5 dp6 dp7 dp8
dp1
dp2
dp3
dp4
dp5
dp6
dp7
$d p 8$ major re-entry; 2 plates used; found at position 60 on only 1 of the plates perfin (SPECIMEN, 4 stamps needed)
14 ctldp; black; notation Caribou size..., Duplicate, Large, 6/5/27; 14 ${ }^{\text {th }}$. April 1927.; India on card I\& ctldp; black; notation Re-Sketched, Duplicate, Small, 14 $4^{\text {th }}$. April 1927.; India on card
I\& ctldp; black; notation See... omit Belle Isle, Duplicate, $14^{\text {th }}$. April 1927.; India on card


2\$ S.S. Caribou, carmine (January 02); 3000 M (Walsh seen)

a
dpl
dp2
dp3
dp4
dp5
dp6
dp7
dp8
dplo dpll

1 $\$$ Newfoundland \& Labrador Map, green (January 02); 3015 M (Walsh seen) I ctldp; blue; Cape Bauld above Cape Norman; notation dotted lines, weak here, 3-8-27; on card
I\$ ctldp; black; Cape Bauld above Cape Norman; guidelines; on card (4)
It ldp; green; Cape Bauld above Cape Norman; on card (1)
l\$ sdp; dark green; stamp size; Cape Bauld above Cape Norman; on card (4)
l\& ctldp; black; photographic; handpainted; stamp size in wood bevel frame;


NSSC 137 a


King Charles I, by Royal Patent in 1637, granted a device termed 'Coat of Arms' to Newfoundland. In 1931 it was decided to place this Coat of Arms embedded as a watermark into official postage stamp paper.
Same contractor John Dickinson \& Co. and printer.


1931 THIRD PUBLICITY issue
RE-ENGRAVED. COAT OF ARMS WATERMARK.


# Newfoundland: Discoveries in design sizes 1932 First Resources; 1933 Gilbert 1937 Long Coronation; 1938 Royal Family issues <br> a) proves Printing Press Types used by Perkins Bacon \& Co 

 b) disproves allegations that perf. $13.3 \times 13.3$ was done by Waterlow \& Sonsc) proves large 21 mm image sized 1932 First Resources were printed by Perkins Bacon \& Co which belie assertions that assign this achievement only to Waterlow \& Sons

By John M. Walsh, RPSC and Robin J. Moore
In 1931 Newfoundland watermarked stamp paper was introduced. The Newfoundland Government had requested that their stamp paper was to have watermarks positioned onto it, the Newfoundland Coat of Arms was chosen. They were to be positioned so that each stamp would be printed on top of it.

Perkins Bacon \& Co. was retained by the Newfoundland stamp contractor, John Dickinson $\&$ Co, to do the design size and engrave the print plate. The printer sets the outline for how they want individual watermarks to be placed into the paper. The papermaker, Croxley Mills, then does the positioning on to the paper making screen as per the outlines. The engravure manner of plate printing known to be in use by Perkins Bacon \& Co at this time is the wet paper printing technique. It uses ungummed stamp paper to print on. For the printer to have ungummed stamp paper it confirms that is the way the papermaker shipped the paper. Croxley Mills made the watermarked stamp sheets sized as $221 / 2$ in. x $265 / 8$ in. Co-author Walsh owned the sheet in the format shown. It had no gum on it.

The sheet consisted of 400 watermark subjects positioned in the format of 4 panes that were separated by horizontal and vertical

Resources ISSUE OF 1932
The 1\& gray value with plate 6 . It has half of the wide 46 millimetre gutter showing the perforations on inside left margin indicating were the other pane was attached. The $5 ¢$ value also displays the same features.
In conjunction is center section taken from sheet format being used in 1932 .
Cross gutter format for 400 subject sheet as per imbedded watermarks gutters having 100 subjects in each pane set in a layout of 10 horiz. x 10 vert. subjects. Cutting marks to enable pane separation can be seen set into the sheet margins. With ungummed paper type the printer uses the wet printing technique which is done by:

- making a printing plate that had four panes each having 100 subjects engraved upon it;
- having the paper dampened, because wet paper enables better impressions;
- printing plate die was covered in ink; excess removed; pressure is applied to press ink into the wet paper;
- paper dried; gum applied; gum dried; perforations done;
- then that single four pane sheet was divided into panes of 10 horiz. x 10 vert. subjects for Post Office use. Wet paper printing technique is confirmed from marketplace observations. With this technique, OFFSETS (image is a reverse of front) can be found under the gum. Offsets are created on the following printed sheet underside. Because when landing on the previously still wet inked sheet the ink transfers to the underside. The wet sheets need to be dried before gum application. The colour-of-issue on watermarked stamp paper are found ungummed. Therefore no offsets will be on top of gum. Sheet-fed rotary press wet printing enables faster stamp sheet production. For those stamp denominations required in massive quantities, rotary press printing would be the choice. For orders of lesser demands, sheet-fed flatbed wet press printing would be the choice.

In 1932 a new series of stamps was released with engraving and printing done by Perkins Bacon \& Co. The issue contained a mixture of views, fish, animals, fishing and sealing fleets for which Newfoundland is famous. There are portraits of the Royal Family; one being first in the British Empire to portray Princess Elizabeth (later Queen Elizabeth II) born on April 21, 1926. This is the second issue offering stamp booklets with advertisements. With different coloured covers, number of staples used and the perforation varieties six booklets appear.
Tom Cusick shows booklet panes having small size holes in perf. $14 \times 14$ exist for NSSC \#'s 174, 176, 178.
NSSC editor believes 1 ¢, $2 \Phi, 3 \Phi, 4 ¢, 5 ¢$ were printed as sheets of 4 panes of $100=400$ subjects. This observation offered from seeing and showing the NG watermarked printing paper size $221 / 2 \mathrm{in}$. $\times 265 / 8 \mathrm{in}$. and the watermark layout as 4 panes having gutters between panes (owned by Walsh), and perforation manner of extensions through sheet margins. PO issued sheets in 100 as 10 horiz. x 10 vert.
approved state of die:= complete; has no Die \# or any guideline on design long side final state of die: = complete with guidelines at design long side; no Die \#
Walsh \& Moore research shows Perkins Bacon \& Co did wet and dry paper press printing. Two narrow width sizes found in this issue: 20.5 mm and 21 mm . Not all are listed; seen are noted.
booklet = bklt
reversed $=$ rev


Robin Moore \& Jamie Hennebury provided help.

## 1932-38 FIRST RESOURCES issue (JANUARY 02)

ENGRAVED. COAT OF ARMS WATERMARK. PERF. $13.5 \times 13.5$



| dp1 | $1 \phi$ |
| :--- | :--- |
| dp2 | $1 \phi$ |
| dp3 | $1 \phi$ |
| $d p 4$ | $1 \phi$ |

epldp; green; 20.5 mm ; frame design; notation 22/5/31; on card

| 1 | 1 | 10 |
| ---: | :---: | :---: |
| 20 | 20 | - |
| 60 | - | 350 |
| 50 | - | - |
| 50 | - | - |
| 325 | - | - |
| 250 | - | - |
| 250 | - | - |
| 45 | - | - |
| 45 | 60 | - |
| 75 | - | - |
| 475 | - | - |
| 170 | - | - |
| 750 | - | - |
| 750 | - | - |
| 750 |  |  |

dp5 l\& pldp; green; incomplete shading; on card
dp6 It ldp; green; approved state; notation 3.6.31; on card
dp7 l\& ldp; green; 20.5 mm ; final state; notation Final, $5 / 6 / 31$; on card
dp8 It ldp; green; final state; notation 6.6.31; on card
dp9 l\& ldp; green; final state; unwmkd card
dp10 l\$ ldp; green; 20.5 mm ; wmkd card; die \# 954 (rev)
dpll l\& ldp; green; notation 2W; wmkd paper; die \# 954 (rev)
dp12 l\& sdp; green; notation 6.6.31; wmkd paper
dp13 l¢ eldp; green; Codfish; photographic; drawn box on card;
in presentation folder (1)


NSSC 173dp8


NSSC 173dp9



NSSC 173dp3


NSSC 173dp10


1500



In August 1933 a stamp series was released commemorating the $350^{\text {th }}$ Anniversary of the Annexation of Newfoundland for England in 1583 by Sir Humphrey Gilbert. From the series one can follow the main events undertaken by Gilbert leading up to annexation.
Contractor John Dickinson \& Co. had Perkins Bacon \& Co. do the engraving and printing. Alfred N. Peatman provided quantities he received from Edward Gibbs.
approved state of die:= complete; has no Die \# or any guidelines on design long side
final state of die:= complete with guidelines at design long side; no Die \#
HGM designates catalogue prefix for Humphrey Gilbert master die design associated to the issued values Frame Master die used for 2¢; 4¢; 7¢; 8¢; 9¢; 10¢; 20¢
HGMdpl pdp; orange; horiz. frame, lettering; notation 22 May 1933;
on card; top right die \# 1092 (1)
dp2 pdp; orange; horiz. frame, lettering; on card; top left die \# 1092 (rev) (1) 2000
HGF designates catalogue prefix for Humphrey Gilbert frame die design associated to the issued values

HGFdpl pdp; slate; vert. frame, lettering; notation 25 May 1933; on card; top right die \# 1093 (1)


## 1933 SIR HUMPHREY GILBERT issue (AUGUST 03)

ENGRAVED. COAT OF ARMS WATERMARK. PERF. $13.5 \times 13.5$
PO issued sheets of 100 as 10 horiz. x 10 vert.



## 1937 LONG CORONATION issue (MAY 12)

## ENGRAVED. COAT OF ARMS WATERMARK.

PERF. $13.3 \times 13.3$; $13.7 \times 13.7$; $14.1 \times 14.1$; $13.9 \times 13.9$

## $\mathrm{L}=$ left $; \mathrm{T}=$ top; $\mathrm{R}=$ right; $\mathrm{B}=$ bottom



NSSC 219 c compound perf. $14.1 \times 13.7$




221 |  |  |
| ---: | :--- |
|  | a |
|  | b |
|  | c |

10 © Salmon, olive gray(5) double printed


| 60 | 90 | 150 | 15 | 5 | 5 | 2 | 10 |
| :--- | :--- | :--- | :--- | ---: | ---: | ---: | :--- |
| - | - | - |  |  | 425 | - | - |
| - | - | - |  | 45 | 55 | - | - |
| - | - | - | 185 | 185 |  | - | - |
| ; on card (4) |  |  |  | 1000 | - | - |  |
|  |  |  |  | 1000 | - | - |  |
|  |  |  |  | 1000 | - | - |  |
| (rev) (4) 4 (rev) |  |  |  | 1000 | - | - |  |
| (rev) |  |  |  | 1000 | - | - |  |


| dp1 | $10 ¢$ | pldp; olive gray; Salmon vignette, kings head; on card (4) |
| :--- | :--- | :--- |
| dp2 | $10 ¢$ | ldp; olive gray; on card |
| dp3 | $10 \Phi$ | ldp; olive gray; guidelines; on card (4) |
| dp4 | $10 ¢$ | ldp; olive gray; guidelines; on card; die \# 1218 (rev) (4) |
| dp5 | $10 \Phi$ | ctldp; black; guidelines; on card; die \# 1218 (rev) (4) |

Fis9
NSSC 222dpl


$\rightarrow$ Many 1942 large die proofs have a hole imprint which is a Waterlow \& Sons setup manner for die proofs. Perkins Bacon Co stated new printer Waterlow \& Sons received and used Perkins printing plate die setups. This enabled accommodating same 1932 printer sheets having horizontal and vertical gutters with 4 panes of 100 subjects in each pane in a layout of 10 horiz. x 10 vert. subjects. Cutting marks enabling pane separation seen in the margins. Perkins usually used sheet-fed rotary wet printing and single sheet-fed wet printing presses. Article at beginning of 1932 First Resources issue confirms Perkins Bacon \& Co did dry paper printing. Whereas Waterlow \& Co used sheet-fed rotary dry printing and single sheet-fed dry printing presses. The papermaker makes this pregummed paper. Marketplace shows: watermark and unwatermark pairs and the offsets are found on top of gum. Thompson research shows that during Waterlow \& Sons printing time they had a new watermarked printing sheet created. This style had watermarks inserted into the previous pane gutter spaces and going fully throughout the sheet into the margins. This would ensure that all stamps would receive a watermark per Newfoundland Government requisition orders. Looking at printing orders it seems this paper style appears in 1943 because only watermarked stamps exist starting from 24 Jan. with 48\&, then 24 April is 10 \& , 24 ¢ and 25 \& with 14¢, 15 d and 20¢ following. Multi-plate pane format not fully known by NSSC; archives show only 2 pane sheets; rotary dry printing would make use of 4 pane plates for economy of speed, especially as paper now has no unwatermark gutters.

1941-49 SECOND RESOURCES issue
Earliest known use is from research done by C A Stillions, Eric P Yendall Antony B Thompson and Brian C Bursey). Research by John Ayshford found in

"The Last Stamps of Newfoundland", provides much ininsigight for this issue. 1938 is 20.2 mm ; 1941 is 21 mm ; shows bottom crown ring with large jewels. and different L in LAND

| $\star$ | m | خ | n |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\stackrel{\sim}{*}$ | * | * | * |  |  |
| * | $\star$ | * | * |  | $\infty$ |
| n | $\infty$ | $\stackrel{\infty}{\text { i }}$ | $\stackrel{1}{1}$ | $\infty$ | $\sim$ |
| - | $\cdots$ | - | $-$ | $\bigcirc$ | $\bigcirc$ |
|  | $\star$ | $\cdots$ | $\times$ | $\checkmark$ | $\sim$ |
| $\stackrel{+}{n}$ | $\stackrel{\square}{1}$ | $\stackrel{\infty}{\text { - }}$ | $\stackrel{\infty}{\infty}$ | $\bigcirc$ | $\stackrel{m}{3}$ |
| , | N | - | - | 耑 | $\bigcirc$ |
| * | * | * | * | $\bigcirc$ | $\bigcirc$ |
| $\stackrel{ }{\square}$ | = | ヨ | $\geq$ | $\bigcirc$ | $\square$ |



| 1 | 20 | 20 | 20 | 1 | 2 |
| ---: | :--- | :--- | :--- | :--- | :--- |
| 175 | - | - | - | - | - |
| 550 | - | - | - | - | - |
| 180 | - | - | - | - | - |
| 30 | - | 60 | - | - | - |
| 1075 | - | - | - | - | - |
| 105 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 75 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 780 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 10 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 450 | - | - | - | - | - |
| 2875 | - | - | - | - | - |
| 2875 | - | - | - | - | - |
| 250 | - | - | - | - | - |
| 750 | - | - | - | - | - |
| 175 | - | -5 | - | - |  |
| $p e r f$. | $12.5 x$ | $2.5)$ | - | - | 200 |

This postally use pre May 1941 envelope proves this 5 ¢ Caribou die II size 20.5 mm perf. $13.3 \times 13.3$ was in use on Nov. 23, 1940. Definitely in the Perkins Bacon printing presses timeline because the 5\& Caribou die II was only printed utilizing Perkins Bacon presses.


This postally used envelope having a 5 q Caribou die II size 21 mm perf. $13.5 \times 13.5$ cancel dated Aug. 9, 1941 provides positive proof that Perkins Bacon printing presses did this printing. This is factual because Waterlow \& Sons did not use the die II image for the 5\& Caribou.

This recently found cover has a Dec. 3, 1942 date. It has the 5 ¢ Caribou die I size 21 mm in a much different perforation than was done by the Perkins Bacon presses. Its perf. $12.8 \times 12.8$ is specific to the
 characteristics of the Waterlow \& Sons printing press. It offers further proof that the perforations in the $13+$ range were not produced by Waterlow \& Sons.

As a researcher of postal use just stand back and look at the hunting challenge for these used early dated envelopes that Stillions had, and anyone else has, to isolate in this narrow timeline use of 10 May 1941 to February 1942. Picture what had to occur for these dated envelopes to exist. The event sequences would be: post 10 May retouch damaged printing plates; refit another company's press plate to a different press; get the proper paper and inks; print; perforate and cut the product; bundle and package; ship by boat through war ravaged oceans; reach destination; be added to inventory; receive outside local post office requirement requests; send the required quantities out to fill the local post offices requisitions; local office makes sales; have that sold stamp placed on an envelope; get placed into the delivery system; receive a clear dated postal cancelling mark. Certainly a challenge to find that early use! May you be well rewarded during your search adventure.

John Ayshford The Last Stamps of Newfoundland London: Robson Lowe, 1978 extraction.
In May 1941 Perkins Bacon Limited printing plant was destroyed. The stamp printing for Newfoundland was offered to and then provided by Waterlow \& Sons. They printed Newfoundland stamps until 1949. Their stamp issue design width on narrow side is found as $>20.5<21 \mathrm{~mm}$ with four line perforations.

To augment NSSC 1941-49 Second Resources issue, facts as visually found \& reported by John Ayshford and published in The Last Stamps of Newfoundland London: Robson Lowe, 1978 were extracted. John Ayshford had full access to these archived stamp sheets prior to them being broken up.
Note that Ayshford makes no mention of presence of security holes in any of his archive stamp view reports.
Nor any mention of seeming black colour plate proof sheets in his Waterlow \& Sons archive viewing.
Nor any mention of seeing imperforate plate proofs sans holes in his Waterlow \& Sons archive viewing.
Nor any mention of seeming $13.3 \times 13.3$ perforated stamps in his Waterlow \& Sons archive viewing.
Nor any mention of seeming $13.5 \times 13.5$ perforated stamps in his Waterlow \& Sons archive viewing.

## NSSC \# 236 ONE CENT

May $1942 \quad$ Order $160608 \quad$ 2,000,000 printed Plate 41711
first state: shows faults on imperforate sheet of 100 .
faults visible at positions $8,10,11,18,24,32,36,42,46.48,49,60$,
$64,70,71,80,90,91,92,94,95$ and 100.
no marginal plate number or guide lines.
sheet endorsed 13.5.42 Add Cutting Lines etc. pencilled 41711
colour is bluish grey unlike other proofs or issued colour.
second state: shows flaws are removed from margins or repaired.

+ marks placed in the margins at center of sheet.
guide lines drawn in margins between and outside the fifth and sixth stamps in both outside horizontal and vertical rows.
plate number appears in left margin 17 mm from sixth horizontal row.
marginal dot between positions 70 and 80 .
gray colour as issued.


May 1948 Order 357082 2,500,000 printed Plate 43966 First double pane sheet has plate number 43966.
First double pane sheet has the date 25.8.48; and right pane has words
on two lines Wording \& ... second line stamps of ...
First sheet shows single hole punch per stamp.
The watermark is found in the gutter area through the sheet.
May 1948 Order 357082 2,500,000 printed Plate 43966 Second double pane sheet has plate number 43966.
Second double pane sheet has date 25.8.48; and initials GB The gutter center line has reenforcement tape. Second sheet shows one hole punch per stamp.
The watermark is found in the gutter area through the sheet.


In marketplace, not listed by Ayshford, is a double pane sheet.
It has the plate number 43966.
It is horizontal perforate and imperforate vertical.
No hole punch in these stamps.
The watermark is found in the gutter area through the sheet.




AM $1150 \Phi$ Plane and Ship, green, perf. $14.3 \times 14.3(1)$ (June 05); 20 M

| 50 | 35 | 60 |
| ---: | ---: | ---: |
| 70 | 45 | 80 |
| 90 | 55 | 100 |
| 525 | - | - |
| 525 | - | - |
| 180 | - | - |
| 750 | 750 | - |
| 600 | - | - |
|  | - | - |

AM $12 \quad \$ 1 \quad$ Flight Routes, blue, perf. $14.3 \times 14.3{ }^{(1)}$ (June 05); 20 M
$90 \quad 90 \quad 80$
a pair, with \& without watermark
250 -
$\begin{array}{ll}\text { b } & \text { imperf. Gummed } \\ \text { c } & \text { horiz. pair, imperf. vert. }\end{array}$
d 10 known vert. pair, imperf. horiz., with imperf. bottom margin

e pair, with \& without watermark
f 10 known horiz. pair, imperf. vert.
$\mathrm{g} \quad$ vert. pair, imperf. horiz.
h imperf. Gummed

| a | perf. $14.3 \times 14.1(1)$ |
| :--- | :--- |
| b | perf. $14.3 \times 13.81$ |
| c | inverted wmkd AM 11(2); AM 11a(3) |
| d | inverted wmkd AM 11b(3) |
| e | pair, with \& without watermark |
| f 10 known | horiz. pair, imperf. vert. |
| g | vert. pair, imperf. horiz. <br> imperf. Gummed |

FF 30 depart Harbour Grace 03:24 on June 24 (no cancel; too early in morning for P.O.) / Kobenhavn; (Walsh seen; where Denmark 25 øre stamp added and cancelled Kobenhavn July 08, 1931 (ties Nfld. \$1; 50¢); 2 covers known) backstamped Oslo, Norway July 08, 1931; Capt. A. Anonsen; Mrs A. Anonsen 2500 a (these covers not flown; 192 with 15 ¢, 35 with 5 ; ; held mail: handled later at Harbour Grace; have June 24 cancel+St. John's June 26 cancel+Kobenhavn July 03, 1931)


## 1931 HARBOUR GRACE to HUNGARY "JUSTICE FOR HUNGARY FLIGHT"

FF 31 July 14-15 Harbour Grace / Hungary; backstamped July 16, 1931


1931 CORNER BROOK to ST. JOHN'S
FF 32 July 18 Corner Brook / St. John's; backstamped July 20, 1931
a July 12-18 Corner Brook/St. John's; backstamped July 21, 1931
Both planes at Corner Brook; one developed problems.
Mail divided.
Other flew onto St. Johns; arrival July 20.
Repaired plane flew day later; arrival July 21.


NSSC FF 32 a


NSSC FF 32 verso


NSSC FF 32 a

1931 ST. JOHN'S to NORTH SYDNEY rate was $50 ¢$ per ½ ounce
FF 33 August 23 St John's / North Sydney• backstamped August 23-1931

1931 HOPEDALE and BATTLE HARBOR LABRADOR to BOSTON USA (MacMillan) "VIKING"
FF 34 August 17 or 29 Hopedale (cachet printed onto cover) / Boston, September 08, 1931/ Carbonear; backstamped September 12, 1931 (6 known; Rusted sent, 4 shown) 2450
a August 17 Hopedale / Boston; not backstamped (12 known; Perrett or MacMillan sent) 1800
b September 05 Battle Harbour / Boston / California; backstamped September 13, 19311500
c September 05 Battle Harbour / Provincetown, Mass.; receiver September 27, 1931 1500
d September 05 Battle Harbour; not backstamped (Spencer sent) 700
1931 MacMillan Aerial Expedition—Labels, Cards and Covers; Kevin O'Reilly researched this flight. 2020 PHSC No. 174 \& 175.


NSSC FF 34

NSSC FF 34 a sticker style cachet stuck on front;
New York Jusqu’a marking



NSSC FF 34 iii



NSSC FF 34 c



1873-1933 POST CARDS ENGRAVED. NO WATERMARK.


ld pldp; as 2 pieces; pencil sketch stamp with NEWFOUNDLAND + ONE PENNY on both; red printing on card; notation Sep. 3. 91.; round not oval O in POST;
horiz. perforation between; on card
dp2 $2 \&$ ctsdp; black; image area; on card



NSSC PC 6dpl; pencilled stamps

PC $7 \quad 2 \Phi+2 \Phi$ Reply Card, carmine, buff card die II,
De La Rue E to left above U of NEUVE (eku: June 10, 1892)
a miscut; part of left bottom text is on top back of reply card


1500 -


NSSC PC 6dp2 25180 250 -

PC 8
l $\ddagger$ King Edward VII, green [6],
$A B N C o \quad$ white card (Nov. 17, 1903; eku: April 13, 1904); 650 M a cream card
b 36 known green; India on card
c 2 known green; India on card; uncut format
d green; red SPECIMEN, F 2230; India on card

e green; red SPECIMEN, F 1700; notation $43 / 4 \times 31 / 8$; India on card
dpl I 1 pldp; green; India sunk on card
dp2 I\& ldp; green; imprint; die \# C-570; India sunk on card
dp3 I¢ sdp; gray; imprint; die \# C-570; India on card 2000
dp4 I 4 sdp; black; imprint; die \# C-570 edited; 26287; India on kraft
2000
dp5


NSSC PC 8 c

NSSC PC 8 d



2¢ Queen Alexandra, vermilion,

## PC 9

white card; three image sizes (Dec. 19, 1904; eku: Dec 06, 1905); 50 M image size; $121 \times 71.5 \mathrm{~mm}$
ABNCo
dpl
dp2
dp3
dp
dp


a image size; $119.5 \times 71.5 \mathrm{~mm}$ (19.5 x 69.5 mm vermilion; India on card; uncut format



## RATE USE INTERPRETATIONS

Colin Lewis, FCPS

Examples graciously offered by Colin D. Lewis, FCPS. They are from his research interpretation studies on postal rates applicable to Newfoundland mail sent during the postage decimal conversion rates from 1865 to 1873. These covers provide a true rate-primer on understanding the mannerism of how these stamps were utilized in this time period. On 07 April 1865 decimal currency was introduced. The conversion was from both Sterling and Newfoundland currencies. As happens, postal contingencies often are poorly prepared, with Newfoundland failing to obtain the required decimal marked stamps in time for the changeover. The decimal stamps were only available after 15 November 1865 which was seven months after the decreed change.

During this time period the old pence issues had to be given conversion values to meet postage requirements. Otherwise mail could be sent as 'paid in cash' or sent 'unpaid for collection from recipient'. Even after decimal stamps were received, shortages prevailed and the pence stamps were pressed back into postal service.
ref: (1) Act 28 Victoria cap. 2; (2) R A Pratt The Pence Issue of Newfoundland; (3) Sammy Whaley A Cover Study 1865-79;
(4) Act 33 Victoria cap. V; (5) W S Boggs Postage Stamps and Postal History of Newfoundland pages 58, 62;
(6) Post Office Notice 187009 May; (7) R A Pratt 19th Century Postal History of Newfoundland;
(8) Sammy Whaley Newfoundland Census 1865-1879; (9) Hubbard \& Winter pages 53, 54; (10) Act of 03 March 1855
(11) Post Office Notice Effective 186330 June; (12) Walsh Newfoundland Specialized Stamp Catalogue

Colonial domestic rate: decimal rates before the correct stamps arrived.
first example shows unpaid designated by black 5 marking. The only known first day of decimal rate use. second example shows 3 pence from second pence printing converted to pay the new $5 \$$ domestic rate.

mailed Carbonear 186507 April;
received Harbor Grace 08 April; rated $5 \$$ per $1 / 2$ oz unpaid (1)

mailed Harbor Britain 186525 August; [certified] received St. John's 25 September; rated 5¢ per $1 / 2$ oz (1)

Colonial domestic rate: decimal stamps have arrived. first example shows 5¢ brown seal; first decimal currency stamp available to be issued from 15 November 1865. second example shows last recorded example of the red 5 'paid in cash' rate.

mailed Harbor Grace 186603 December;
received St. John's 03 December; rated $5 \$$ per ½ oz (1)

mailed St. John's 186502 November;
received Harbor Grace 03 November; rated 5 ¢ per $1 / 2$ oz (1)

The Yearbook and Almanac of Newfoundland:
1892 Year Rate states:
$1 / 2 \downarrow$ Newspapers.
1\& Circular per 2 oz. Local Postcard. Inland Postcard. Local Letter per loz. + I¢ per extra oz. Local, Inland Late fee. Inland Parcel less than 3 lbs . per $2 \mathrm{oz} .+14$ per 2 oz . or fraction.
2ф Canada, United States, Great Britain, British Empire, Foreign Postcard.
3¢ Local, Inland Registration fee. Inland Letter per $1 \mathrm{oz} .+3 \mathrm{~d}$ per extra oz.
$4 ¢$ Great Britain Registration fee.
5¢ Canada, United States, Great Britain, British Empire, Foreign Letter per $1 / 2$ oz. +5 per extra $1 / 2 \mathrm{oz}$. Canada, United States, British Empire, Foreign Registration fee. Canada, United States, Great Britain Late fee.

Rate tables show charges for these countries + letter $\$$ value per extra $1 / 2 \mathrm{oz}$ : $\quad$ Letter $1 / 2 \mathrm{oz}$. PC Reg. Aden, British Borneo, Hong Kong, Gold Coast, Peru, Panama, Japan
Argentina, Bermuda, Brazil, Honduras, (Br., Fr., Dutch) Guiana, Cuba Puerto Rico, Bahamas, Turks Islands, Jamaica, St. Kitts, St. Lucia, St. Vincent's Chile
Cape Colony, Natal
Ceylon
Java, Gambia, Persia, India, Lagos, Mexico, Muscat, Mauritius, Fiji
Falkland Islands, Zanzibar, Sandwich Islands, Bagdad, Venezuela, Sierra Leone
New South Wales, South Australia, West Australia via Great Britain
New South Wales, South Australia, West Australia via United States

| $10 ¢$ | $2 \phi$ | $6 ¢$ |
| :---: | :---: | :---: |
| 8 C | 2 C | $5 ¢$ |

New Zealand, Victoria, Tasmania via Great Britain
8 8 $2 \Phi \quad 5 ¢$

New Zealand, Victoria, Tasmania via United States
1893, 1894, 1895, 1896, 1897 Year Rates state:
$1 / 2 \downarrow$ Newspapers.
1\& Circular per 2 oz .
Local Postcard.
Inland Postcard.
Local Letter per loz. +1 \$ per extra oz.
Local, Inland Late fee.
2¢ Canada, United States, Great Britain, British Empire, Foreign Postcard.
Inland Parcel less than 11 lbs . at 8 d per lb . or $2 \phi$ per $\frac{1 / 4}{} \mathrm{lb}$. +2 d per extra $1 / 4 \mathrm{lb}$. or fraction.
3¢ Local, Inland Registration fee.
Inland Letter per $1 \mathrm{oz} .+3 \mathrm{~d}$ per extra oz.
Canada Letter per $1 \mathrm{oz} .+3$ ¢ per extra oz. July 01, 1893 (Evening Telegram ad).
$4 ¢$ Great Britain Registration fee.
5\& Canada, United States, Great Britain, British Empire, Foreign Letter per $1 / 2 \mathrm{oz} .+5$ per extra $1 / 2 \mathrm{oz}$. United States, Great Britain, British Empire, Foreign Letter per $1 / 2 \mathrm{oz}$. +5 ¢ per extra $1 / 2 \mathrm{oz}$. Canada, United States, British Empire, Foreign Registration fee. Canada, United States, Great Britain Late fee. Foreign Late fee (1896).
12 \& United States Parcel less than 11 lbs. per $1 \mathrm{lb} .+12$ d per extra lb. (1895).
15 ¢ Canada Parcel less than 7 lbs . per $1 \mathrm{lb} .+15$ ¢ per extra lb.
The rate tables show registration for all countries as 5 \&; with Great Britain as 4 \& in 1895, 1897.

Rate tables show charges for these countries $+\mathbb{C}$ value per extra ${ }^{1 / 2}$ oz.: Rate tables show major drop in fees for all countries starting in 1893 to Orange Free State, Bechuanaland

| Letter $1 / 2 \mathrm{oz}$ | PC | Reg. |
| :---: | :---: | :---: |
| $5 \phi$ | $2 \phi$ | $5 \phi$ |
| $10 \phi$ | - | $5 \phi$ |

These 6 bogus items shown because we are often asked about them.
Many varieties of 'Paris Essays' images were created.


## 1938 July; 1942; 1964 CARIBOU issues

 ENGRAVED. NO WATERMARK.1938 PERF. $13.9 \times 13.9$; $14.3 \times 14.3$
Printed by Perkins Bacon Co
1942 PERF. $12 \times 12$


1964 PERF. $13.25 \times 13.5$
Printed by Bradbury, Wilkinson \& Co Ltd
Help received from research of Crown Agents archives by John Jennison.
All use discontinued Dec. 31, 1986; remainders were sold to the public.
 1938 issue NOT CANCELLED

## 1938 Documents infrequently encountered

1938 Perkins Bacon Co 5\&, 10¢ and 25 d printed in sheets of 50 ; no gutter present; other values in sheets of 25 . In August 2022 NSSC saw PB\&Co styled 5\$, 10¢, 25\$ demonetize imperforate, NG, 50 subject sheets. In Nov. 2022 NSSC saw PB \& Co styled 50\& to $\$ 100$ demonetized imperforate, NG, 25 subject sheets.

1942 and 1964 issues printed by Bradbury, Wilkinson \& Co. Ltd. in sheets of 50 as 2 panes of 25 separated by a vert. gutter as 5 horiz. x 5 vert. The 5 ¢; 10¢; 25 d denominations were issued in sheets of 50 separated by a vert. gutter; thus 5 \& , 10 ¢ and 25 d exist and sold as: imprint inscription +2 +gutter + imprint inscription +2 a Values to $\$ 20$ were issued in separate sheets of 25 as: 5 horiz. x 5 vert. having imprint +2 or with imprint +2 a Imperfs. came to marketplace in Nov. 2001; the one known imperf. plate number set in format shown was divided in 2008.


TB 20 FIFTY CIGARETTES (Type A) (black), red-brown, reading down a FIFTY CIGARETTES (Type A) (black), red-brown, reading up
TB 21 FIFTY CIGARETTES (Type B) (black), red-brown, reading down ..... 1450
a FIFTY CIGARETTES (Type B) (black) red-brown, reading up ..... 1450
TB 22 FIFTY CIGARETTES (Type C) (green), red-brown, reading down ..... 1450
a FIFTY CIGARETTES (Type C) red-brown, reading down, perf $12 \times 12$ ..... 1450
b FIFTY CIGARETTES (Type C); wide spacing;red-brown, reading down, perf $12 \times 12$1450

Lower bar of
F in FIFTY

## Type A-

longer than top bar, small serifs Type B equal to top
bar, large serifs


Type C-
shorter than top
bar, larger serifs

# 1922 SMALL STRIP STYLE - 1922 PLUS SERIES A, B, C ENGRAVED. NO WATERMARK. ROULETTED 7 

TB 2310 Cigarettes Series A, green
TB 2410 Cigarettes Series B, violet
TB 2510 Cigarettes Series C, orange

$95 \quad 95 \quad 220$
a orange, rouletted 11.5
9595

PROVISIONALS - 1922 SMALL STRIP STYLE SURCHARGES
ENGRAVED. NO WATERMARK. ROULETTED 7
TB 2620 numerals 3 mm (black), green Series A
TB 278 numerals 4.5 mm (black), violet Series B

1926 SMALL STRIP STYLE - 1926 PLUS SERIES A
ENGRAVED. NO WATERMARK. ROULETTED 7

TB $28 \quad$| 10 Cigarettes, green |
| ---: |
| a |
| green, perf. $13 \times 13$ |

|  | 65 | 65 |
| :---: | :---: | :---: |
|  | 65 | 65 |

PROVISIONALS - 1926 SMALL STRIP STYLE SURCHARGES
ENGRAVED. NO WATERMARK.
TB 2915 numeral manuscript (black), perf. $13 \times 13$


TB 3020 numeral manuscript (black), rouletted 7


35
35
TB 3120 numerals 4.5 mm for right 2 (black), perf. $13 \times 13$

## NEWFOUNDLAND

## TOWN and OUTPORT

POST OFFICES and CANCEL TYPES
The (original) name of a community.
(P) proof cancel style only seen to date;
POPULATION
OPEN
CLOSE
$*$ still open 1999 * still open 1999
SPLIT CIRCLE SPLIT CIRCLE
SMALL CIRCLE
LARGE CIRCLE
LARGE DOUBLE
CIRCLE MONEY ORDER TV $\Lambda$ O чdexรวค
$\Delta$ denotes possible year of closure.
The population numbers were extracted from the 1884; 1891; 1901; 1911; 1921 and 1935 census reports.
(The $\bullet$ under the OVALS column have not been identified to type; just that an OVAL exists)
Abraham's Cove, P.P.
Adam's Cove, C.B.
Adeytown, T.B. (Lee Bight)
Admiral's Beach, S.M.B.
Admiral's Cove, S.S.
Aguathuna, St. G. (Limeville)
Alder Harbour, F.
Alexander Bay Station, B.B.
Allan's Island, B.P.
Amherst Cove, B.B.
Anchor Point, N.P.
Anderson's Cove, F.B.
Angel's Cove, P.B.
Angle Brook, B.B.
Apsey Brook, T.B.
Apsey Cove, F.
Apsey Point, T.B.
Aquaforte, S.S.
Arch \& Garden Coves, P.B.
Argentia, P.B. (Little Placentia)
Arnold's Cove, P.B.
Arnold's Cove Station, P.B.
Aspen Cove, T.B. (Aspen)
Avalon, F.M.O. St. J.
Avalon, F.M.O. \#2 St. J.
Avondale, C.B. (Cat Cove)
Avondale North, C.B.
Badger, G.F.D.
Badger Brook, T.
Badger's Quay, B.B.
Baie Verte, B.V.P.
Baine Harbour, P.B.
Bald Nap, T.B.
Balena, F.B.
Bank Head, St.G.
Bareneed, C.B.
Bar Haven, P.B. (Barons Island)
Barons Island, P.B. (Barren Island)
Barr'd Islands, F.
Barlett's Harbour, N.P.
Barton, T.B. (Snooks Brook)
Bauline, C.B.
Bay Bulls, S.S.
Bay de L'Eau, F.B.
Bay D'Espoir, S.W.C. (Ship Cove)
Bay de Verde, C.B.
Bay du Nord, F.B.
Bay du Nord, H.B.
Bay L'Argent, F.B.
Bay Islands, St. G.
Bay Roberts, C.B.
Bear Cove, N.P.
Beau Bois, P.B.
Beau Bois, Bishops Cove
Beaumont North, N.D.B. (Wards Hr.)
Beaumont, N.D.B. (Cutwell)
Beaver Cove
Beaverton, N.D.B.
Belburns N.P. (Bellburns)


## RAILWAY T. P. O. and R. P. O. CANCELS

Fellow collectors interested in cancels are pleased that this section was added to the Newfoundland Specialized Stamp Catalogue. These T. P. O. and R. P. O. cancels are the subject of many years of research by a group of dedicated philatelists led by Lewis M. Ludlow. His compilation entitled Catalogue of Canadian Railway Cancellations and Related Transportation Postmarks was published in Japan in 1982. As additional information became available, supplements were published. Initially Mr. Ludlow and his collaborators built on information gathered over a 15 year period by the Meyerson brothers. Over time the Meyerson brothers' research was published in the philatelic research journal BNA Topics (electronically stored on http://www.bnaps.org as the Horace W. Harrison Online Library). Eventually many Newfoundland specialists presented 'new strikes' of unknown cancels. When published, Ludlow's catalogue included railway cancels from the postal systems of the Colony and later Dominion of Newfoundland and then the Canadian Province of Newfoundland beginning on April 01, 1949. Newfoundland Specialized Stamp Catalogue has reformatted only parts dealing with Newfoundland railway.

This section would not have been possible without the co-operation and assistance provided through courtesies of Mrs. Ludlow and Mr. William G. Robinson. On behalf of collectors and dealers who will use this catalogue section to their advantage, we wish to thank them for providing access to share this information to all collectors.

A list follows of over 170 cancels featuring T. P. O. types, R. P. O. types, Centennial Train cancel, ticket stamps, steamer names and an emergency cancel. If you know of any cancels not listed here please contact NSSC.

We are delighted to offer special thanks to Brian T. Stalker, railway cancel guru, who kindly offered to NSSC in this section many railway postmark cancels that we could not find. Brian is the author of The Travelling Post Office Postmarks of Newfoundland and Labrador, published by BNAPSociety. Thank you Brian.

Illustrations from The Travelling Post Office Postmarks of Newfoundland and Labrador are copyrighted by and were used with the permission of the British North America Philatelic Society (BNAPS). Thank you BNAPS.

We also would like to acknowledge an informative railway cancel book authored by Ross Gray entitled Catalogue of Canadian Railway Cancellations and Related Railway Postmarks including Selected Waterway Postmarks and published by BNAPS Ltd, Sept 2009, ISBN: 978-1-897391-54-9. BNAPS at www.bnaps.org has directions from where their books can be acquired.

NSSC apologizes for the font size in [\#(hammers); R(rail); W(water); period/s of use or rail closed]. It was the only seeable way to put the offered information there; but it is there.
With Ry 115, 116, 122, 123, 131 there is much more detail than NSSC can reproduce; errors are NSSC only. It is recommended to see the original source as detail depth is found there.


The two known S.S. Lewisporte ship cancels.
Shown on postcard in the UL written message is the writers address.

FORGERIES of NEWFOUNDLAND by Richard Gratton
This section of the NSSC is provided from the intense research and the gracious generosity of researcher,
Richard Gratton. From his own published papers he has offered NSSC the use of his research and findings.

| $\begin{aligned} & 1 \mathrm{~d} \\ & 1857 \\ & +1861 \\ & \text { NSSC 1; } 16 \end{aligned}$ |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Forgery \# | Genuine I | Forgery 1; 16A | Forgery 1; 16B | Forgery 1; 16C |
| Colour | Brown violet | Brown | Gray | Violet brown |
| Print style | Engraved | Engraved | Engraved | Lithographed |
| Paper | Wove + mesh | Yellow wove | Smooth white | Cream white |
| Thickness | . 0037 inch | . 0039 inch | . 0044 inch | . 0038 inch |
| Perforation | imperf. | imperf. | imperf. | imperf. |
| Forger | - | Oneglia | Moens | Spiro |
| Valuation | \$100 (mesh) | \$250 | \$350 | \$25 |
| Notes | \$150 (no mesh) |  |  |  |
| $\begin{aligned} & 1 \mathrm{~d} \\ & 1857 \\ & +1861 \\ & \text { NSSC 1; } 16 \end{aligned}$ |  |  |  |  |
| Forgery \# | Forgery 1; 16D | Forgery 1; 16E | Forgery 1; 16F |  |
| Colour | Brown | Red brown | Dark brown |  |
| Print style | Lithographed | Lithographed | Lithographed |  |
| Paper | Cream white | Cream white | Cream white |  |
| Thickness | . 0027 inch | . 0032 inch | . 0030 inch |  |
| Perforation | imperf. | imperf. | imperf. |  |
| Forger | Spiro | Spiro | Spiro |  |
| Valuation | \$25 | \$25 | \$25 |  |
| 2d <br> 1857 <br> NSSC 2 |  |  |  |  |
| Forgery \# | Genuine 2 | Forgery 2A | Forgery 2B | Forgery 2C |
| Colour | Scarlet vermilion | Vermilion | Rose | Red |
| Print style | Engraved | Lithographed | Typographed | Lithographed |
| Paper | Wove + mesh | Cream card | White wove | Cream wove |
| Thickness | . 0032 inch | . 0075 inch | . 0057 inch | . 0028 inch |
| Perforation | imperf. | imperf. | imperf. | imperf. |
| Forger | - | Royal Collection | unknown | Spiro |
| Valuation | \$15000 | \$75 | \$50 | \$25 |
| 2 d 1857 NSSC 2 |  |  |  |  |
| Forgery \# | Forgery 2D | Forgery 2E |  |  |
| Colour | Gray | Black |  |  |
| Print style | Engraved | Typographed |  |  |
| Paper | Smooth white | Cream wove |  |  |
| Thickness | . 0044 inch | . 0038 inch |  |  |
| Perforation | imperf. | imperf. |  |  |
| Forger | Moens | germanic |  |  |
| Valuation | \$350 | \$50 |  |  |

Sammy Whaley has done yeoman service on identifying and listing the Newfoundland covers that utilized the stamp denominations printed by American Bank Note Company and National Bank Note Company, New York. His research findings are of great necessity to Newfoundland philatelists. We thank Sammy for his generosity. His own book Newfoundland: 1865-1879 The New York Printings A Cover Study was released in 2004. Sammy has generously offered his research to Walsh Newfoundland Specialized Stamp Catalogue where his research complements the information found therein. His original research and findings are used with adjustments to fit NSSC format style. He originally utilized the Scott numbering system. These numbers have been changed to 2014 NSSC numbering system. His findings are not changed but since then new findings have been added.

## NEWFOUNDLAND: 1865-1879



## ABNCo, NBNCo NEW YORK PRINTINGS CENTS ISSUES COVER STUDY


from research by SAMMY WHALEY

## PICTORIAL POST CARDS (viewcards)

Welcome to another exciting aspect of Newfoundland collectibles - PICTURE POST CARDS.
Privately printed postcards depicting Newfoundland scenes are an aspect of Newfoundlandia that has grown considerably in popularity. Part of their appeal is the nostalgia they inspire for life at the turn of the century, the late Victorian era when cards were introduced. Their heyday was during the Edwardian era which saw that the majority of cards were issued and sold.

An exhilarating passage through time is featured on these pictorial postcards from Newfoundland and Labrador. Since 1901, there have been over 6000 images of very picturesque scenes on postcards that portray diverse life styles, work and commerce, individuals, architecture, icebergs... and most importantly, panoramic views of hundreds of communities. Together they encompass an encyclopedic pictorial survey of the heritage of the Dominion of Newfoundland.

Ayre and Sons Limited was Newfoundland's most prolific vendor. From 1901-1949 they produced over 1,000 different images on cards. The Newfoundland merchants had their cards made in Belgium, England, France, Germany, with art work or photographs supplied by the firm placing the order.

Many of the photographs that were used came from cameras of S.H. Parsons \& Sons and Professor Holloway. Both had flourishing photographic studios in St. John's. Approximately twenty other photographers helped provide the remaining views. Most picture postcards were issued and sold in the years 1904-1913, the heyday of picture postcards. During World War I and the 1930's their numbers declined.

We have intentionally not priced picture postcards. Our belief is that prices are too variable. The perceived valued for a picture postcard depends on: presence of a specific stamp paying the postal rate, thematic topic being portrayed, message, cancellations, mint or used state, and general overall condition. However, a selling range of $\$ 6-\$ 12$ is often seen on mint cards made by PECO (they are modern era). Other producers generally retail \$15-\$35 for mint cards. Correct postal rated cards often sell at $60 \%$ more; distant locales 5 fold multiples.

We are grateful for the viewing opportunity of five 'hugeous' collections formed by Willis Whalen, W. John Butt, Alison and Richard Moulton, Robin Moore and Brian C. Bursey. The research by Brian C. Bursey led to filling many empty spaces. His findings enabled repositioning of postcards relating to the Moravian Mission theme. He found new producers, now listed. Proofed many listing descriptions, correcting them to what is on the actual postcard. From his large collection of Multi-View postcards and reading C. Ron McGuire, Judith Edwards and Dean Mario reports in the literature he created a listing pattern for these cards. Its initial appearance is in NSSC.

Thank you Brian and to the many collectors who spot and inform NSSC of those pesky unlisted cards. With the Raphael Tuck card listings great revision and improvement happened by and with thanks to research by David Ogden. He enabled their placement in their proper series and certainly improved the listings.

To the authors' knowledge this catalogue is the first to create such a listing of Newfoundland's pictorial or picture viewcards and Multi-View postcards.

The Walsh Newfoundland Specialized Stamp Catalogue Numbers are the Arabic numerals preceding each listing in the Picture Post Card section. These numbers belong to Walsh Newfoundland Specialized Stamp Catalogue.

These are among the earliest, if not the initially, privately produced Newfoundland postcards. These postcards depict multi-view images. It can be found on the bottom front of these cards the imprint: ENTERED ACCORDING TO THE ACT OF THE LEGISLATURE OF NEWFOUNDLAND IN THE YEAR 1899, BY J. H. MONTGOMERY, AT THE COLONIAL SECRETARY'S OFFICE. They appear to have been available for a relatively short period of time. In my findings is a card dated April 07, 1899 postally used at St. John's Central and St. John's; signed by J. H. Montgomery.

Six sizes of postcards known; with trimming, l-2 mm size differentials observed within same set. Different sizes often displayed the same images. Two images shown on these cards also appear on postcards that were published by the Newfoundland Pictorial Post Card Co,1904. This, and the fact that their cards appeared on the market immediately after the Multi-View cards, suggests a possible connection between the two. One of their cards is known dated May 07, 1904. ${ }^{* *}$ In Evening Telegram August 10, 1904 is notice saying a beautiful artistic set of postal cards has just been issued..*

Postcards of Newfoundland seem to have gone through several development trials/times. The Multi-View postcards have a small, about $1 / 4$ of the card area, clear space on the front image side on which to place a brief message. In the top right location is another small clear area to accommodate the stamp required to pay the postcard rate. Often the direction ADDRESS ONLY THIS SIDE is present on the reverse or it may simply be blank. Early post office regulations mandated that the reverse side be reserved exclusively for the address. Such postcards are described as having an 'undivided back'.

Development progress seems to show the front image size had larger images presented, often with an image description. Some blank space is available for the sender to formulate their message. On the reverse the blank space is occupied by PRIVATE POST or PRIVATE POST CARD or PRIVATE MAILING CARD or such wordings. Sometimes these words are surrounded by a box, at times, of an ornate presentation. The top right corner has open space often with a rectangle box. As time progressed this stamp area box had directions printed inside of its borders, stating the postage rate 2 C or as time unfolded, different destination rates.

As the image on the front increased to occupy the full frontal area, the back was manipulated. With the image at about $80 \%$ of the front the back had the direction of Address only on this side provided below the PRIVATE CARD styles. The stamp box was still present. A change in postal regulations in the early 1900 s allowed the postcard back to be divided evenly between a message and the address. Such postcards are referred to as being 'divided backs'. This regulatory change led to a more modern style of postcard with the face dedicated to one or more images, and the back equally divided between the address and a message.

As development progressed the back came under fresh presentations. While still having the previous information, the back was now divided by a central vertical line. On the vertical far left margin was written WRITE HERE. Then the back progressed into having far left margin WRITE HERE; a vertical divider line; horizontally centered high ADDRESS on the right section. The box for the stamp area has disappeared.

The back of the card continued to endure directional information polishing. While this was ongoing, postcard makers manipulated their personal mannerisms to position their business name. At times they did not print their business name! Collectors have to be adaptive to the reading of style formulations that each producer created.
NSSC appreciates any corrections. Enjoy your experiences.
top right postcard is addressed Madame Marie Toulinguet c/o Miss Stirling, London UK. Marie Toulinguet was the stage name of Georgina Stirling from Twillingate Newfoundland. She was an internationally famous opera singer.

Message: ... "if you are in Italy this winter please send postcard now and then"

In the 1900 s postcard collecting, exchanging was a popular hobby.


NSSC MV size $133 \mathrm{~mm} \times 89 \mathrm{~mm}$ B/W; $138 \mathrm{~mm} \times 95 \mathrm{~mm}$ orange colour. same images.

| NSSC\# | PRODUCER/PRODUCT\#/CAPTION |  | STYLE |
| :---: | :---: | :---: | :---: |
|  | GARL | GLOSSY COLOUR SERIES |  |
| 73001 | 60 | R.N.M. DEEP SEA FISHERMEN HOSPITAL, | COL G |
|  |  | INDIAN HARBOUR, LABRADOR, N.F. VIEWS I. |  |
| 73002 | 61 | THE SLEEPING GIANT ROCK, WITH R.N.M.D.S.F. HOSPITAL IN |  |
|  |  | FOREGROUND, INDIAN HARBOR, LABRADOR, N.F. VIEW II | COL G |
| 73003 | 62 | R.N.M. DEEP SEA FISHERMEN HOSPITAL, BATTLE HARBOUR, LABRADOR, N.F. | COL G |
| 73004 | 63 |  |  |
| 73005 | 64 | ENTERTAINING THE PATIENTS AT R.N.M.D.S.F. HOSPITAL, ST. ANTHONY, N.F. | COL G |
| 73006 | 65 |  |  |
| 73007 | 66 |  |  |
| 73008 | 67 | PLACENTIA, THE OLD FRENCH CAPITOL OF NEWFOUNDLAND | COL G |
| 73009 | 67 | PLACENTIA, THE OLD FRENCH CAPITOL OF NEWFOUNDLAND, w/ NEW YEARS GREETINGS |  |
| 73010 | 68 | THE GOVERNOR'S RESIDENCE AT ST. JOHN'S, N.F. | COL G |
| 73011 | 69 | A GROUP AT NINE MILE POST, PLACENTIA LINE | COL G |
| 73012 | 69 | A GROUP OF WALTONIANS AT NINE MILES POST, PLACENTIA LINE, N.F. | COL G |
| 73013 | 70 | PARLIAMENT BUILDING, ST. JOHN'S, N.F. | COL G |
| 73014 | 71 | ST. JOHN'S, N.F., FROM THE POWDER MAGAZINE, BATTERY ROAD | COL G |
| 73015 | 72 | ST. THOMAS'S CHURCH (ANGLICAN), ST. JOHN'S, N.F. | COL G |
| 73016 | 73 | WATERFORD BRIDGE, NEAR ST. JOHN'S, N.F. | COL G |
| 73017 | 74 | ROSE BLANCHE, N.F. | COL G |
| 73018 | 75 | BELLORAM, FORTUNE BAY, N.F. | COL G |
| 73019 | 76 | BRIGUS, CONCEPTION BAY, N.F. VIEW I | COL G |
| 73020 | 77 | BRIGUS, CONCEPTION BAY, N.F. VIEW II | COL G |
| 73021 | 210 | C.L.B. BAND, ST. JOHN'S, N.F. | COL G |
| 73022 | 227G | THE ANGLICAN CATHEDRAL FROM DUCKWORTH ST. - ST. JOHN'S - N.F. | COL G |
| 73023 | 375 | SALMON FISHING AT "THE STEADIES" UPPER HUMBER - N.F. | COL |
| 73024 | 376 | KILBRIDE FALLS, NEAR ST-JOHN'S - N.F. (TROUT FISHING) | COL |
| 73025 | 377 |  |  |
| 73026 | 378 |  |  |
| 73027 | 379 | CHRISTENING OF "DEEP SEA FISHERMAN MISSION", S.S. STRATHCONA |  |
| 73028 | 379 | IN PORT OF ST. JOHN'S | COL |
| 73029 | 380 | TOPSAIL FALLS, NEAR ST. JOHN'S, NFLD. | COL V |
| 73030 | 381 | STEADY BROOK FALLS - HUMBER RIVER - N.F. | COL V |
| 73031 | 500 | THE HUMMOCK, TROUT RIVER, BONNE BAY, NEWFOUNDLAND | COL G |
| 73032 | 501 | TROUT RIVER, BONNE BAY, NEWFOUNDLAND | COL G |
| 73033 | 502 | CLARKES BEACH, NEWFOUNDLAND | COL G |
| 73034 | 503 | CUPIDS, NEWFOUNDLAND. JOHN GUY'S COLONY, 1610 | COL G |
| 73035 | 504 | CUPIDS, NEWFOUNDLAND VIEW II | COL G |
| 73036 | 505 | SALVATION ARMY COLLEGE, ST. JOHN'S, NEWFOUNDLAND | COL G |
| 73037 | 506 | WESLEY CHURCH, ST. JOHN'S WEST, NEWFOUNDLAND | COL GV |



| NSSC\# | PRODUCER/PRODUCT\#/CAPTION |  |  |
| :--- | :--- | :--- | :--- | :--- |
|  | S.H. PARSONS, PRINTED IN ENGLAND | sTYLE |  |
| 121001 | X5317 | view FUNERAL PROCESSION; J.T. LAMB CLOCK VISIBLE ON RIGHT. |  |
| 121002 | X5317 | view RANKING OFFICERS AND PUBLIC IN PROCESSION | BRT G |
| 121003 | X5317 | view LARGE COLUMN SAILORS IN PROCESSION | BRT G |
|  | above show funeral procession of Lieutenant Commander D.O'Callaghan and Lieutenant Burrows |  |  |
| who were killed with 4 others in an automobile accident near Donovans. | BRT G |  |  |
| 121004 | X5317 | view DEDICATION OF WAR MEMORIAL | BRT G |
| 121005 | X5317 | view ICEBERG IN NARROWS | BRT G |
| 121006 | X5317 | view METAGAMA LISTING WITH TUG | BRT G |
| 121007 | X5317 | view SHIP CLARA CAMUS on left METAGAMA on right IN HARBOUR | BRT G |
| 121008 | X5317 | view METAGAMA GETTING TOWED THROUGH NARROWS | BRT G |
| 121009 | X5317 | view METAGAMA ON PANCAKE ROCK | BRT G |
| 121010 | X5317 | view METAGAMA HEAD ON TO CITY; CABOT TOWER IN BACKGROUND | BRT G |
| 121011 |  | view METAGAMA BROADSIDE VIEW OF DAMAGE small boat in front | BRT G |
| 121012 | X5317 | view NATIONAL WAR MEMORIAL IN VEIL | BRT G |
| 121013 | X5317 | view NATIONAL WAR MEMORIAL BEING UNVEILED | BRT G |
| 121014 | X5317 | view MARCHING COLUMN GIRL GUIDES | BRT G |
| 121015 | X5317 | view MARCHING BAND with PUBLIC FOLLOWING | BRT G |
| 121016 | X5317 | view VISITING DIGNITARY | COL |
| 121017 | X5317 | \#226 LEAVING FOR THE KILL | BRT G |
| 121018 | X5317 | \#280 ST. JOHN'S, N.F.L.D. | BRT G |
| 121019 | X5317 | \#282 ICEBERG N.F.L.D. | BRT G |
| 121020 | X5317 | \#286 EARL HAIG AT ST. JOHN'S N.F.L.D. | BRT G |
| 121021 | X5317 | \#291 NFLD NATIONAL WAR MEMORIAL | BRT G |
| 121022 | X5317 | \#296 S.S. SACHEM. ST. JOHN'S. NFLD | BRT G |



A manufacture of "real photo" postcards. This type of postcard are created by developing an image on photo paper with a printed postcard back. Under magnification they show solid colours; printed postcards show a series of ink dots. Produced between 1923 and 1939. This series does not provide information about the publisher or location. This series upon examination show the community as Harrington Harbour in Quebec Labrador. Because International Grenfell Association operated a hospital there it suggests that it may have been the publisher of these cards.
148001 BOWRING PARK BOATS BRT G
148002 view 2 DOGS FACING EACH OTHER BRT G

148003 view NURSE WITH 3 INDIAN CHILDREN BRT GV
148004 view SITTING DOG BRT GV

148005 view COMMUNITY ACROSS THE HARBOUR BRT G
148006 view CHILDREN COPING ON ICE PANS IN HARBOUR BRT G
148007 view HOSPITAL WITH FLAG POLE BRT G
148008 view ICEBERG BRT G
148009 view 3 MEN WITH 2 SLIDES AND A DOG BRT G
148010 view SHIP IN HARBOUR [S.S. Turisian in St. John's Harbour] BRT G

## NOKO Postcards

A printer of "real photo" postcards. Produced between 1907 and 1929. This series provides information about location. 149001 ANNOUNCEMENT BY HIS BISHOP OF THE OPENING HYMN
"WE LOVE THE PLACE O LORD" IRELANDS EYE. MAY 31 ${ }^{\text {ST }} .1927$
BRT G
149002
149003
149004
149005
BISHOP WHITE,
LAYING CORNER STONE OF CHURCH IRELAND'S EYE. MAY 31 ${ }^{\text {ST }} .1927 \quad$ BRT G
LABRADOR DOGS HAVING BREAKFAST BRT G
"FLOATING PYRAMIDS" AT BATTLE HARBOUR. BRT G
MAIL STEAMER "SAGONA" AT BATTLE HARBOUR.
BRT G

## AZO Postcards

A printer of "real photo" postcards. Produced between 1924 and 1949. This series does not provide information about the publisher or location. This series upon examination show the community as Harrington Harbour in Quebec Labrador. Because International Grenfell Association operated a hospital there it suggests they may be the publisher of these cards.

150001
view CANADIAN COAST GUARD CUTTER "CARTIER" IN HARBOUR
150003 view 2 SAILING BOATS IN HARBOUR; ONE WITH SAILS UNFURLED BRT G
150005
150005
150006
150007
150008

AZO Postcards These "real photo" postcards date from early 1930s.
155001
155002
155003
155004
155005

156001
156002
156003
156004
BRT G view CHILDREN COPING ON ICE PANS IN HARBOUR BRT G
view HOSPITAL AND TOWN IN SUMMER BRT G
view HOSPITAL BEHIND BANK OF SNOW
view MANY MEN WITH SLIDES AND DOGS ON ICE NEAR SHORE
view 2 MEN WITH 3 KILLED SEALS
BRT G BRT G BRT G
view ST. ANTHONY WITH NURSE IN UNIFORM ON ROAD
view 2 PEOPLE ON GRAVEL ROAD LEADING TO HOUSE [Mary's Harbour]
BRT G
"ICE" LABRADOR COAST
BRT G
BRT G
AIRPORT. GOOSE BAY. LABRADOR [FotoSurvey] 1945-49 time period BRT G
view 2 KAYAKS AND WHALING BOAT WITH CREW
BRT G

AGFA ANSCO Postcards These "real photo" postcards printed in 1930s and 1940s.
GRENFELL MISSION HOSPITAL ST. ANTHONY
BRT G
LABRADOR DOGS HAVING BREAKFAST BRT G
MISSION SHIPS BY THE DOCK, ST. ANTHONY BRT G
view STEAMER IN ICE - IN HARBOUR BRT G

EKC Postcards These "real photo" postcards printed in 1940s.
GREETINGS FROM LABRADOR [has 6 labeled views]
B/W G
HUSKIES. GOOSE BAY. LABRADOR.
SHIP DOCKED AT GOOSE BAY. LABRADOR.
B/W GV

23 MAR. 44 [view of 2 row houses]
B/W G
view AERIAL VIEW OF INLET WITH UNDULATING HILLS
HAVING 3 LARGE BLACK LOOKING HOLES
B/W G
view BOWRING PARK ROAD and BENCH on left B/W G view FROZEN RIVER

B/W G
view TREES WITH PLOWED ROAD IN FOREGROUND
B/W G

UNKNOWN REAL PHOTO Postcards These postcards may be by International Grenfell Association.

BATTLE HARBOUR, LABRADOR
B/W G
CODFISH DRYING. LABRADOR [correct location is St. Anthony]
B/W G
DOGS AT BATTLE HARBOUR, LABRADOR B/W G
EXPRESS OFFICE, PORT SAUNDERS B/W G
HOSPITAL, ST. ANTHONY, NEWFOUNDLAND BRT G
LABRADOR DOGS AT BATTLE HR. LABRADOR. [view of dogs on grass] B/W G
LABRADOR DOGS AT BATTLE HR. LABRADOR. [view of dogs, man, house] B/W G
S.S. THESIS AT THE ICE FIELDS, 1933

B/W G

## ADVERTISING BUSINESS COVERS \& CORNER CARDS

Attractive or historically interesting business corner cards and advertising covers have been collected and studied by postal history specialists for more than a century. Philatelists specializing in the postal history of the Colony and later Dominion of Newfoundland have often supplemented their stamp collections with advertising covers and business corner cards of various types:
a) business name with or without return address in upper left corner
b) corner card with business name and address and product names and/or logo(s)
c) advertising cover with illustrations front and/or back in black \& white or in colour.

Collecting advertising corner cards is a challenging hobby. The exact numbers, having names and addresses of pre-1949 Newfoundland businesses, are unknown, so the interested collector had to proceed without the benefit of reliable published research. Some covers have very fine artistic and informative illustrations of the product(s) that the business sold. They provide a contemporary portrait of the styles, fashions, inventions and products that were noteworthy in their day. Similar to newspaper advertizing, they illustrate the considerable talent of commercial artists here and elsewhere. Many informational finds provided by Melvin Penney, Murray Smith, Jim 'Hunter' Ruffell, Andrew Hussey and Brian C. Bursey.

Often times an outport or an inland town would have more than one business buying or selling the same products. However, not all businesses in that community would have printed stationery or even a rubber stamp. From 1857 to 1949 there were scattered along a coastline of 10,900 miles and, as well, inland, nearly 1200 communities with post offices. Many small communities without post offices also existed. If one could find a corner card or commercial cover from each of these locations it would be a mammoth collection to behold! A very formidable challenge faces the collector since small businesses were often short-lived, especially during frequent recessions and depressions.

We have listed these advertising covers and corner cards to try and give an incentive to collectors to embark on the elusive search for commercial covers. To the authors' knowledge this is the first catalogue to attempt such a listing with at least 4000 presently being listed. We are aware that the same business name can and does appear with differing font and font sizing. NSSC has not tried to list these differences; just the printed information. On some the proprietor is listed.

The Walsh Newfoundland Specialized Stamp Catalogue Numbers are the Arabic numerals preceding each listing in the Advertising Covers and Corner Cards section. These numbers are the property of the Walsh Newfoundland Specialized Stamp Catalogue.


The following 53 page booklet on Newfoundland Rationing Stamps is provided to NSSC by Thomas F. Nemec.

## NEWFOUNDLAND GOVERNMENT

## SUPPLEMENT TO

Regulations Made Under Defence Act, 1939, and Emergency Powers (Defence) Act, 1940. January 01, 1945 to December 31, 1945.

Office of the King's Printer.

## RATIONING (SUGAR) ORDER NO. I, 1945

Under and by virtue of the powers conferred by the Defence (Rationing of Commodities) Regulations, 1943, the following Order has been made by me.
Dated: June 18, 1945.
GEO. E. LONDON, Commissioner for Supply.

## ORDER

1. In this Order "sugar" means cane, beet, maple and icing sugar.
2. This Order shall apply to the whole of Newfoundland except Labrador and the Electoral Districts of St. Barbe and White Bay.
3. Each Orange coupon from ration book No. 2 overprinted Spare "B" and each coupon from ration card overprinted "SUGAR" (whether overprinted with the word "Child" or not), whether in the hands of a consumer or a retailer, shall represent one pound of sugar only.
4. This Order shall be read with the Rationing (Tea and Sugar) Order No. 1, 1944, dated June 29, 1944, and Rationing (Tea and Sugar) Order No. 2, 1944, dated November 24, 1944.
5. This Order shall come into effect on June 20, 1945, and may be cited as the Rationing (Sugar) Order No. 1, 1945.

## AMENDMENT OF THE GOODS CURRENT PRICES

 (FISHERMEN'S MOTOR FUEL) ORDER (NO. 2), 1943Under and by virtue of the powers conferred by Regulation 2 of the Def ence (Price of Goods) Regulations, 1941, I do hereby make the following Order in further amendment of the Goods Current Prices (Fishermen's Motor Fuel) Order (No. 2), 1943.
Dated: June 21, 1945.
GEO. E. LONDON, Commissioner for Supply.

## ORDER

1. The Goods Current Prices (Fishermen's Motor Fuel) Order (No. 2) 1943, dated September 11, 1943, as amended by Orders dated November 26, 1943, and June 16, 1944, and August 14, 1944, and November 04, 1944, and February 16, 1945, is hereby further amended by striking out the schedule thereto and substituting there -

SCHEDULE


[^0]:    III $\star$ LEFT
    imprint inscription
    V $\star$ RIGHT
    imprint inscription

