

NEWFOUNDLAND POSTAL STATIONERY AND OTHER STAMPED PAPER

by Robert H. Pratt, OTB

Part Ia - The Newfoundland Postcards

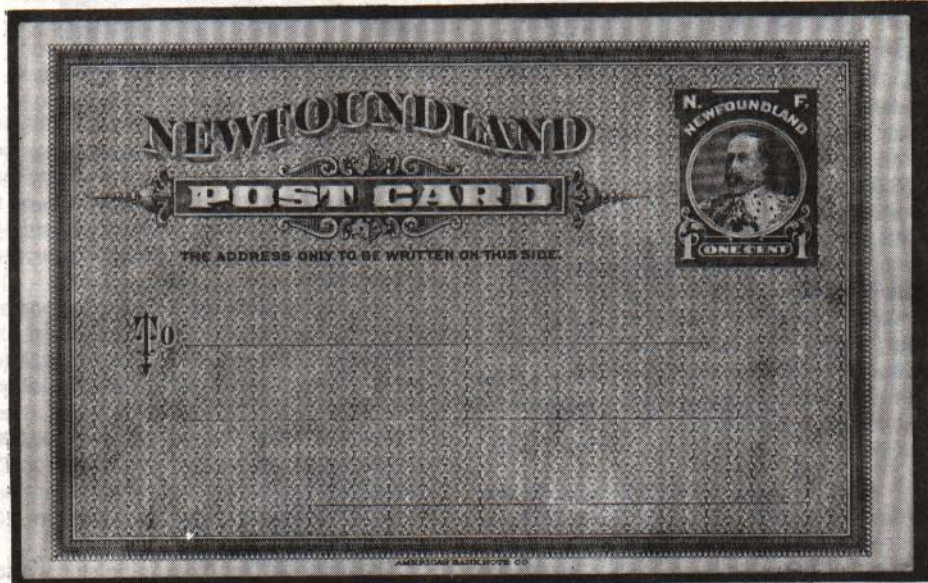
(Installment 4 of a Series)

THE 1¢ POSTCARD OF 1903

In 1897 the contract for postage stamps was transferred back to the American Bank Note Company of New York. From then on, until 1910, this company prepared all of the stamps for Newfoundland. During 1903 they were busy with the Royal Family Issue when a letter dated 11 June was received from the Colonial Secretary, requesting the company to prepare a new design for a 1¢ post card. They were also told to prepare a plate size to agree

with the 2¢ card. Which 2¢ card is uncertain, but it was probably the one made by the British American Bank Note Company. It was directed that the stamp be the bust of the King in Coronation Robes in accord with a photograph attached to the letter. The Secretary wondered if a proof was necessary.

On 10 July the Secretary wrote again, approving the submitted design of the card and saying that the word in the heading should be



7 — 1903 — 1¢ POST CARD

Contractor — American Bank Note
Company, New York
Number of
Printings — 6
Quantity — 650,000
Stamp — Bust of King Edward VII in

Coronation Robes, facing left
Color — Green on light buff card
Size — 122 x 80 mm
Proofs — Plate proof on India in green
(separated from board
backing)

8 — 1904 — 2¢ POST CARD

Contractor — American Bank Note Company,
New York

similar to the 4¢ Royal Issue
stamp of 1901

Number of

Color —

Red on 'cream' card

Printings — One or two

Size —

134 x 82 mm

Quantity — Probably 50,000

Proofs —

Plate proof on India in red
(separated board backing)

Stamp — Queen Alexandria in a format



'address' not 'addresses'. The original letter had stated that 100,000 cards should be prepared. The approval letter requested 150,000. It is not known exactly what quantity was requested on the order. On 17 November 1903 a bill, dated 5 November, for 6 boxes of cards was received. On 23 November \$794.39 was paid to the Bank Note Company for this first order. From the number of boxes it is felt that 150,000 cards were provided. Additional support comes from the fact that this turned out to be about a two year supply, as normal usage then was in the vicinity of 100,000 cards per year.

A further supply of 100,000 1¢ cards was ordered 22 August 1905, and the shipment was received 8 September. A draft sent 16 November 1906 paid for an additional 100,000 cards, as well as a large number of Royal Stamps. Another 100,000 were ordered 10 October 1907 with the statement that supplies would last for three months. On 18 January 1908 a letter acknowledged receipt of a box of cards shipped 10 January, and later the completion of the shipment on 17 January was recorded in a letter dated 24 January 1908.

These letters were preceded by a telegram on 6 January asking when the postcards could be expected as the three months were up and the stock was exhausted. Another telegram on 9 January requested the immediate forwarding of one case of cards by express over the quickest route.

The next request came on 21 September 1908 when another 100,000 were ordered for delivery by 1 February 1909. The Bank Note Company beat this date and shipped the lot on 4 November 1908. This was acknowledged on 17 November 1908. "Prepare and ship 100,000 post cards, 1¢ value", was the command on 23 October 1909. Shipment from the printers on 27 November was receipted for on 10 December 1909.

This was the last order to be shipped to Newfoundland by the American Company. The Colony had already been in contact with Whitehead Morris in London with regard to furnishing postage stamps and post cards. The first contract, dated 23 October 1909, stated that 90,000 one cent and 9,000 two cent cards were used yearly. The 1¢ number corresponds with the recorded usage during the American

Bank Note period as shown in the table.

ORDERS FOR 1903 1c CARD

17 November 1903	50,000
8 September 1905	100,000
16 November 1906	100,000
10/17 January 1908	100,000
17 November 1908	100,000
10 December 1909	100,000
TOTAL	650,000

This was one of the better documented postal issues to be found among the official records. If only all of the stamp emissions could be so carefully traced.

THE 2c POST CARD OF 1904

To satisfy U.P.U. requirements, a 2c post card was necessary. The Colonial Secretary wrote to the Bank Note Company on 14 July 1904 stating that the Government desired a new design of 2c post card, one which should utilize the vignette of the present Queen. The card was to be made 1/4" longer than the one then in use. A draft (proof) was requested before making the plate. On 9 August 1904 the submitted proof was approved and on 22 August the company was directed to print the 25,000 cards ordered in the previous letter on a 'cream' paper in red. The 1c cards, which today appear to have been printed on light buff paper, were in those days believed to have been printed on 'white' paper. This was referred to in the last mentioned letter.

A letter of 19 December 1904 acknowledged receipt of an invoice for the 2c cards and on 30 December they were paid for with a draft of \$329.92. The new cards could therefore have

been placed into circulation just prior to the year end. At a rate of use of 9,000-2c cards a year, one would expect that they would be re-ordered in time to obtain a new supply around the beginning of 1908, or just before. The next reference to this post card, however, does not appear until October 1908 when the Colonial Secretary wrote to the Bank Note Company in answer to their letter of 15 October. Evidently the letter stated that the Company had a supply of 2c cards on hand and requested permission to send them on to Newfoundland and to invoice for them. As the reference letter has not been seen the quantity referred to is unknown. The secretary's reply merely stated "Forward 2c cards when ready". On 3 December 1908 receipt of the shipping papers was acknowledged. A prudent guess would be that the quantity was an additional 25,000 cards.

THE 1911 POST CARDS

As mentioned above, Whitehead Morris in London had been contacted on 23 October 1909 with regard to the printing of postage stamps and post cards for the Colony. The obvious reason for the change was to reduce costs, as the present workmanship and quality were considered to be excellent. A reply received early in December resulted in an answer thanking Whitehead Morris for preparing samples and working up a quotation. Another request on 28 December desired to know if Whitehead Morris could prepare picture postcards from shots sent by the Government, either in black and white or in color. Sketches of postage stamps and samples of post cards were sent from London, with a letter, on 20 January 1910. The reply to this letter stated



Composite proof of vignettes for 1911 postcards



9 — 1911 — 1c POST CARD

<i>Contractor</i> —	<i>Whitehead Morris, London</i>	<i>Die Proofs</i> —	<i>Composite proof with 2c vignette, black on India</i>
<i>Number of Printings</i> —	<i>One</i>	<i>Die Proofs,</i>	
<i>Quantity</i> —	<i>200,000</i>	<i>Color Trial</i> —	<i>Dark green on white card</i>
<i>Stamp</i> —	<i>King George V, facing to right, with fancy border</i>		<i>— Yellow green on white card (impression of edge of die blank seen)</i>
<i>Color</i> —	<i>Yellowish green on light buff</i>		
<i>Size</i> —	<i>120 x 79 mm</i>		

that the stock of stamps on hand was adequate for the year 1910 and probably nothing would be decided until later in the summer. (This claim did not last long as the Guy issue became an active problem on 4 April.) Soon Whitehead Morris had a five year contract for the production of postage stamps and cards.

The Colonial Secretary requested the new contractor to: "Prepare and forward to me for approval, a design for a one cent post card with a picture of King George, and for a two cent post card with a picture of Queen Mary." He enclosed a specimen of the cards then in use, asking that the same size, color and inscription be followed. Designs were submitted with a letter of 14 July 1910, and were approved as satisfactory on 6 August. This letter also ordered 200,000 of the 1c cards and 25,000 of the 2c cards. Designs were requested in the col-

ony in time to issue them on 1 January 1911, so a December delivery was specified. A telegram from London on 18 August expressed alarm over the fact that the approved samples had not been received. They must have arrived soon thereafter, as no more is heard on this subject.

While the cards were in preparation, in mid-September, Mr. Morris of the contractors visited Newfoundland. Later on the Colonial Secretary met with him on a trip to London. One of the subjects discussed was the design of the King's vignette which did not seem to please. The result, as will be seen, was the later creation of a new post card series. No record has been found of the receipt of an order for the first Morris cards, so it must be presumed that they arrived in time to be issued on 1 January 1911.



10 — 1911 — 2¢ POST CARD

Contractor —	Whitehead Morris, London	Die Proofs —	Composite proof with 1¢ vignette, black on India
Number of		Die Proofs,	
Printings —	One	Color Trial —	Chocolate on stiff board
Quantity —	25,000		— Pink on stiff board (trimmed)
Stamp —	Queen mary in a format similar to the previous 2¢ card		— Orange/brown on stiff board (impression of edge of die blank seen)
Color —	Vermillion on light buff		
Size —	131 x 83 mm		

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