

NEWFOUNDLAND POSTAL STATIONERY AND OTHER STAMPED PAPER

by Robert H. Pratt, OTB

INSTALLMENT 6 OF A SERIES

#12 — 1912 OR 1913 — 2¢ LOCAL REPLY POSTCARD

The approval letter of 22 January 1912 contained a paragraph devoted to a new subject. It stated that P.M.G. Woods had informed the Secretary that Whitehead Morris had sent him a specimen of a two cent reply post card and that Newfoundland had approved its use. The letter ordered 10,000 of these cards, printed in red. The value of this card was 2¢ and the comments previously made about the use of the 'c' mark applied to this card as well.

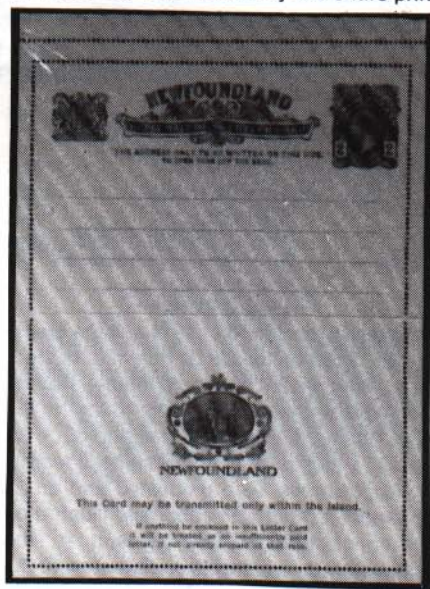
On 9 March 1912 the Postmaster General wrote his report for 1910 - 1911 and therein he stated: "There is now in the course of preparation a reply post card for local use which has the advantage of being sealed, and it enables the addressee to reply without having to provide paper, envelope or postage stamp." The sender also paid the fee — for 3¢ extra one could thus secure privacy of communication and an answer.

A normal local card cost 1¢ to the sender and another 1¢ to the respondent. The 2¢ rate also covered sending a post card to any U.P.U. country, and while the card distinctly said "This card may be transmitted only within the Island", if left unsealed it could be and was sent out of the island.

In the author's collection is one of these cards, sent from St. John's to a Mr. Herman Focke in New York City. It was dispatched by a Mr. P.G. Tessier, a renowned attorney of St. John's (who had a part in the stamp forgery trial of 1898) and was also a stamp collector. He desired certain United States stamps and was also providing his 'Pen Pal' with stamps of Newfoundland. The most interesting part of this letter, dated 3 May 1913, was the following: "I only saw this letter card with reply issue yesterday and I am posting it to you hoping it may pass through — as you will see on back that this card may be transmitted only within the island."

Is it possible that the cards which were

printed in June 1912, and must have arrived in the Colony by mid July, were not released until the spring of 1913, almost one year later? As there are many mint copies still available, it does not seem as if this were a very popular experiment. The quantity provided was also extremely small. The De La Rue 'Day Book' indicates that 10,400 2¢ reply letter cards were prepared on 29 June 1912 and packed in 9 cases for shipment. Evidently the entire print-



Full letter card

ing was sent on to Newfoundland; the excess was not removed. It is unfortunate that this ingenious card did not meet with greater popularity.

#13 — 1915 — THE 1¢ POSTCARD

The Colonial Secretary informed Whitehead Morris on 15 August 1913 that the government was displeased with the format of the 1¢ post card. He enclosed a sheet upon which he had pasted the headings used on the



#12 — 1912 OR 1913 —
2¢ LOCAL REPLY POST CARD

Contractor — Whitehead Morris, London
 Printer — De La Rue; London
 Number of
 Printings — One
 Quantity — 10,000 (possibly 10,400)
 Stamp — Same as 1¢ postcard of 1912,
 changed to 2¢ value

Color — Red on very light bluish grey,
 heavy paper
 Size — 140 x 99 mm. and 120 x 79
 mm. (reply)
 Proofs — None known

Whitehead Morris card of 1911 and the stamp that was used on the De La Rue card of 1913. The government felt that the Whitehead Morris scroll work shown was superior to that of the De La Rue card, and that the stamp of De La Rue was superior to that of Whitehead Morris.

Suggestions were requested and on 23 September a proof was submitted illustrating this conception. It was passed to the Postmaster General for his comment on 10 October. Also requested was the present need for further supplies. As a negative reply was received, De La Rue was advised through Whitehead Morris on 15 October that the new design was approved, but that printing would be held in abeyance for future orders. The sample was returned to Postmaster General Woods for his records.

It was not until 5 January 1915 that the Colonial Secretary ordered another lot of 200,000 postcards from the contractor. The design referred to above was required and quick delivery was requested as stocks were

reported near exhaustion as of 4 January. A partial shipment was obligatory. Some question apparently arose regarding the contractual arrangement for providing the postcards, as a letter to Woods on 11 January 1915 seemed to indicate. The question evidently was amicably settled as nothing further appears in the record.

The De La Rue 'Day Book' indicates that 20,000 of the new cards were printed and packed in two cases on 8 February, so they probably were placed in use around 20 February 1915. An additional 181,325 post cards were printed and then packed in 6 cases on 16 March, presumably reaching the Colony around 1 April 1915. Finally the green colour matched that of the colour "printed with stamp Africa".

This was the last data extracted from the 'Day Books' as they were no longer maintained. This is unfortunate as the detailed data recorded in them is of inestimable value to the postal historian. Unhappily too, the records in

NEWFOUNDLAND POST CARD

The Address only to be written on this side.



#13 — 1915 — 1¢ POST CARD

Contractor — Whitehead Morris, London
Printer — De La Rue, London
Number of
Printings — Unknown, but probably 8 or
more

Quantity — Unknown, but probably in
excess of 1,600,000
Stamp — Same as post card of 1912
Color — Green on light buff card
Size — 121 x 79 mm.
Proofs — None known

Newfoundland cease after one more entry and thus the quantities printed and the dates will not be known. The last record occurred on 29 November 1916 when an additional 200,000 cards were ordered. This was war time and Whitehead Morris was advised that stocks would last for three or four months. It was hoped that the new supply would reach Newfoundland by then.

CONCLUSION

This completes the *official* records on Newfoundland post cards. It has been reported that a new engraving of the 1¢ stamp was prepared in 1930 and a new card issued then. The same design was used for a 2¢, issued in 1937.

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