



LET'S TALK EXHIBITING

by/par David Piercey, FRPSC

PARLONS EXPOSITIONS

EXHIBITING CANADIAN AEROPHILATELY

Canadian airmail postal history is a wide and varied topic that challenges the exhibitor not only to specialize, but also to do research well beyond what information may appear even in specialist books like *The Air Mails of Canada and Newfoundland (AAMS:1997)*, often our primary reference.

The BC exhibitor, Alec Globe, with his 10-frame exhibit "Pioneer Air Flights, the Semi-Official Air Post and Canada's Airmail Development, 1918-1934" has been very successful in taking a challenging topic and developing a more comprehensive story of how our air mail services developed from their early beginnings through to when government air mail services were first provided. Not only has he managed to amass a showing of scarce commercial covers to populate his exhibit (commercial air mail covers from this period are especially difficult to obtain and are much more desirable - and valuable - than the sorts of philatelic covers one normally encounters - about 40% of his exhibited covers are commercial covers), he has also done an especially great deal of archival research in Ottawa and further personal study and reflection in order to develop the story line of his exhibit.

His exhibit has, in fact, evolved from its first showings that relied on a strictly chronological ordering of his material by airline to now a more thoughtful ordering of material within the history of air mail development. He incorporates many of the first one-off experimental flights (of which mostly just souvenir covers were produced) then moves into telling the story of the first tentative private flights that were allowed to print air mail stickers (semi-official air mail stamps) to subsidize their costs of providing mail service to remote northern communities, through to the awarding of government contracts once more reliable services became routine by the small private carriers, and to when the semi-official stamps then became unnecessary.

His exhibit thus touches each of the three major exhibit evaluation areas - Treatment and Development; Knowledge, Study and Research; and Rarity and Condition - with the sort of narrative, indication of personal research, and indications of scarcity of material that earn very high marks among those who have had occasion to judge the exhibit. In the remaining area, Presentation, as a finding aid for us, he clearly indicates his scarce material using red matting

EXPOSER L'AÉROPHILATÉLIE CANADIENNE

L'histoire de la poste aérienne canadienne est un sujet vaste et varié qui s'avère tout un pari pour l'exposant qui doit, non seulement se spécialiser, mais aussi, faire de la recherche bien au-delà de l'information figurant dans les livres consacrés au sujet, comme *The Air Mails of Canada and Newfoundland (ADAMS:1997)*, qui souvent est notre principale référence.

Pendant, un exposant de Colombie-Britannique, Alec Globe, avec sa collection de 10 cadres « Pioneer Air Flights, the Semi-Official Air Post and Canada's Airmail Development, 1918-1934 » a réussi à s'approprier un sujet difficile et à rédiger un compte-rendu complet de la façon dont nos services postaux aériens se sont développés, et ce, de leurs débuts jusqu'au moment où des services gouvernementaux ont commencé à être fournis. Il a réussi, non seulement à réunir un ensemble de plis commerciaux rares pour garnir sa collection (les plis commerciaux aériens de cette période sont particulièrement difficiles à obtenir et beaucoup plus désirables - et de plus grande valeur - que ceux qu'un philatéliste trouve habituellement; environ 40 % des plis qu'il a exposés sont commerciaux), mais il a aussi réalisé une recherche impressionnante dans les archives à Ottawa et poussé l'étude personnelle et la réflexion afin de donner une ligne directrice à sa collection.

En fait, cette dernière s'est transformée : les premières fois qu'il l'a exposée, elle reposait essentiellement sur un classement chronologique selon les entreprises de transport aérien, puis elle est devenue un assemblage bien réfléchi d'éléments basés sur l'histoire de la poste aérienne. Il y a incorporé beaucoup des premiers exemplaires uniques des vols expérimentaux (à peu de choses près, seuls des plis souvenirs ont été produits) et a enchaîné avec l'histoire des premières tentatives de vols privés pour lesquels l'impression d'étiquettes adhésives (timbres semi-officiels de la poste aérienne) était autorisée afin de financer les coûts des services postaux aériens offerts aux populations nordiques. Il a poursuivi avec l'époque où les petits transporteurs privés sont devenus assez fiables pour obtenir des contrats gouvernementaux et où les timbres semi-officiels n'étaient plus nécessaires.

Ainsi, sa collection touche chacun des trois domaines principaux d'évaluation - traitement et développement; connaissance, étude et recherche; rareté et condition - à quoi s'ajoute le genre de narration, de mise en évidence d'une recherche personnelle et d'une rareté des éléments qui incite les juges à accorder des notes très élevées. Dans le dernier domaine, la présentation, il nous indique clairement les articles rares à l'aide de repères, soit une bordure rouge à l'arrière des plis et une icône en forme de livre bleu pour signaler une recherche personnelle.

behind the covers, and marks his personal research with a small blue icon that looks like a book.

The exhibit has, since inception, earned Large Gold medals and specialist awards, and Globe has continued to rewrite and refine it between showings. In fact, he indicates every page was rewritten between three successive showings in 2018.

Let's take a closer look. The first figure shows his Title Page, which outlines his purpose and delineates how his material is organized. It also includes two small covers to foreshadow the sort of material he will be showing.

The second figure shows a particularly attractive example of the first successfully completed air mail flight in Canada, between Montreal and Toronto in 1918, with two strikes of its special cachet. Note how he shows his aerophilatelic knowledge. He names the captain, the type of airplane flown, the number of known surviving covers, the distance of the trip, and the flight delay, all the sorts of information that is expected in successful aerophilately exhibits. Even a small copy of an archival photograph, properly attributed, is included.

The third figure, from his 'Erratic Service' section, shows an example of some of his archival research, presenting a previously unreported fact about the partnership in the initial Elliot-Fairchild company and showing a commercial cover with the first issue Elliot-Fairchild sticker honoured instead on a September 1926 Patricia Airways flight between Red Lake and Sioux Lookout. Note how he has condensed the key aerophilatelic information into the upper left corner, an information template he repeats on many of his semi-official airline pages. He has also placed his "blue book logo" to indicate his original research, and indicated under the cover the number of covers recorded using the first issue sticker (which are relatively scarce because the sticker was superseded by a different design sticker shortly after issue).

The fourth figure, from his 'Reliable Air Mail Service' section, discusses, using his common template, the formation of Western Canada Airways Services and its ser-

Depuis ses débuts, la collection a remporté des médailles Grand Or et des prix de spécialités, mais Alec Globe a continué de la réécrire et de la raffiner entre les expositions. En fait, il nous informe que chaque page a été réécrite entre trois expositions successives en 2018.

Allons y voir de plus près. La première figure montre sa page de titre, qui met son objectif en évidence et décrit la façon dont sont organisés les divers éléments de sa collection. On y trouve également deux petits plis qui donnent une idée des articles qu'il va présenter.

La deuxième figure est un exemple particulièrement attirant du premier vol de poste aérienne réussi au Canada entre Montréal et Toronto, en 1918; on y voit deux empreintes du cachet spécial. Remarquez comment il témoigne de sa connaissance aérophilatélique : il précise le nom du capitaine, le genre d'avion utilisé, le nombre de plis envoyés, le nombre de plis connus toujours existants, la distance du voyage, le retard de vol, tous les types de renseignements que devrait contenir une collection d'aérophilatélie réussie. Il a même inclus une petite copie d'une photographie d'archives attribuée à qui de droit.

La troisième figure, de sa section « Erratic Service » constitue un exemple des recherches qu'il a menées dans les archives. Il y dévoile un fait jamais rapporté auparavant relatif à un partenariat de l'entreprise Elliot-Fairchild originelle. Il expose un pli commercial portant la première émission de l'étiquette d'Elliot-Fairchild, mais, employée sur un vol de 1926 de Patricia Airways entre Red Lake et Sioux Lookout. Voyez comment il a condensé l'information philatélique essentielle dans le côté supérieur gauche, un modèle qu'il reproduit sur beaucoup de ses pages de lignes aériennes semi-officielles. Il a aussi placé son logo « livre bleu » pour signaler une recherche originale et a indiqué sous le pli le nombre de plis connus portant la première étiquette émise (ce qui est relativement rare parce qu'elle a été remplacée par une étiquette de conception différente peu après son émission).

La quatrième figure, de sa section « Reliable Air Mail Service » traite, sur son modèle habituel, de la formation de la Western Canada Airways Services et des services qu'elle offrait aux districts

Pioneer Mail Flights, the Semi-Official Air Post, and Canada's Air Mail Development, 1918-34.

The purpose of this exhibit is to study the development of air mail within Canada through pioneer flights and the semi-official air post from 1918 to 1934. A few exhibited covers show how the Post Office Department (POD) replaced the semi-official post with contracted air mail from 1927 on.

Importance. The first pioneer air mail flights in 1918 were single experiments by World War I pilots. After the war, planes opened huge new unexplored areas of Canada for natural resource development without the expense of building roads or railways. Air mail provided speedy communication to those remote locations. Canada's northern expansion and its first nine years of air mail service simply would not have happened without those risky private initiatives.

The POD committed no funds for early air mail since the country was huge and planes often crashed. From 1924 to 1934, it allowed 15 adventurous airlines to sell semi-official air mail "stickers" to cover flying costs. Once routes proved successful, the POD began contracting air mail services in 1927. To help cover expenses, the first Canadian 5¢ air mail postage stamp was issued on September 21, 1928.

The development is chronological, studying various stages, from one-off pioneer flights, through unpredictable service on short routes in remote areas, to successful expansion across Canada.

The treatment is aerophilatelic, including good coverage of pioneer flights, most semi-official destinations, many airline handstamps, a variety of users, multiple rates, a superior collection of commercial covers, maps, photographs, and ephemera.

Semi-Official Stickers were designed differently by each company. As they were unique and crucial for operations, production and varieties are noted.

Required Postage. In addition to semi-official stickers on cover backs, the POD required first-class domestic postage (per ounce) on the face:

Jan. 1918-June 1926: 3¢ (2¢ postage, 1¢ war tax).
 July 1926-June 1931: 2¢ postage.
 July 1931-1934: 3¢ (2¢ postage, 1¢ war tax).
 Registration 5¢ until July 15, 1920. 10¢ after.

Research includes handbooks, articles, newspapers, company records, government publications, and archival documents. Substantial new knowledge appears for the four Elliot and Fairchild lines, both Patricia Airways lines, Yukon Airways, and Klondike Airways. *New information verified in primary sources is spotlighted with a blue book.*

The condition of much of the material is fine, but many commercial covers were torn open roughly in mining camps and makeshift offices.

Rare items are mounted on red card stock.

EXHIBIT PLAN

1. One Time Pioneer Air Mail Flights, 1918-28.
2. Erratic Service: Eight Airlines flying to Rouyn, Quebec, and the Red Lake area, Ontario, 1924-28.
3. Reliable Air Mail: Western Canada Airways and the First Post Office Contracts, 1926-28.
4. Aggressive Growth: Western Canada Air, 1928-30.
5. Four Short-Lived Airlines in the West, 1927-31.
6. Replacement of Semi-Official Air with POD Contracts: Commercial and Canadian Airways, 1929-34.

Patricia Airways and Exploration Co. third issue semi-official with two overprints. Surplus stock flown by successor Patricia Airways Limited from Harrow Lake to Sioux Lookout, Ontario, on September 19, 1928.

Western Canada Airways semi-official on cover from Red Lake, Ontario (postmark December 3, 1927) to Montreal (backstamp December 7, 1927). Semi-official sticker on face, contrary to POD regulations.

1. Pioneer Air Mail Flights, 1918-1928.
 Canada's first air mail flights were single events that also promoted World War I causes. When peace came, one off promotional flights showed the Post Office that mail could be flown anywhere in Canada. After all, an American pioneer had flown mail in 1910 and the US Post Office started air mail on May 15, 1918.

1.1. Captain Brian Peck. Montreal to Toronto, June 24, 1918.

One of 20 surviving covers flown by Captain Peck, June 24, 1918, with two strikes of the pink cachet dated June 23. B/s (backstamp) Toronto, June 24, 1918, flight day.

World War I pilot Captain Brian Peck headed the Royal Flying Corps school at Camp Leaside, north of Toronto. To attract war pilots, he made the first completed Canadian flight with air mail 540 kms (335 miles) from a Montreal Polo Club field to Leaside. A Canadian-built Curtiss JN-4 Canuck war biplane carried around 124 covers and a case of whiskey for the quartermaster's wedding. Bad weather delayed the flight from June 23 to 24.

Mechanic W.C. Mathers, Capt. Brian Peck, a Leaside pilot. LAC R.R. Millard fonds, 2950-045 box 154.

Next page: the letter enclosed in the above cover. W.R. Miller, Vice-President of Montreal's Back River Polo Club, allowed Captain Peck to use the club grounds as an air field.

vices to the mining districts in Ontario and Manitoba upon receiving their post office contract. He shows the back of a cover which indicates the Airways contracted routes, and a graph which compares the tons of mail carried by several of the private airlines between 1924 and 1928 to demonstrate the increase in mail volume when services became more reliable.

There is much more that could be shown of his 160-page exhibit, which covers in depth the story of the 15 different private airlines that issued semi-official air stamps. Suffice it to say that Globe provides further in-depth information, much from his private research in various archives, to substantiate the importance of his covers to the development of air services in Canada through to 1934, the last year that semi-official air mail stamps were permitted.

Correction: In January 2018 I wrote in this column “aerophilately is aeropostal history”, quoting a portion of the aerophilately section from the Manual of Philatelic Judging, and then I went on to differentiate it from other forms of air mail exhibits. My interpretation of that quote misrepresented the full extent of the generally understood worldwide definition of aerophilately, and I was gently corrected by David Collyer, the Australian delegate to the FIP Commission for Aerophilately, and who has judged with us in Canada at a Royal/Royale. In fact, the definition of aerophilately subsumes any and all forms of air mail exhibits, whether of aeropostal history, or of its stamps and/or related postal items. Mea culpa. ✉

Previous columns in this series may also appear on the RPSC website at <http://www.rpsc.org/exhibiting.htm>. Readers are encouraged to use any of them to facilitate further discussion at club meetings, and to promote novice exhibiting at local and regional levels. The author can be reached at dpiercey@telus.net for further discussions

miniers de l'Ontario et du Manitoba lorsqu'ils lui accordaient des contrats postaux. Il expose l'arrière d'un pli où l'on peut voir les routes visées par un contrat d'Airways ainsi qu'un graphique qui compare les tonnes de courrier transportées par plusieurs transporteurs privés entre 1924 et 1928. Ce qui nous permet de constater à quel point le volume de courrier a augmenté avec la fiabilité des services.

Nous sommes loin de vous avoir montré tout ce que nous aurions pu de cette collection de 160 pages qui examine en profondeur l'histoire des 15 différentes sociétés aériennes privées qui ont émis des timbres semi-officiels. Quoi qu'il en soit, Alec Globe a produit énormément d'information étoffée, puisée principalement dans ses recherches personnelles dans les différentes archives, ce qui confirme l'importance des plis de sa collection dans l'évolution des services postaux aériens au Canada jusqu'à 1934, la dernière année où les timbres semi-officiels de la poste aérienne ont été permis.

Erratum : En janvier 2018, j'ai écrit ce qui suit dans la présente chronique « l'aérophilatélie est l'histoire aéropostale ». Je citais alors le Manual of Philatelic Judging. J'expliquais la différence entre l'aérophilatélie et les autres formes de collections relatives au courrier aérien. Toutefois, mon interprétation de cette citation a altéré la définition généralement comprise partout dans le monde de ce qu'est l'aérophilatélie et de tout ce qu'elle comporte. C'est David Collyer, le délégué australien auprès de la Commission pour l'aérophilatélie de la Fédération internationale de philatélie, qui a aussi été juge avec nous au Canada lors de la Royal/Royale, qui m'a gentiment corrigé. En fait, la définition de l'aérophilatélie englobe toutes et chacune des formes de collections de poste aérienne, qu'il s'agisse d'histoire postale, de timbres ou d'autres articles de poste pertinents. Mea culpa. ✉

2. Erratic Service: Eight Airlines to Rouyn, Quebec, and the Red Lake Area, Ontario, 1924-28.
2.4. Elliot-Fairchild Air Service, 1926. **First Issue.**

Personnel: American aviation innovator Sherman Fairchild read about Elliot and had a partnership arranged by Ellwood Wilson, President of Fairchild Aerial Surveys (Canada). Elliot managed Red Lake air mail.
Photo: Sherman Fairchild (in fur) on Long Island, 1926, with the FC-1A plane he designed. Movie star Gloria Swanson publicized it.
Formation: Agreement on March 11, incorporation April 3.
Equipment: Elliot's Curtiss JN-4 with skis until April 17. Wilson's promised summer plane never arrived. The launch Triton sailed up Lac Seul on May 19. An HS-2L flying boat flew mail May 26 to May 30.
Post Office permission: to fly advertised with name change, April 17.
25c semi-officials: 1st issue March 26, 2,504 stickers based on earlier red and yellow Elliot designs. 2nd issue April 5, 5,600 stickers with blue plane and boat. Toronto Star printed sheets of 16, perf. 11.9.
End: Gold rushers moved to Woman Lake. Elliot had no plane after May 30. Wilson ended partnership at end of June. Elliot's company was worth \$161,000 in 1925 but only \$22,000 in 1926.

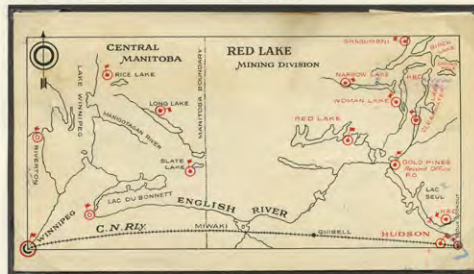


Only 10 reported covers have 1st issue sticker. Months after Elliot-Fairchild Air Service ended, this commercial cover was honoured by Patricia Airways and Exploration. P/m Red Lake September 3, 1926, b/s Sioux Lookout September 4.

3. Reliable Air Mail: Western Canada Airways and First Post Office Air Mail Contracts, 1926-8. In 1926-7, Western Canada Airways established reliable service in Ontario and Manitoba. The Post Office decided conditions justified contracting a few air mail routes in 1927-8.

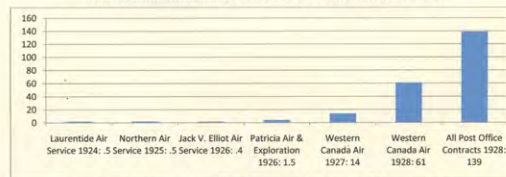
3.1. Western Canada Airways, Ltd., 1926-27.

Originators: President, Winnipeg tycoon James Armstrong Richardson, who sat on four aviation company boards. WWI Pilot Harold Anthony "Doc" Oaks was wooed from PAEL, whose operations dissatisfied him.
Incorporated: December 10, 1926.
Equipment: Several Fokker Universals with 4 passengers or 940 lbs. (427 kgs.) cargo. Range 500 mi. (805 km).
Operations: From December 1926 into April, 1927, Oaks flew most Red Lake area mail free because of PAEL's plane problems. In 1927, the airline also expanded reliably into southeast Manitoba.
Post Office semi-official permission: for Red Lake granted March 4, 1927. Flights started May 10.
10c semi-official stickers: 36,600 issued May 1, 1927, in sheets of 200 cut into panes of 50 perforated 12. In 1928, 10,000 more were issued. In 1929, a further order was issued.
Air mail flown: In 1927, approximately 14 tons of 145 tons of express.



Many envelopes for Western Canada Airways' flight on July 1, 1927, had a route map on the back.

Tons of Semi-Official and Post Office Air Mail Flown, 1924-1928



Source: Dominion of Canada Department of National Defence, Report on Civil Aviation, 1924-1928.

Des articles précédents de cette chronique sont également publiés dans le site de la SRPC au <http://www.rpsc.org/exhibiting.htm>. Nous encourageons les lecteurs à les utiliser pour faciliter les discussions aux réunions et encourager les débutants à participer aux expositions locales et régionales. Vous pouvez joindre l'auteur à l'adresse dpiercey@telus.net si vous souhaitez parler davantage d'expositions.