

## 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:

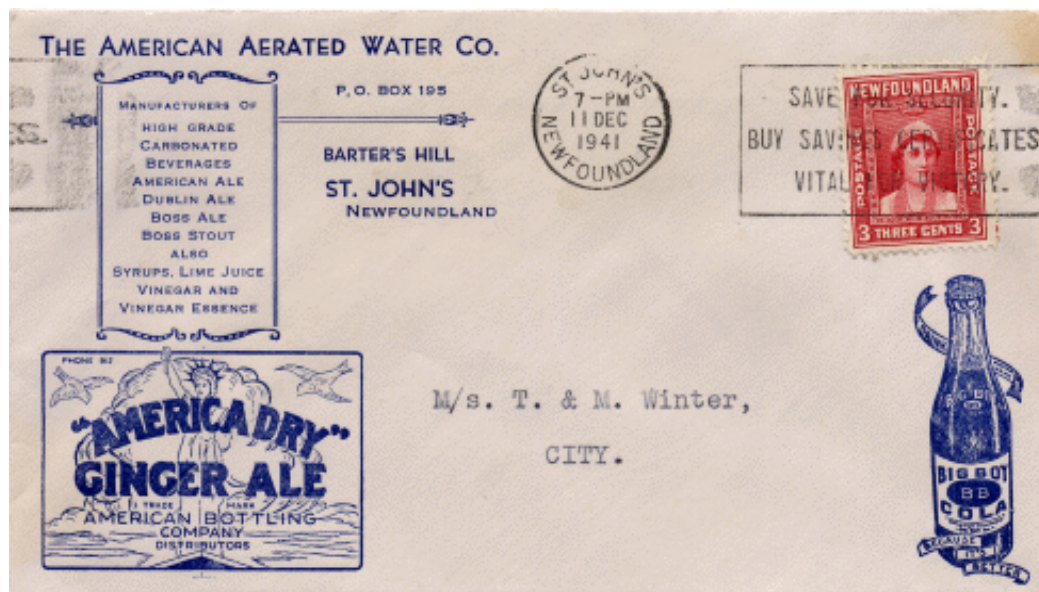
- a) business name with or without return address in upper left corner
- b) corner card with business name and address and product names and/or logo(s)
- c) advertising cover with illustrations front and/or back in black & white or in color.

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 ads, they illustrate the considerable talent of commercial artists here and elsewhere. Many informational finds provided by Melvin Penney, Murray Smith and Jim 'Hunter' Ruffell.

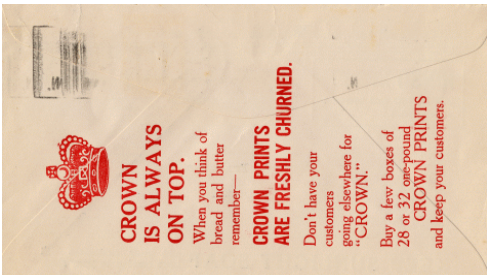
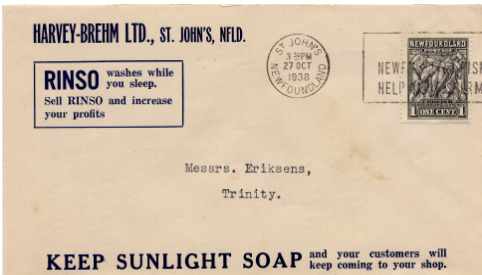
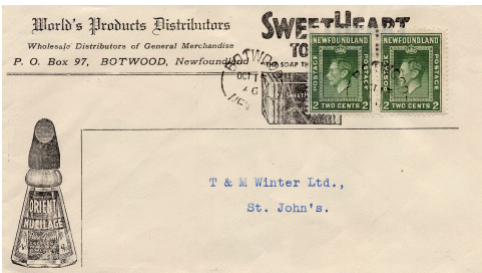
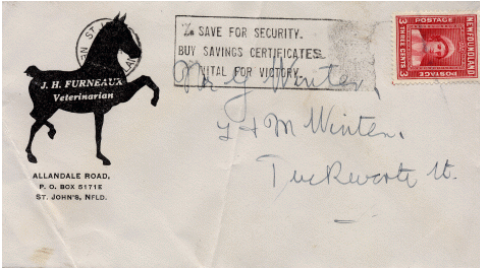
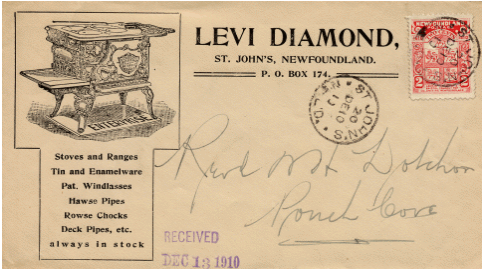
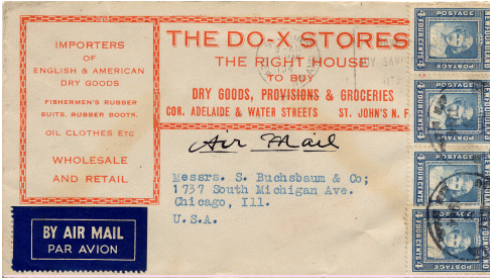
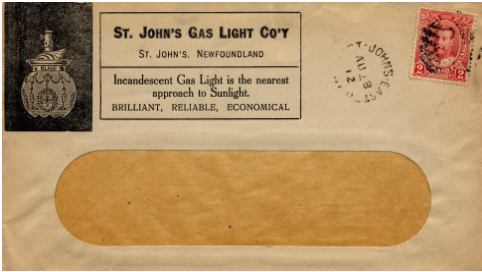
Often times an outpost or an inland town would have more than one business buying or selling the same products. However, not all businesses in that community would have printed stationery or even a rubber stamp. From 1857 to 1949 there were scattered along a coastline of 10,900 miles and, as well, inland, 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 2900 presently being 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**.



Covers compliments of Terrance R. Harris and Fred C. Noseworthy.  
Front advertising only shown on top three rows. While all-over advertising shown on the bottom two rows.



NSSC #	STYLE	BUSINESS NAME / LOCATION "ADVERTISING MESSAGE"
K056	IACC	George Knowling / St. John's "Importer & Exporter" Cat & Mice - Out 'Of Sight' Traps
K057	IACC	George Knowling / St. John's Front has 'Baloise' Fire Insurance etc. Atlas Insurance Company Ltd etc.
K058	ACC	W U Knowling / St. John's "General Agent." Adv with logo (Atlas Assurance Co) on front.
L001	CC	Labrador Gold Mining Company Limited / St. John's
L002	CC	The Labrador Products Co Ltd / St. Anthony
L003	ACC	L O A / Corner Brook "Star of the West Lodge No 209"
L004	CC	L O L No. 2210 / Bell Island C.B.
L005	ACC	J J Lacey & Co Ltd / St. John's "Stocks and Bonds"
L006	ACC	J J Lacey / St. John's Logo (Fidelity Insurance)
L007	CC	Ladies Orange Benevolent Association / Burego
L008	ACC	Lake & Lake / Fortune "General Merchants"
L009	ACC	Lake & Lake Ltd / Fortune "General Merchants"
L010	CC	A W Lake / Fortune
L011	CC	H B Clyde Lake / St. John's
L012	CC	H B Clyde Lake Ltd / St. John's
L013	ACC	John E Lake / Fortune "General Merchant. Manufacturers of Furniture, Lumber, etc"
L014	ACC	W F Lake / Fortune "Manufacturers' Agent"
L015	CC	Fred A Lallemand & Co Ltd / St. John's
L016	ACC	J T Lamb / St. John's "Watchmaker & Jeweller." Slogans on back.
L017	ACC	Roland Langdon JP / Lawrenceton "General Merchant"
L018	ACC	George Langmead / St. John's "Watchmaker and Jeweller"
L019	ACC	Green Lantern Store / Corner Brook "Groceries, Fish and Confectioneries etc"
L020	ACC	M F Lawlor / Renews "Stamp Collector"
L021	ACC	Lawrence Bros / St. John's "General Wheelwrights and Carriage and Sleigh Builders. Rubber tyres fitted to any style of Carriage"; inside double-lined box.
L022	ACC	Lawrence Bros Ltd / St. John's "Motor Hearse, Open and Closed Hearses, Embalmers and Funeral Directors, Carriage, Sleigh, Boat, Truck and Bus Body Builders, Automobiles Painted and Sprayed, Hoods Re-covered, Trunk and Suit Case Manufacturers"
L023	CC	The Lawrence Newfoundland Co Ltd / St. John's
L024	ACC	Lawrence & Co / St. John's "Agents & Exporters"
L025	ACC	A Lawrence / Bay L'Argent "General Dealer"
L026	ACC	Freeman Lawrence / Bay L'Argent "General Dealer"
L027	CC	W B Lawrence / St. John's
L028	ACC	Lawton's Drug Store / Wabana "The Rexall Store"
L029	CC	Lawton's Drug Store / Wabana
L030	IACC	LeDrew & Wylie Ltd / St. John's Adv (Nestle's Cream) on front, (Nestle's Milk Chocolate) on back.
L031	CC	Sing Lee / St. John's
L032	CC	W T Leggs / Cartyville
L033	ACC*	A M LeGrow / Broad Cove, BDV "Druggist"