

Cinderella Visits CKY - CKX, Manitoba

by
Jerry Berg,
jsberg@rcn.com

It is hard to imagine a standard broadcast station with a better public relations program than Winnipeg station CKY, whose signal hit the air on March 13, 1923 (earlier if you count experimental broadcasting). The station was owned by the Manitoba Telephone System. On December 11, 1928, as part of a CKY power increase, its old 500-watt transmitter was put to work at a new Manitoba Telephone station, CKX, in Brandon. Both stations closed in 1948 in connection with the founding of the Canadian Broadcasting Corporation.

A surviving part of CKY-CKX promotional efforts are these “cinderellas” (stamps or labels issued for non-postage purposes) which the station made available starting in 1940. The



stamps were announced in August of that year in the CKY-CKX monthly publication, *Manitoba Calling*. They focused on outdoor activities that could be enjoyed by visitors to the province.

The first issues of *Manitoba Calling* appeared in 1937, and for eleven years it presented extensive coverage of all things Manitoba—the station, its history, programs and personalities; letters from listeners; the radio world in general, including radio well beyond Manitoba; cultural events and historic places throughout the province—all in a friendly style that made you want to visit, and to listen to CKY-CKX when you were there.

Thanks to the americanradiohistory.com website, copies of *Manitoba Calling* from March 1939 to the final issue, June 1948, are available online. They are a wonderful record of broadcasting during that period, and of a thriving station-listener relationship. You will enjoy perusing them.

We have extracted, and placed on the pages following pg. 4 below, the *Manitoba Calling* entries that referenced the CKY-CKX stamps. The stamps were released to listeners in two groups of four stamps each, the first group in the summer of 1940 (August), the second group the following winter (January 1941). These are the eight stamps shown above on pg. 1.

There is a small mystery with regard to these stamps. The two particular stamps shown in the August 1940 *Manitoba Calling* announcement—one depicting a fisherman “in action,” the other displaying a map of Manitoba—do not normally appear with the eight stamps that still surface from time to time. What is the story behind these two stamps?

A partial answer is found in R. G. Lafrenière, *Field Guide to the Cinderella Stamps of Canada* (Montreal, PQ: Bird Bear Press, 2d ed., 2015). Lafrenière shows 12 CKY-CKX stamps in all: “the eight” shown on pg. 1 above, plus four others: the “fisherman” and “map” designs in the August 1940 *Manitoba Calling* announcement, a third stamp with a canoe-and-rapids design, and a fourth stamp depicting a beach scene. All 12 bear a CKY-CKX “bullseye logo,” although the exact designs of the bullseyes vary somewhat; and “the four” also contain the words, “A New Vacation Thrill,” which “the eight” do not.

The August 1940 *Manitoba Calling* announcement says that the Manitoba Telephone System, owner of CKY-CKX, had been using these promotional stamps on its outgoing mail, and had already distributed thousands to various Manitoba offices and private citizens. But now the stamps were being offered to the general public. My guess is that with heightened demand, the seldom-seen first set, i.e. “the four”—the “fisherman” and “map” stamps in the August 1940 announcement, plus the “canoe-and-rapids” and “beach” stamps—were used for a while, and then replaced by “the eight.” That would explain their scarcity.

Also shown below (the last page of the PDF) is coverage of these stamps in the August 1941 “Poster Stamp Bulletin,” a publication of the National Poster Stamp Society of Chicago. This coverage is referenced in the October 1941 issue of *Manitoba Calling* (next to the last page below). The National Poster Stamp Society looks like it was the alter ego of the Poster Stamp Publishing Co. (same Chicago address), which was most likely the publisher of the stamps themselves.



There were two other CKY stamps of note. One, at left, is a green-and-red stamp of the station's own design, with the call letters CKY, "Winnipeg," and "Manitoba's Own Station" in red, and "Manitoba Telephone System" on the green banner. I don't know just when this stamp was issued, but its similarity to EKKO stamps suggests that it was in the 1920s, when EKKOs were at the height of their popularity.

In March 1941, CKY-CKX issued another stamp—a sticker, actually—which is shown below. It is a two-sided design, intended to be affixed to the windshield. It is about 3-3/4 inches square, and it featured the flags of both Canada and the United States, "symbolical of the friendship of our two democracies and indicative of our respect for a good neighbor," as the March 1941 issue of *Manitoba Calling* put it.



It appears that the stamp program came to an end with Pearl Harbor. Issues of *Manitoba Calling* from that time on focused on wartime activities, both military and civilian, and paint a highly readable picture of the province's place in the war effort.



Special thanks to Jeff Brigham, Librarian, [Spellman Museum of Stamps & Postal History](#), Regis College, Weston, Massachusetts, and his Toronto correspondent, the [Harry Sutherland Philatelic Library](#), Vincent Graves Greene Philatelic Research Foundation, for their help in preparing this story.

And here is a CKY QSL from 1924.

Winnipeg,.....October 27.....1924

Dear Sir (or Madam) :

We thank you for your recent communication and hope that our programmes will continue to give you pleasure.

Yours faithfully,
MANITOBA TELEPHONE SYSTEM

Remarks:

" More Applause Means Better Broadcasting "

COME TO PORTAGE

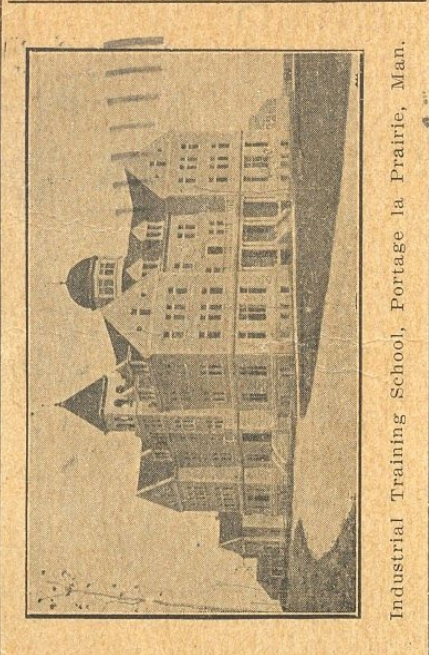
We want you to see Portage la Prairie, the "Forest City of the Plains."

You will find our camping ground comfortable and well equipped, hotel and restaurant accommodation good. Our parks and outdoor attractions are of an excellent character.

In our stores will be found goods from all the markets of the world, and our motion picture houses show only the best productions.

A welcome awaits you in Portage la Prairie.

Write the Portage la Prairie Board of Trade for Free Booklets



Industrial Training School, Portage la Prairie, Man.

CANADA POST CARD

THE ADDRESS TO BE WRITTEN ON THIS SIDE

Broadcasting Schedule

CKY WINNIPEG - - - 450 METRES

DAILY—12.30 to 1.30 p.m., Music, News, Markets, etc.

TUESDAY and FRIDAY—8.15 p.m., Concert Programme.


THURSDAY—8.00 p.m., Markets, etc.; 8.30 p.m., Concert.

SUNDAY—7.00 p.m., Service from one of the twenty-two churches connected with CKY Studio.

Portage la Prairie
MANITOBA

Manitoba's fourth city. Canada
Population 7000.
Altitude 854 feet.
The Home of No. 1 Hard
Wheat.
Hydro Electric Power.

Winnipeg, B.C. 8 PM OCT 27 1924 MAN.



Mr. & Mrs. Albert Hanzer,
R. 3 Platte,
S. Dakota.

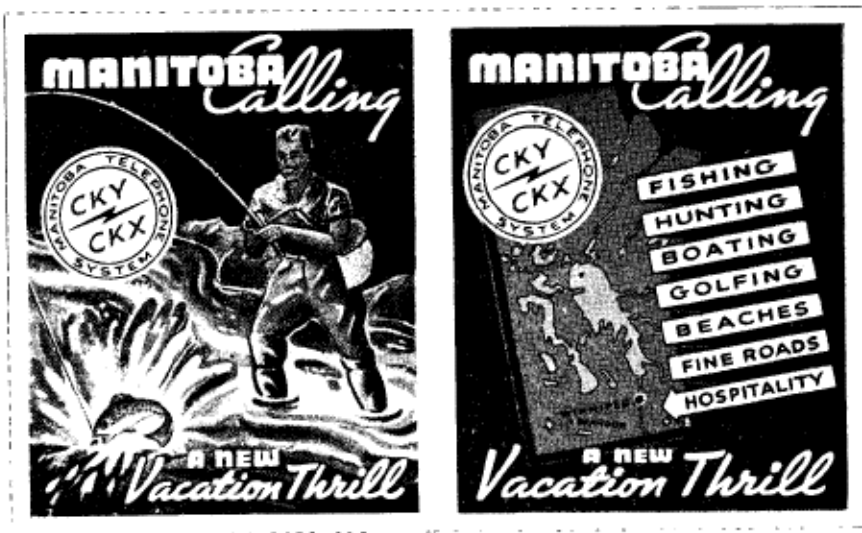
Vol. IV. No. 8.
Single Copy
5c

MANITOBA CALLING

September, 1940
12 Issues, 60c.
Post Free

Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg

Manitoba Tourist Stamps



ADVERTISING THE PROVINCE

As a part of its tourist campaign effort this summer and fall, the Radio Branch of the Manitoba Telephone System has distributed thousands of colored stickers, to Provincial Government offices, Boards of Trade, business institutions and private citizens.

The stamps, printed in four designs, two of which are shown above, are being attached to outgoing mail, preferably to letters rather than to envelopes. They are serving a useful purpose, not only in advertising Manitoba to people in the United States, but also in reminding Manitobans that in the natural resources of the Province we have a valuable asset.

Supplies of the stickers may be obtained, without charge, by writing to the Public Relations Department, CKY.

HOCKEY BROADCASTS

Imperial Oil hockey broadcasts are again being carried by CKY and CKX throughout the season. Games are scheduled for Saturday nights, as follows:—

- Dec. 7—Boston at Toronto.
- Dec. 14—Chicago at Toronto.
- Dec. 21—Americans at Toronto.
- Dec. 28—Rangers at Toronto.
- Jan. 4—Detroit at Toronto.

Foster Hewitt, acknowledged Dean of Canadian sports announcers, is at the microphone.

When an Imperial Oil Hockey Broadcast starts on the air from Maple Leaf Gardens, it's already two o'clock in the morning in Great Britain—too late for broadcasting. So, for the benefit of Canadian troops overseas, the CBC cuts records of the game and selects highlights for inclusion in special electrical transcriptions. The transcriptions are transmitted to the BBC by "beam wireless". The BBC records the transmissions thus received from Canada and re-broadcasts them from their stations in Great Britain. The interest of our Canadian troops in this service may be imagined, and reports indicate considerable effect, also, in making the Britishers at home increasingly "hockey-minded".

window, I would lean out and wave my hand to them, which seemed to tickle those warm hearted folks so that they would respond with more cheers and whistles, reminiscent of the "gods" in an Old Country music hall. And then — the National Anthem Political feeling between Britain and one of her partners in the Empire was running somewhat high at the time. . . The sentiments of my sidewalk friends were immediately expressed in a chorus of "BOO-OO!", punctuated by the arrival of several missiles which, fortunately, caused no damage. Discretion persuaded me to delay my departure for home that evening. That was, I think, a unique example of direct action by an audience not entirely satisfied with a radio program. They threw rocks at the announcer. Few listeners today are strategically so well placed, which is not to say they wouldn't welcome the opportunity!

(To be continued)

GOOD DEED CLUB PERFORMER



Bill Komar, accordionist, became a Gold Star Member of the T. Eaton Company's Good Deed Club in CKY's studio on Saturday morning, November 16th, by his excellent performance at the microphone. Apart from its value in encouraging children to do good turns, the Club is to be commended for the purpose it is serving in discovering new talent and for the choral instruction given under the direction of Mr. J. Roberto Wood.



OUR MANITOBA STAMPS

Distribution of the colored stickers issued by CKY and CKX to advertise the Province is continuing during the winter months. New designs, appropriately depicting winter scenes, will shortly be added to the four issues, of which 150,000 were printed. The stickers are available without charge, for attachment to outgoing mail of business institutions and private individuals.

Applications for supplies of the stickers should be addressed to "Manitoba Calling," CKY, Winnipeg.

January 1941



Ski-ing, a favorite winter sport in Manitoba, is the subject pictured in one of our new series of stamps. See page 2.

RADIO STATIONS

CKY WINNIPEG - CKX BRANDON

January 1941

5c per copy

Our Cover

Our cover design this month is an enlargement of one of our latest stickers, illustrating Manitoba's winter sports. The new series of four stamps are now ready for distribution and will be mailed in whatever number of sets may be required to any address, gratis. All we ask is that those sending for the stamps do not request more than they can reasonably use, and that the stickers be attached to letters and parcels intended not only for mailing abroad or to distant parts of Canada, but also for delivery within our own Manitoba boundaries. It is good to carry the message of Manitoba to the four corners of the earth, but it is also fitting that we should ourselves be reminded of much for which we should be thankful, in our healthy climate and in the good fellowship of our people.

Requests for sets of our stamps should be addressed in writing to The Public Relations Department, CKY, Winnipeg.



"THE PEOPLE'S BUSINESS"

**Manitoba's Provincial Government
Ministers Broadcast Talks
on CKY**

On Tuesday, December 3rd, Hon. John Bracken, Premier of Manitoba, inaugurated a series of discussions to be broadcast over CKY from week to week and relating to the activities of the Provincial Government. Other speakers to date have been Hon. J. S. McDiarmid, Minister of Mines and Natural Resources; Hon. Errick Willis, Minister of Public Works, and Hon. S. S. Garson, K.C., Provincial Treasurer.

EXPECT BANNER SKI SEASON

Ottawa, Canada. — The placing of large orders for skis for winter training of Canadian soldiers has created new interest in one of Canada's most popular winter sports. Although no actual ski corps are expected at once, the soldiers will be allowed to use skis largely in a recreational way but with a view to their later utilization for wartime purposes.

Long before the gallant Finnish soldiers demonstrated the effectiveness of ski tactics in modern warfare, skiing had reached the top rung in the Canadian sports ladder, and more recently had added a large following in the United States. Last year with European ski grounds closed to them on account of the war, American skiers came to Canada in larger numbers than ever before, and indications are that this movement will be even greater this year. Many Americans, of course, spend their winter in their own country, but others, taking advantage of the present rate of exchange which makes every American dollar worth about ten cents more, prefer to come to Canada where they will find a new and stimulating world. Ski clubs in Canada have a membership in excess of 25,000, while the number of skiers not affiliated with any club is placed at more than 100,000.

—Canadian Resources Bulletin.



GOOD PROPORTION OF RADIO OWNERS USE SETS IN WINNIPEG

According to statistics gathered by a reliable concern which specializes in investigating radio owners' listening habits, Winnipeg fans use their sets more than do folks in most other Canadian cities.

During a recent week's test, it was found that the daily average of radio owners having their sets turned on between the hours of 6 p.m. and 9.45 p.m. amounted to 48.2% of French listeners in Montreal; 33.3% of English listeners in that city; 37.0% in Toronto; 35.2% in Vancouver; and 44.1% in Winnipeg.

March 1941

Manitoba Calling

VOL. V. No. 3
MARCH 1941



*For story of our cover
design — see inside.*



RADIO BRANCH MANITOBA TELEPHONE SYSTEM
CKY - WINNIPEG CKX - BRANDON

Vol. V. No. 3.

Single Copy
5c.**MANITOBA CALLING**

March, 1941.

12 Issues, 60c.
Post Free.

Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg.

Our Cover

Reproduced in its three colours, is our latest contribution to Manitoba's tourist campaign—a sticker for automobiles. The decoration is now available for free distribution to intending visitors and to Manitoba motorists travelling in other Provinces and in the United States.

Welcome stickers are usually given to auto drivers on their arrival at local tourist bureaux, to be displayed on cars following their visit. This one will be carried not only by departing visitors but by tourists en route to Manitoba from distant points.

Beside the Canadian ensign is the flag of the United States, symbolical of the friendship of our two democracies and indicative of our respect for a good neighbor. On the reverse side of the label, to be read from within the car, is the following:

*Welcome to Manitoba
When in Winnipeg visit the studios of CKY
In Brandon, visit CKX*

The stickers are being mailed to all requesting information regarding Manitoba, or wishing to send them to friends who may come here. They are free.

Write:—

Public Relations Department, CKY, Winnipeg,
or to CKX, Brandon.

NOTE:—The stickers should not be used on windshields where local laws forbid, nor should they be placed where they will obstruct the view necessary for safe driving.

**A Manitoba Poet**

Opposite this page we publish some verses which were specially written for "Manitoba Calling" by B. Harold Stinson, a patient in Ninette Sanatorium, Man. We hope to give our readers more of Mr. Stinson's work in future issues.



Amos 'n' Andy Coming on CKY



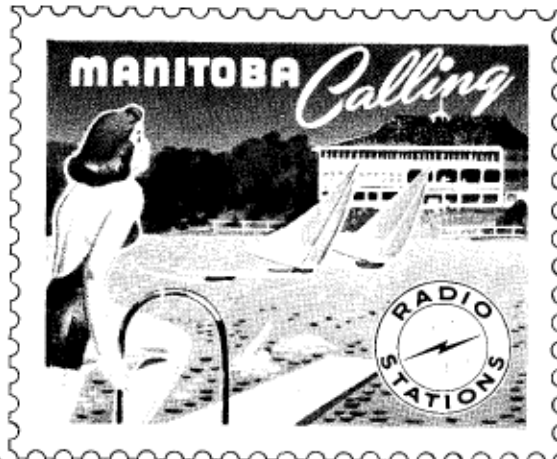
Yes, folks, here they are in the flesh—"Amos (left) 'n' Andy" (right). The wooden counterparts were carved by Jack Hoins, who writes publicity for the show. Amos is Freeman Gosden, and Andy is Charles Coriell.

Arrangements have been made for bringing to CKY listeners the veteran and ever popular "Amos 'n' Andy," commencing May 5th. The exploits of these two comedians have continued to bring laughs from millions of fans since the early days of broadcasting. Many have been the regrets expressed by folks in central Canada that uncertainty of reception from American network stations from time to time has prevented consistent following of the five-nights-a-week show, and there will now be much rejoicing at the news of its coming to CKY. The sponsors are, of course, The Campbell Soup Company, to whom thanks are due. It is expected that Amos 'n' Andy will have a fifteen minute period beginning at 6 p.m., but we must wait and see how the Daylight Saving tangle is unravelled before hazarding a prediction.

Our New Mail Stickers

On our inside back cover we reproduce the new set of summer mail stickers just issued by CKY-CKX to advertise Manitoba's attractions for tourists. More than 200,000 of our previous issues have been distributed. Write for your supply without delay, stating the number required. The stickers will be mailed without charge.

April 1941





NEW SOPRANO



Margaret McFadyen

Daughter of Arthur M. McFadyen, well known musician and founder-conductor of the "Vesper Choir" which had several years successful run on the C.R.C. and C.B.C. networks, Margaret made her radio debut on CKY with Pelham Richardson's orchestra last June and has since been heard in a number of broadcasts. Possessing a pleasing voice, she is a pupil of Mrs. P. J. Fowler of Winnipeg and is a member of Grace United Church choir.

★

WORDS ABOUT WORDS

Not many complaints of mispronunciation have reached us since our last issue. Several listeners have remarked on the curious wording of some recruiting announcements in which the eligible prospects have been assured "You can enlist EVERY day at the Orpheum Theatre". Some wags have suggested that this looks like impersonation. One observes that, judging by the very efficient appearance of the recruiting sergeants, he doesn't think many applicants will be free to enlist more than once.

The Listener Writes . . .

TRIBUTE TO PROF. JACKSON — "We should like to express our keen appreciation of Professor V. W. Jackson's nature talks. They are a constant source of delight. This is education in a very intimate and informal way. Although we were born and brought up in the country in England and loved the English countryside, and although we spent some time in country districts of Saskatchewan, Ontario, New Brunswick and Manitoba, it remained for Winnipeg to admit us to the lovely fellowship of bird and flower and tree, of butterfly and moth, and all the fascinating wonders of the great out-of-door world. These delights have come to us largely through Professor Jackson's nature talks on CKY. . . ."—St. James, Man.

(Note: Professor Jackson's talks, first of their kind ever broadcast in Canada, have been running regularly on CKY except for summer vacations, since their introduction in the spring of 1923. Although now retired from the staff of the University of Manitoba, V. W. Jackson will always be the "Professor" to his host of radio listeners. He rarely uses prepared script, but speaks from a few brief notes. His manner at the microphone is unique, entirely free from affectation. He makes a friend of the "mike", gesticulates, wags his finger at it, and generally treats it as if it were a human being to whom he is addressing his remarks. We are very pleased to publish this one of many tributes.—Ed. "Manitoba Calling".)

★

OUR AUTO STICKERS

The automobile stickers distributed by CKY and CKX are appearing in ever increasing numbers on cars visiting Manitoba from all parts of the continent. The stickers, handsomely printed in three colours, bear the Stars and Stripes and the Canadian flag, the maple leaf, and the arms of Manitoba. Beneath the design are the words "EN ROUTE — MANITOBA". Free supplies may be obtained by writing:—The Public Relations Department, Radio Branch, Manitoba Telephone System, Winnipeg.



Our Cover

For many of our visitors from the United States the scarlet-coated troopers of the Royal Canadian Mounted Police have a romantic attraction. Men of splendid physique, smartly clad, and imbued with the finest spirit of service in enforcing law, preventing crime, and helping the distressed, the "Mounties" are Canada's pride, respected and admired throughout a continent and an empire.

The territory for which the Force is responsible is as large as the whole of Europe. The duties are multitudinous—by no means limited to the magazine and movie-screen activities of trailing erring Indians and Eskimos across trackless wastes by horse, foot, or dog-team. Airplanes and automobiles play their part today, and there is a Marine Section which at the outbreak of war in 1939 operated more than 30 vessels. Although a civil force, the R.C.M.P. is drilled as a military organization.

The photograph on our cover this month was specially taken for "Manitoba Calling", under official R.C.M.P. supervision, and is published by permission of Commissioner S. T. Wood.



RADIO IS HUNGRY CONSUMER OF SCRIPTS

Addressing a recent gathering of Canadian broadcasters in convention at Harrison Hot Springs, Dr. Robert Allen, of the University of Indiana, stated that radio stations of the United States broadcast some 17,000 programs per week: all the scripts written for Hollywood for one year would not run the American radio studios for one day of 24 hours, nor would all the plays produced in London and New York in the past ten years keep the microphones busy for 24 hours.



What, asks a radio authority, would the course of history have been had such folks as Caesar, Alexander the Great, or Cleopatra been able to reach millions by microphone? We'll bite—What?

DARLINGFORD'S WAR MEMORIAL



Memorial Park at Darlingford, Manitoba, is a credit to the district and a most appropriate shrine to its heroes. The park is in a beautiful setting, with a lawn and flower beds backed by blue spruce and other trees of considerable size. The shrine, or sanctuary as it might be called, is a red brick building with a sharp-gabled roof. Stone steps lead to a heavily studded door. Inside, is a large tablet of glass bearing in gold lettering the names of those who gave their services—many of them their lives—to the Great Cause in 1914-1918. There is a bench or altar beneath the tablet, and around the walls are relics of the war: German helmets, a gas mask, parts of trench mortars and machine guns, a trench periscope, photographs of local boys who served, and other objects of interest.



MAIL AND AUTO STICKERS

The demand for our brightly-colored stickers advertising the Province of Manitoba continues. Supplies are mailed gratis to any who send in requests, stating the approximate number of the stickers required. Write or telephone, Public Relations Department, CKY, Winnipeg, or CKX, Brandon.



OUR TOURIST STAMPS PRIZED BY COLLECTORS

The colored stamps issued by CKY and CKX for attachment to mail for the purpose of advertising the tourist attractions of the Province of Manitoba are in demand by collectors throughout the United States.

A recent issue of the "Poster Stamp Bulletin", a magazine published in Chicago by the National Poster Stamp Society, an organization whose members appear to be interested in collecting poster rather than postage stamps, gave us an entire centre column on its front page with reproductions of four of our stamps and the following tribute:—

Manitoba Issues Two Interesting Series of Poster Stamps

Manitoba, through radio stations CKY and CKX, has released two "vacation type" Poster Stamp series this year. Each series consists of 4 different Poster Stamps. One series pictures winter sports such as skating, snowshoeing, tobogganing, and ice-hockey. The other series pictures summer

sports, such as swimming, sailing, golfing, fishing, and driving.

These two series are particularly well executed and are printed in three colors, red, blue, and yellow.

Very few Canadian series have been produced west of Toronto, Ontario, so here is an opportunity for collectors to enlarge their Canadian section. . . .

With some elation we note that our Manitoba tourist stamps are offered for sale to collectors at 10 cents per set of four. CKY and CKX will send them anywhere free of charge, of course, and it's good advertising for Manitoba, but if anyone thinks enough of them to buy them in Chicago, it's all right with us and still good advertising for the Province.

Owing to uncertainty with regard to the broadcasting hours of many features in this period of change from Daylight Saving to Standard Time, we are unable to publish the program schedule in this issue.

The **SPOKEN WORD** is the most
intimate Method of **Communication**

To reach your Distant Friends
use the **VERBAL** Medium

Long Distance

Rates are Lower after
7 p.m. and All Day
Sunday.

MAKE YOUR VOICE VISITS BY TELEPHONE

MANITOBA TELEPHONE SYSTEM



POSTER STAMP BULLETIN

EVERY MEMBER A POSTER STAMP BOOSTER

PUBLISHED IN THE INTEREST OF POSTER STAMP COLLECTORS THE WORLD OVER

VOLUME 6

AUGUST, 1941

NUMBER 4

Poster Stamps And Philatelic Seals

By Joseph J. Lohr, 1445 Minford Place, Bronx, New York.

(All the items marked with a + may be secured free by simply sending a stamped self-addressed envelope to the editor) - as long as the supply will last -

The flood of newly created and published poster stamps and seals has been rising since my last report in such an extent, that I will have to refrain from giving extended descriptions of the new accessions and review them in a somewhat telegraph like brevity.

It becomes more and more evident that the poster stamp and seal is no longer regarded as a play for idle hours, but an important accendation of publicity for official and private and last but not least patriotic campaigns.

The cavalcade is opened by the powerful seal-designed with the striking slogan: "BRITAIN MUST WIN - HELP BUNDLES FOR BRITAIN". Everybody will like these extraordinary seals, sold at 745 Fifth Avenue, New York. A stirring appeal is represented also by the poster which was published by American Defenders of Freedom (+) 9 East 40th Street, New York City, with the slogan: "THE LIGHT OF FREEDOM - PASS IT ON!" - Two jolly good posters are those from the Strabridge Litho Company, Cincinnati-New York, depicting American boys: "I'm for peace!" - U.S. Marines Recruiting Offices have issued really martial posters, which will certainly induce many young men to enlist in that elite corps. - An instructive round seal, beautiful and colorful in design is the one published by the Kern County (California) (+).

All green is the die cut seal of the Charleston Chamber of Commerce (+) and blue, white and red the one of Ticonderoga, N. Y. in Adirondack Land (+) The Missouri Pacific Lines published several beautiful posters, propagandizing traveling to Mexico. (+) The Institute of Tourism at Puerto Rico enriched our collection with a wonderful big seal, rich in colors, a inviting salute from over there. - And believe it or not the City of New York invites you by means of a fine black-yellow silhouetted poster to spend your vacation in our metropolis, enjoy its ten thousands amusements, events and unique sites.

The Bureau of Social Hygiene came out with two eye filling posters (+) while

(Continued on Page Three)

Manitoba Issues Two Interesting Series Of Poster Stamps



Manitoba, through radio stations CKY and CKX, has released two "vacation-Type" Poster Stamp Series this year.

Each series consists of 4 different Poster Stamps. One series pictures winter sports such as skating, snow-shoeing, tobogganing, and ice-hockey. The other series pictures summer sports, such as swimming, sailing, golfing, fishing, and driving.

These two series are particularly well executed and are printed in three colors, red, blue, and yellow.

Very few Canadian series have been produced west of Toronto, Ontario, so here is an opportunity for collectors to enlarge their Canadian section. Both of these series are priced at 10 cents each and may be purchased from the Poster Stamp Publishing Company, 2445 South Damer Avenue, Chicago, Illinois.

Three New Series On Schools And U.S. Naval Academy



A recent issue of the Poster Stamp Bulletin featured a West Point Series of Poster Stamps and now three new series have been released, depicting scenes from the U. S. Naval Academy, St. Lawrence University, and Columbia University.

Each series consists of 36 Poster Stamps, but there are only 3 different scenes in each series. That means that there are twelve stamps all alike in each series.

All three series are printed in three colors, green, brown, and blue. Each stamp, though, is printed in one color and the colors are varied in each series.

Manhattan Hall, the statue of Tecumseh and Chapel & Mexican monument are pictured in the Naval Academy Series. A view of the Columbia University buildings plus pictures of two statues, including that of "The Thinker", comprise the pictures in this series. The Chapel or Church and pictures of two other buildings, including a picture to the entrance of Manhattan College, are the scenes illustrated in the St. Lawrence University Series.

Each series of 36 stamps sells for 75 cents and may be purchased from the Poster Stamp Publishing Company, 2445 South Damer Avenue, Chicago, Illinois.