

“The Bulova Project”

A listing of Bulova Watch Company advertisements on Canadian postal stationery cards, produced by the members of the British North America Philatelic Society (BNAPS), Postal Stationery Study Group (PSSG).

Although Bulova ads have long been a popular sideline of stationery collections, the first attempt at creating a list didn't begin until 1995 when John Aitken and John Grace started canvassing study group members about the various cards in their collections. In 1999 they produced the first list of 99 different reported cards. While various new reports appeared in the pages of the publication “PSSG – Notes”, no substantial update has been made of the original listing in over 25 years.

I have decided to take a crack at updating this list, in the form of an on-line publication which has the benefit of full-colour scans and the ability to easily make additions, changes and corrections. This list is the current version of this project. At some point it is hoped to move it to the BNAPS Horace Harrison Library for a more permanent home.

This is a group project. I have listed each of the 185 items that have been reported to this time, with as many scans as I have been able to track down. One of the big gaps is that the cards owned by (or some cards reported to) John Grace have not been seen since his passing a few years ago. A new feature that is being attempted is adding “rarity factors” to the cards. As the sample sizes are so small, I am starting with “Common”, “Uncommon” and “Scarce” and would appreciate collector feedback.

At one point, some Canadian collectors had started to expand reports to similar ads printed on United States postal stationery, but those reports are being set aside for now, and they will be tackled as a separate project.

Reports, corrections or feedback are encouraged and welcomed. I can be reached by email at: gailandmike@shaw.ca

Sincerely

Michael Sagar

December, 2024

Contributors: Colin Campbell, Earle Covert, Chris Ellis, Hans Ericksson, Robert Furneaux, Pierre Gauthier, Horace Harrison, Art Klass, Ron Leith, Robert Lemire, Andrew Liptak, Dean Mario, Mike Sagar, Keith Spencer, Bill Walton, Steven Whitcombe and Peter Zariwny

Some random thoughts about Canadian postal stationery cards

- a) Given the number of Bulova dealers, their share of the market and the relatively short life of specific ads, there could be a few hundred cards listed, eventually
- b) A number of the cards are smaller than the conventional issued size, mainly due to ads that were designed to fit the standard American sized postal cards of the period, which were slightly smaller
- c) Cards are rarely known both used and mint. They are typically one or the other. Mint cards are typically “Your article is ready” for customers who haven’t picked up a watch which was left for repair. Used cards are often advertising sales (e.g. Mother’s Day, Christmas, etc) and were mailed out in the local area, often as printed matter (not specifically addressed, but where a card was left in each mailbox). Mint cards of these printings were generally leftovers after the mailing was completed.
- d) French language cards are generally difficult to find

Dealer Sample Cards

(Formerly called “Generic” Cards)

Sample cards were mailed to Bulova dealers, as examples of the type of colourful advertisement that they could purchase from Bulova, at a nominal cost.

These are believed to have been sent with samples of other print advertising materials (e.g. brochures, blotters, countertop displays).

We aren't sure how many Bulova dealers that there would have been in Canada at this time, but presumably each would have been sent a single card with each offering. These cards are all scarce.

Cards have not been reported as “blanks”, where the dealer could add their own rubber stamp or handwritten address, so the term “generic” has been dropped.



An example of a sample brochure that could have been in a promotional package sent to dealers, alongside post cards (shown at full size).

"It's Bulova Watch Time!"

Blue, orange, green and red - horizontal

English – Unused

"Medallion", "Goddess of Time", "Canadian Clipper"



These cards printed on Government Postal Cards *Already Stamped*—
Cost you postage only— $\frac{1}{2}$ ¢ each imprinted with your name and address.
Just hand them to your Post Office—one delivered to every home—
DO NOT ADDRESS THEM.

Quantity _____ (Printed on Government Postal Cards)

Your Name _____

Address _____

City-Prov. _____

PLEASE PRINT YOUR NAME CLEARLY

ONLY A FEW LEFT—RUSH YOUR ORDER TO-DAY

Note: Non-stationery item but promotes the sale of postal cards.

A similar card has been reported from the United States, but the lower watch is called the "American Clipper".

Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

“Miss Liberty A New Bulova Baguette Watch”

Orange, blue and black - vertical

1c orange King George V Arch issue – no heading (Webb P100)

English – Unused



Scarce

Note: This design has not been reported used by a Bulova dealer.

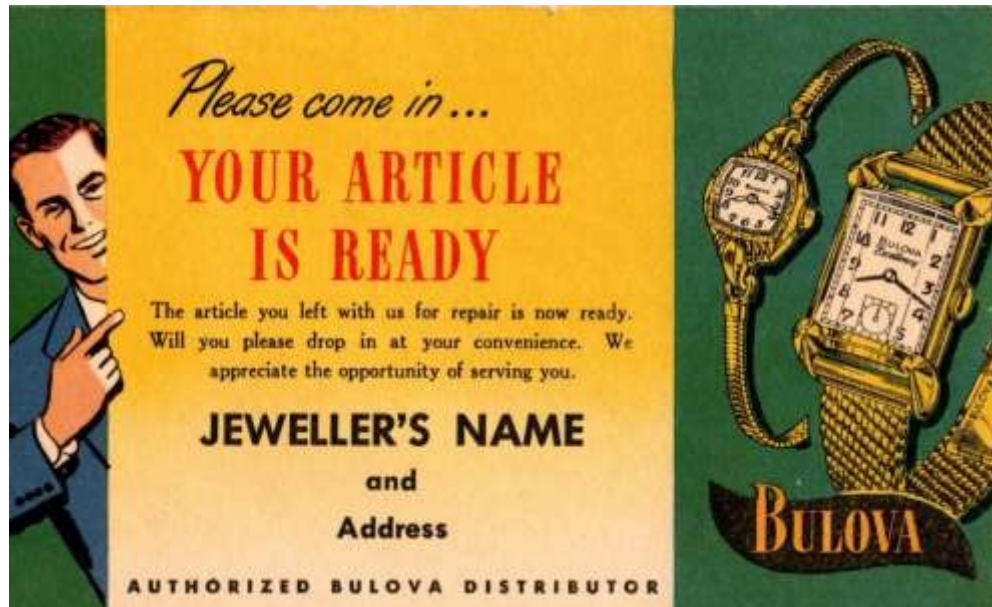
Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

“Your Article Is Ready”

Yellow, Green, black red, horizontal, man and two watches

1c green King George VI issue – no heading (Webb P166)

English – Unused



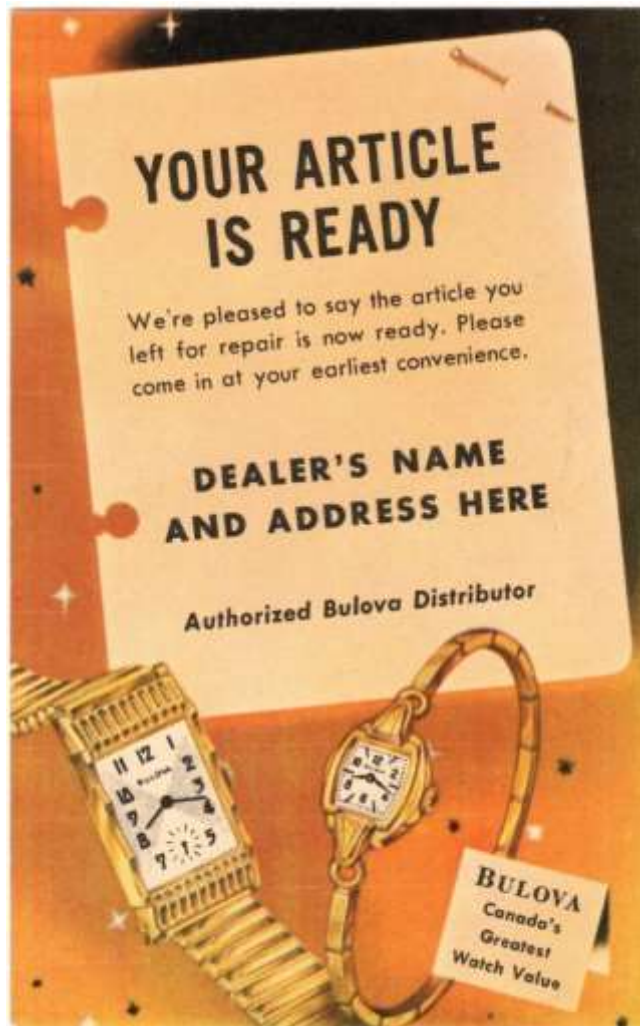
Scarce

"Your Article Is Ready"

Orange, vertical, pinned note

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Scarce

“Your Best Gift Buy is...”

Blue and Yellow, horizontal

2c olive green King George VI issue – no heading (Webb P189)

English – Unused

“Miss America”, “Director”



Scarce

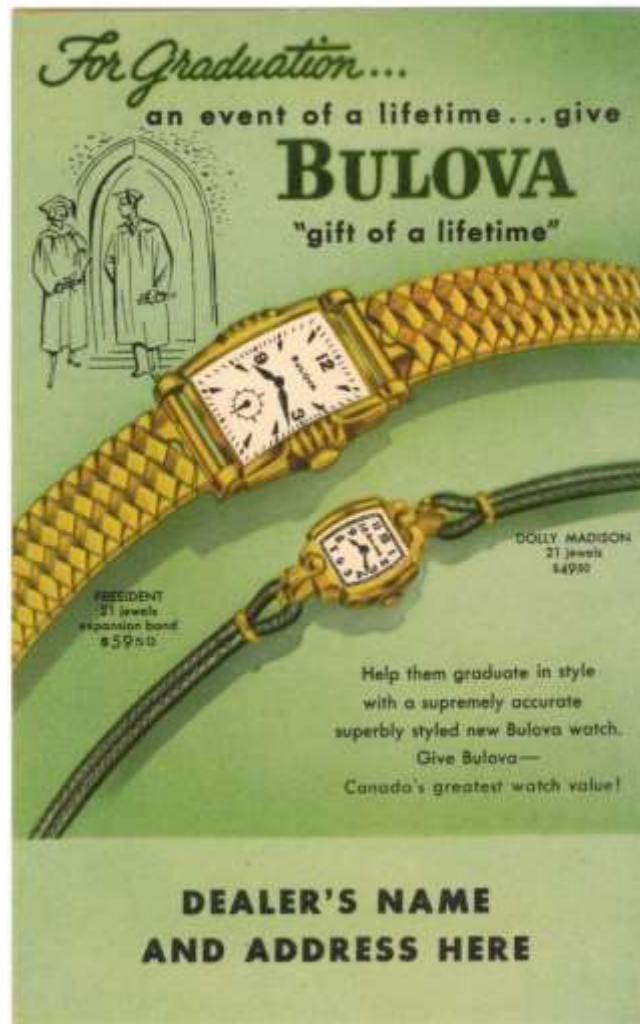
“For Graduation...”

Green and Gold, vertical

2c olive green King George VI issue – no heading (Webb P189)

English – Unused

“President”, “Dolly Madison”



Scarce

Note: This card has not been reported used by a Bulova dealer in Canada.

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

“Save Costly Watch Repair With Regular Watch Care”

Green and Gold, vertical

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Scarce

“We’re Awaiting Your Call...”

Multicolour, horizontal

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Scarce

“We’re rounding up all old watches”

Red and Gold, horizontal

2c olive green King George VI issue – no heading (Webb P189)

English – Unused

“President”, “Dolly Madison”



Scarce

Note: This card has not been reported used by a Bulova dealer in Canada.

“Your article which you left for repair is now ready”

Red, black and creme, horizontal

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Scarce

Bulova ads

with dealer information added on postal stationery cards

Cards are listed by:

1. Webb number
2. Dealer name
3. Approximate order of issue (an educated guess in most cases)

Note: There are many missing scans of reported cards, most of which were in the John Grace collection. Pictures of many of these are in the original listing, but because the quality is so low, I am leaving them out for now.

Note: John Sheffield Public Auction #165 Dec 9, 2012 lots 578, 579, 580 include at least 2 unreported cards on P166.

Note: The Zariwny collection included two cards from Strathcona (Edmonton) that are not believed to have been reported.

Hall & Co.

Toronto, Ontario

1c orange King George V Scroll issue – no heading (Webb P86)

English – undated used

“Bernice”, “Douglas”, “Miss Liberty”

BULOVA
WATCHES

BERNICE
15 jewel; beautifully engraved \$24.75

DOUGLAS
15 jewel; with mesh band \$37.50

MISS LIBERTY
15 jewel; with six emeralds (or sapphires) \$37.50

Beautiful new Bulova Watches
for men and women! Come in
to see them — \$25.00 up. Many
other gifts for every member
of the family.

HALL & CO.
Cash or Credit Jewelers
Experts on Watch, Clock and Jewellery Repairs
578 BLOOR ST. W. (north side)



Scarce

Proctor's

Toronto, Ontario

1c orange King George V Scroll issue – no heading (Webb P86)

English – Used (date ???)

"Miss Liberty"



Presenting
BULOVA'S
Newest Creation
the "Miss Liberty"

As nationally advertised in the Saturday Evening Post

\$37⁵⁰

We are proud to be among the first to show the "Miss Liberty." Exquisitely engraved—set with six sparkling emeralds or sapphires—its flexible bracelet set with matching stones—the "Miss Liberty" makes an ensemble of outstanding charm.

Come in today and see the finest watch value that the money can buy!

Ask for Mr. Frank Proctor, Jr.
He will be glad to show you this new Miss Liberty
PROCTOR'S FINE DIAMONDS
262 Yonge St.—10 Doors above Eaton's



Scarce

Sanguine's Quality Jewellers

New Westminster, British Columbia

1c orange King George V Scroll issue – no heading (Webb P86)

English – used November 9, 1929

"The Ambassador"



Scarce

Woodroffe & Son

Woodstock, Ontario

1c orange King George V Scroll issue – no heading (Webb P86)

English – unused

“Miss America”



Uncommon/Scarce

J. House

Niagara Falls, Ont.

1c orange King George V Arch issue – no heading (Webb P100)

English – Unused

“Lone Eagle”



Scarce

Crescent Jewelry Co. Ltd.

New Glasgow, Nova Scotia

1c green King George V Arch issue – no heading (Webb P103)

English – Used 1932

"Miss America"



Scarce

Johnston & Byron

Hamilton, Ontario

1c green King George V Arch issue – no heading (Webb P103)

English – used May 15, 1934

“Miss America”, “Alden”, “Miss Liberty”

For GRADUATION
... give a **BULOVA**!

No gift will be received with greater pleasure ... or live so long in useful service.

ALDEN
15 Jewels

In White
\$24.75
Natural \$29.75

MISS AMERICA
Plat. or Engraved
\$24.75

MISS LIBERTY
Set With Diamonds
\$39.75

Johnston & Byron
Jewellers
139 King St. E. Hamilton, Ont.
Next door to Palace Theatre



Scarce

Potter's Credit Jewellers

Vancouver, British Columbia

1c green King George V Arch issue – no heading (Webb P103)

English – used July 7, 1932

Unnamed Watch Contest

Here is the **GREATEST**
WATCH VALUE
at \$**24.75**

BULOVA
EVER OFFERED

So unusual is the value
that BULOVA wants the
Public to name it!

\$10,000.00

**IN CASH IS BEING
OFFERED FOR ITS NAME**

EVERYBODY CAN ENTER.
MAYBE YOU WILL BE THE LUCKY
WINNER. COME IN TODAY FOR
FREE CONTEST BLANK.

**CAN YOU
NAME IT?**

Potter's Credit Jewellers
\$1.00 down \$1.00 a week
112 Hastings St. West
Vancouver, B.C.

NO OBLIGATION TO BUY... COSTS NOTHING TO ENTER



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Woodroffe & Son

Woodstock, Ontario

1c green King George V Arch issue – no heading (Webb P103)

English – unused

“Miss America”



Common

L A. Breton & Fils

St. Hyacinthe, Quebec

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

French – Unused

“Lady Maxim”, “Lady Bulova”, “Senator”

Le Cadeau
Inoubliable . . .
une BULOVA!

Ayez soin de
donner une
VERITABLE
montre.
Veuillez à ce
qu'elle soit
une
BULOVA!

LADY MAXIM—élégante, nouvelle,
en naturel \$33.75.
En blanc \$29.75

LADY BULOVA—sertie de
deux diamants \$39.75

SENATOR
—15 rubis;
élégante,
juste.
\$24.75

L. A. BRETON & FILS
Bijoutiers
Service D' Optique Par Ant. Breton
Optometriste, Opticien Diplome
St. Hyacinthe, Qué.

\$40.00



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

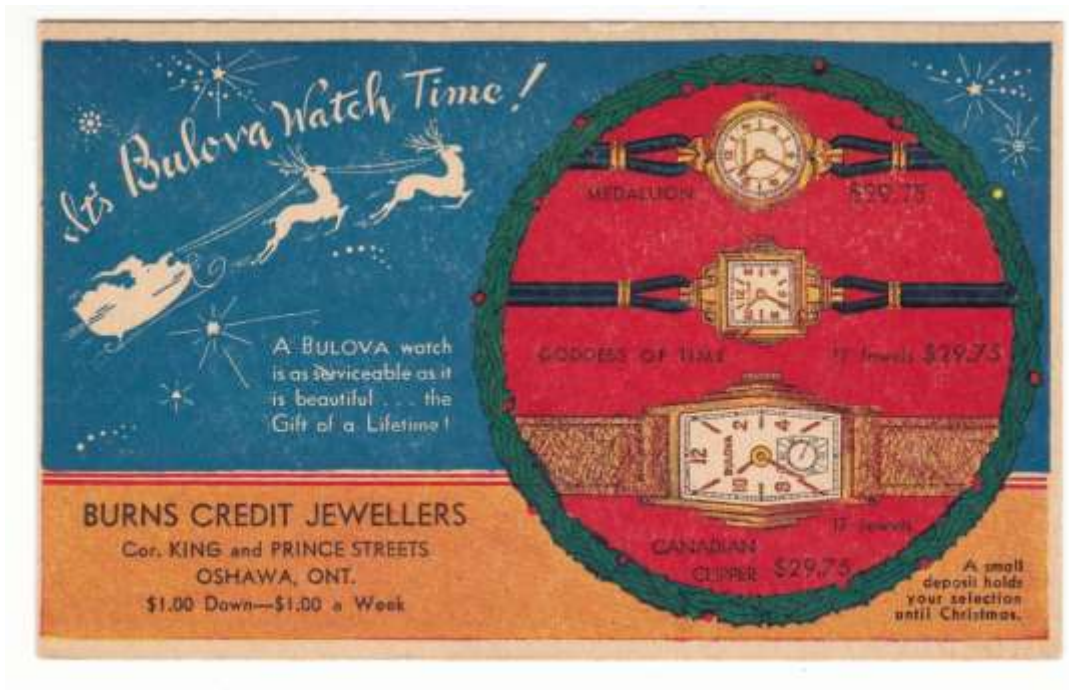
Burns Credit Jewellers

Oshawa, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – Unused

“Medallion”, “Goddess of Time”, “Canadian Clipper”



Scarce

S.W. Chadwick

Simcoe, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English –

“Miss America”, “Canadian Girl”, “Commodore”



Scarce

Eilers Jewellers Ltd.

Regina, Saskatchewan

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English –

“Medallion”, “Goddess of Time”, “Canadian Clipper”



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

E.S. Feldsted

Winnipeg, Manitoba

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – unused

“Miss America”, “Canadian Girl”, “Commodore”

It's BULOVA Watch Time!

The Gift of a Lifetime As priceless as it is beautiful!

MISS AMERICA—plum or engraved, accurate, dependable \$24⁷⁵

CANADIAN GIRL—set with two diamonds. In natural \$42.50. In White \$39⁷⁵

COMMODORE—different, new, 15 jewels \$24⁷⁵

Choose now, while our selection is complete!

E. S. FELDSTED
Jewellers
447 Portage Ave. (opposite the Bay)
Winnipeg, Man.

\$10000

CANADA
BUSINESS REPLY CARD.
TOUT LE MONDE—

You are invited to visit a small studio on Portage Avenue opposite the Bay. Where you will find a solution to the “PROBLEM OF THE HOUR” in a marvellous array of gifts selected from the “WORLD'S BEST” and assembled for your convenience. There you can shop without fatigue or wandering through many departments. There You Save Dollars and Get Quality.

SPECIAL
15 Jewel
Guaranteed Wrist
Watch, \$6.50

VOTRE AML.

GIFT SUGGESTIONS

MOTHER	FATHER	FOR HER	FOR HIM
Silver, \$5.00 up	Fountain Pen	Diamond Ring	Signet Ring, \$2.50 up
Shelford Photo, \$5.00 up	Desk Set, \$1.00 to \$16.00	Tailor Set	Comb and Brush Set, \$1.50 up
Reflex Clock, \$3.00 up	Desk Set	Compass	Over Set, \$1.00 up
Compass, \$1.00 up	Pocket Watch, \$5.00 to \$100	Smoking Bag	Wrist Watch, \$6.00 up
Dinner Ring	Lighter	Autograph	

447 Portage Ave.
Opposite the Bay

FELDSTED
27 Years With Dingwalls

Open Till 10 p.m.
Every Evening

Very Generous Exchange Value for Old Watches



Uncommon

Floyd's

St. Catharines, Ontario

1/2c blue King George V CBN profile issue – "Business Reply Card." heading (Webb P152)

English – unused

"Medallion", "Goddess of Time", "Canadian Clipper"



Common

Floyd's

St. Catharines, Ontario

1/2c blue King George V CBN profile issue – "Business Reply Card." heading (Webb P152)

English – used undated

"Lady Maxim", "Lady Bulova", "Senator"

*The Gift of
a Lifetime...
a BULOVA!*

Be sure
the watch
you give
is a
TIMEPIECE.
Be sure it's
a BULOVA!

LADY MAXIM—smart, new, in
natural \$33.75. In White \$29.75

LADY BULOVA—set with two
diamonds \$39.75

SENATOR—
15 jewels,
handsome,
dependable.
\$24.75

FLOYD'S
Credit Jewellers and Optometrist
277-279 St. Paul St., St. Catharines, Ont.
Small Down Payment
Weekly Payments after Christmas \$37.50



Scarce

Gabus Jewellers Opticians

Windsor, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – used but uncanceled

“Miss America”, “Canadian Girl”, “Commodore”



Scarce

Jackson

Gananoque, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – used October 5, 1937

“Minute Man”



Uncommon/Scarce

Jackson Bros. Ltd.

Edmonton, Alberta

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – unused

“Lady Maxim”, “Lady Bulova”, “Senator”

*The Gift of
a Lifetime...
a BULOVA!*

Be sure
the watch
you give
is a
TIMEPIECE.
Be sure it's
a BULOVA!

LADY MAXIM—smart, new, in
natural \$33.75. In White . . . \$29.75

LADY BULOVA—set with two
diamonds . . . \$39.75

SENATOR—
18 jewels,
handsome,
dependable.
\$24.75

JACKSON BROS. LTD.
Opticians and Optometrists
9962 JASPER AVE.
EDMONTON, ALTA.

\$47.50



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Leroy Credit Jewellers

Vancouver, British Columbia

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – undated used

“Miss America”, “Pilot”, “Laura Secord”



Scarce

Mitchell & Duncan Ltd.

Victoria, British Columbia

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – unused

“Medallion”, “Goddess of Time”, “Canadian Clipper”



Common

J.A. Pearson

New Toronto, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – unused

“Miss America”, “Canadian Girl”, “Commodore”



Uncommon

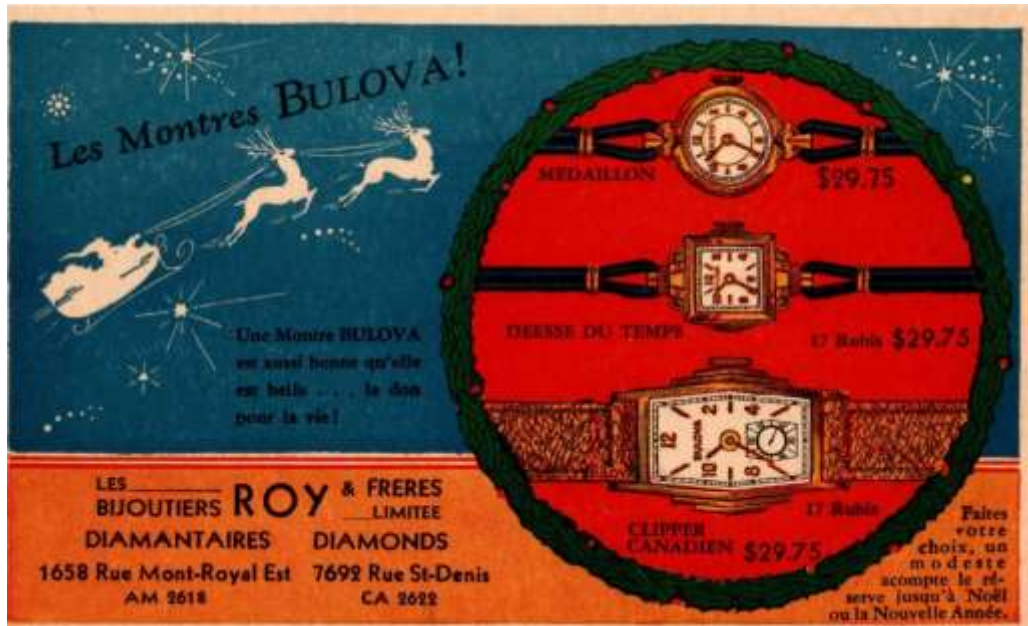
Les Bijoutiers Roy & Freres Limitee

Montreal, Quebec

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

French – unused

“Medallion”, “Goddess of Time”, “Canadian Clipper”



Scarce

Derwyn G.B. Vaughan & Co.

Toronto, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – unused

“Medallion”, “Goddess of Time”, “Canadian Clipper”



Common

John Webb - 1

Windsor, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – Unused

“Phantom”

Dependable,
17 jewels, light and wafer-
thin. It's the finest watch
value we've ever seen!

BULOVA
17 JEWELS
\$39.75
PHANTOM

Three
Smart
Styles

Side View

A—In white or natural	\$39.75
14 Kt., natural solid gold	\$57.50
B—In white or natural, engraved	\$39.75
C—In white or natural	\$39.75
14 Kt., natural solid gold	\$57.50

JOHN WEBB
JEWELLER and OPTOMETRIST
482 Ouellette Ave. Windsor
Between Tunnel and Wyandotte Sts.



Scarce

John Webb

Windsor, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English – unused

“Lady Maxim”, “Lady Bulova”, “Senator”



Uncommon

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

John Webb - 3

Windsor, Ontario

1/2c blue King George V CBN profile issue – “Business Reply Card.” heading (Webb P152)

English –

“Miss America”, “Canadian Girl”, “Commodore”



Scarce

O.B. Allan Ltd.

Vancouver, British Columbia

1c green King George V CBN profile issue – no heading (Webb P154)

English – unused

“Rona”, “Banker”, “Goddess of Time”



Uncommon

Jackson's Jewel Shop

Toronto, Ontario

1c green King George V CBN profile issue – no heading (Webb P154)

English –

“Lady Maxim”, “Lady Bulova”, “Senator”



Scarce

Murray & O'Shea

Montreal, Quebec

1c green King George V CBN profile issue – no heading (Webb P154)

English – undated used

“Miss America”, “Canadian Girl”, “Commodore”



Uncommon

Proctors

Toronto, Ontario

1c green King George V CBN profile issue – no heading (Webb P154)

English – undated used

“Ranger”, “Goddess of Time”, “Canadian Clipper”



Proctors
42nd ANNUAL
TRADE-IN SALE
ENDS APR. 30

★ LIBERAL ALLOWANCE FOR YOUR OLD WATCH—
TRADE IT IN FOR A **NEW BULOVA**

★ “Full Value Paid” Allowed on a Proctor Diamond. Trade your
Diamond in on a Lovely Modern Diamond Ring Now

Budget PLAN 262 YONGE
TAKE 10 MONTHS TO PAY AT PROCTORS

NO DOWN PAYMENT

Model	Jewels	Price
RANGER	15	\$24 ⁷⁵
GODDESS OF TIME	17	\$29 ⁷⁵
CANADIAN CLIPPER	17	\$29 ⁷⁵



Uncommon

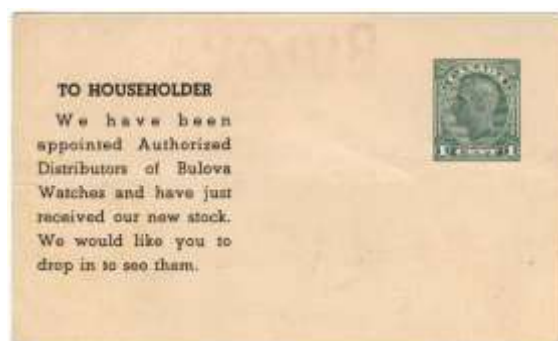
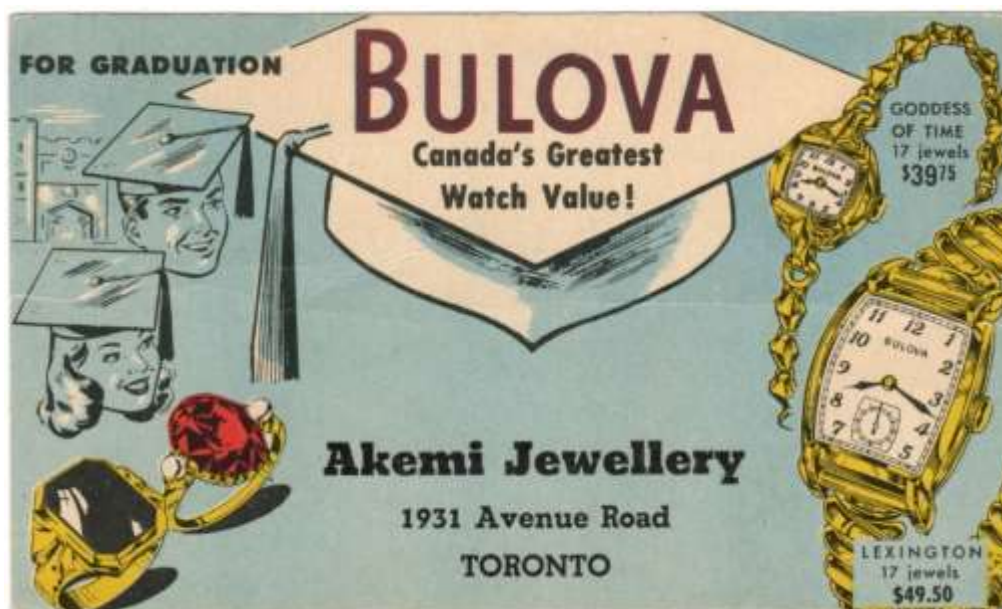
Akemi Jewellery

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Goddess of Time”, “Lexington”



Common

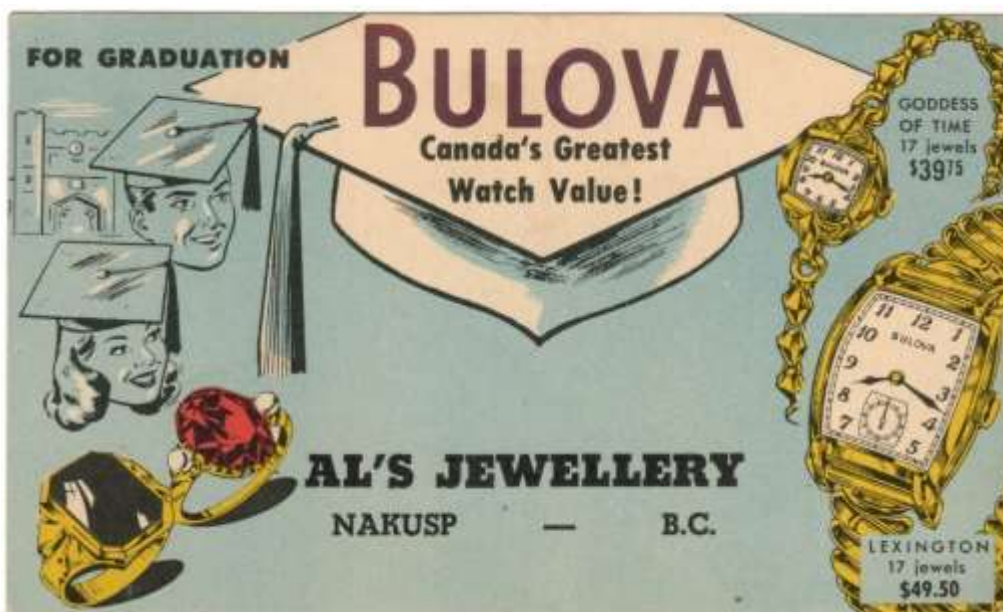
Al's Jewellery

Nakusp, British Columbia

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Goddess of Time”, “Lexington”



Common

Angus Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Undated used

“Miss America”, “Ashford”



Uncommon

Angus Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used

“Lady Bulova”, “Treasurer”



Scarce

Art's Credit Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

"Her Excellency "A"", "His Excellency "XX""



Common

S.E. Bates

Sarnia, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used November 16, 1949

“Gail”, “Squadron”



Scarce

S.E. Bates

Sarnia, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Co-Ed”, “Andrew”



Scarce

Bayview Credit Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – used undated



**"A little watch care
prevents
Big watch repair!"**

**HAVE YOUR WATCH CLEANED
AT LEAST ONCE A YEAR!**

★

If you own a BULOVA – or any other fine watch – have it cleaned and oiled at least once a year. Here, your watch will receive expert attention by competent, well-trained craftsmen.

Bayview Credit Jewellers

— 2 STORES IN TORONTO —

3340 Yonge St. - 603 Bayview Ave.
HU. 3377 MA. 7163

GUARANTEED SERVICE ONE WEEK

Authorized BULOVA Distributor



Uncommon

Belsize Credit Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Uncommon

Belsize Credit Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Uncommon

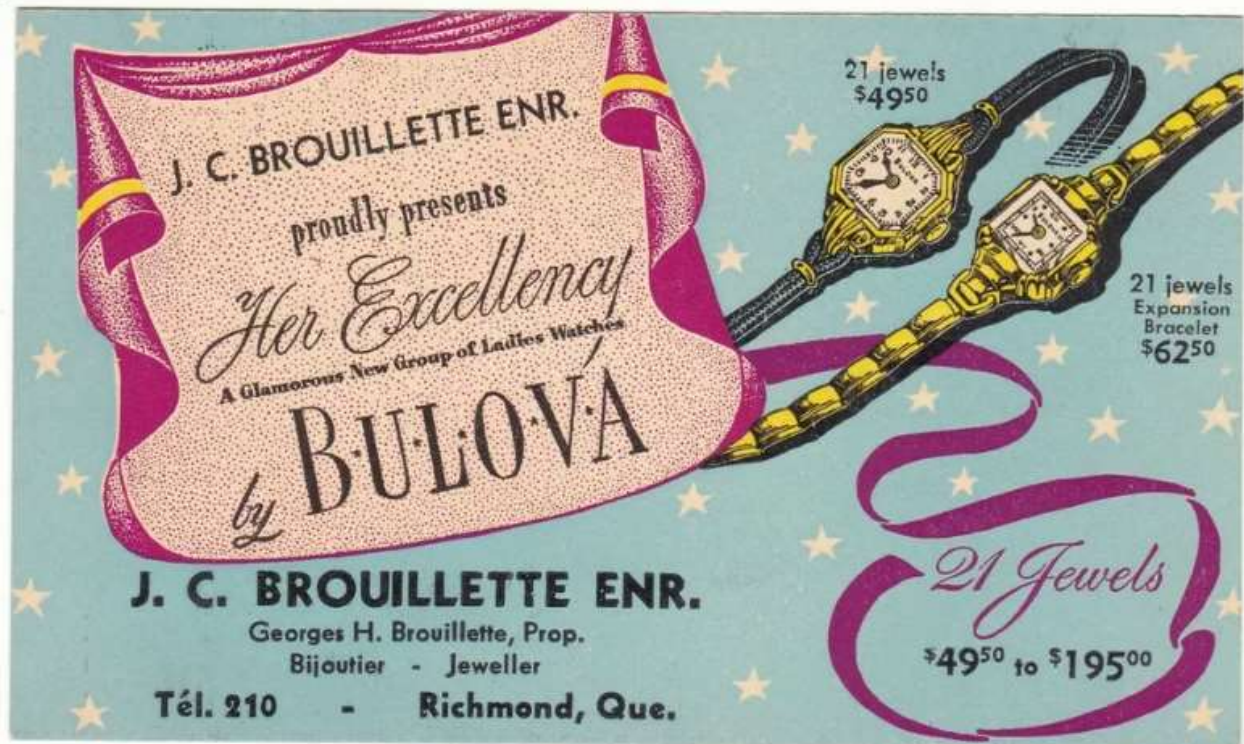
J.C. Brouillette Enr.

Richmond, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Her Excellency”



Scarce

Yvan Brouillette

Granby, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Unused



Scarce

A.P. Brown

Welland, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Violet”, “Knickerbocker”



Scarce

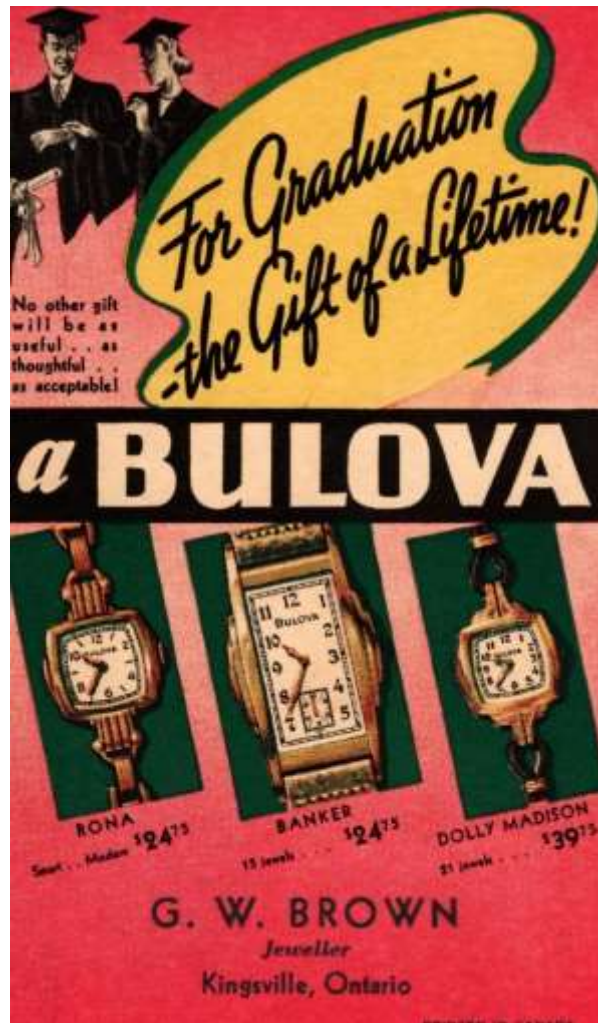
G.W. Brown

Kingsville, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used, 1939

“Rona”, “Banker”, “Dolly Madison”



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

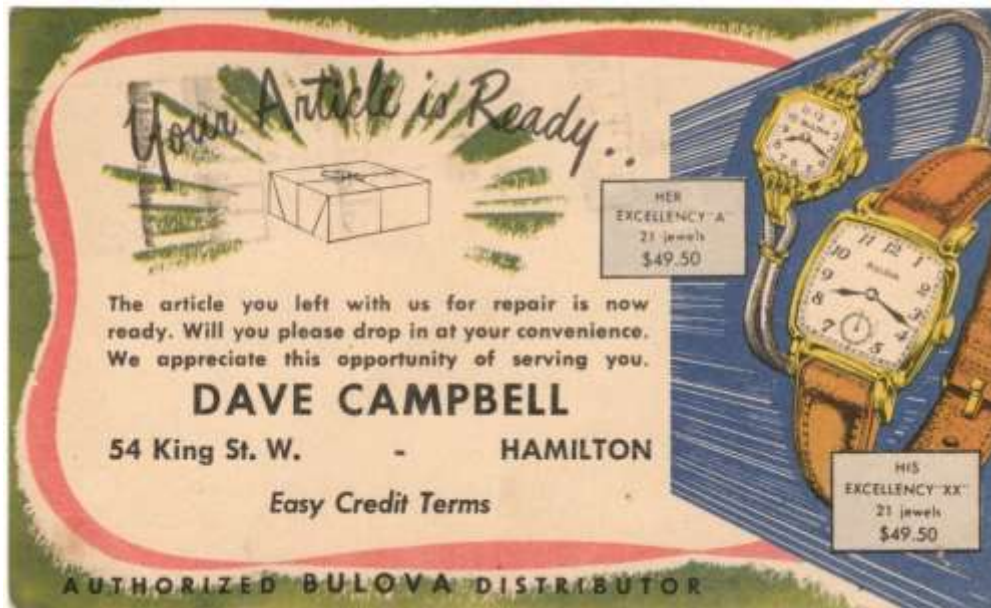
Dave Campbell

Hamilton, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used August 3, 1963 (late)

“Her Excellency “A””, “His Excellency “XX””



Uncommon

Carleton Bros.

South Edmonton, Alberta

1c green King George VI issue – no heading (Webb P166)

English –



Scarce

Charlotte Credit Jewelers

Peterboro, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Uncommon

Note: Proper town name spelling is "Peterborough"

Gordon Christman

London, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Common

Gordon Christman

London, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Academy Award”



Error: Missing red and dark brown colour – this is scarce.



Common

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Conduit's Jewellery Store

Galt, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used October 30, 1945

"Goddess of Time", "Minute Man"



Scarce

Crescent Jewellers

New Glasgow, Nova Scotia

1c green King George VI issue – no heading (Webb P166)

English – Used December 22, 1948

“Susan”, “Squadron”



Scarce

Daoust et Fils Ltée.

Montreal, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Used 1943

“Air Warden”, “Blackout”



Scarce

Note: Ad is in English, company information in French.

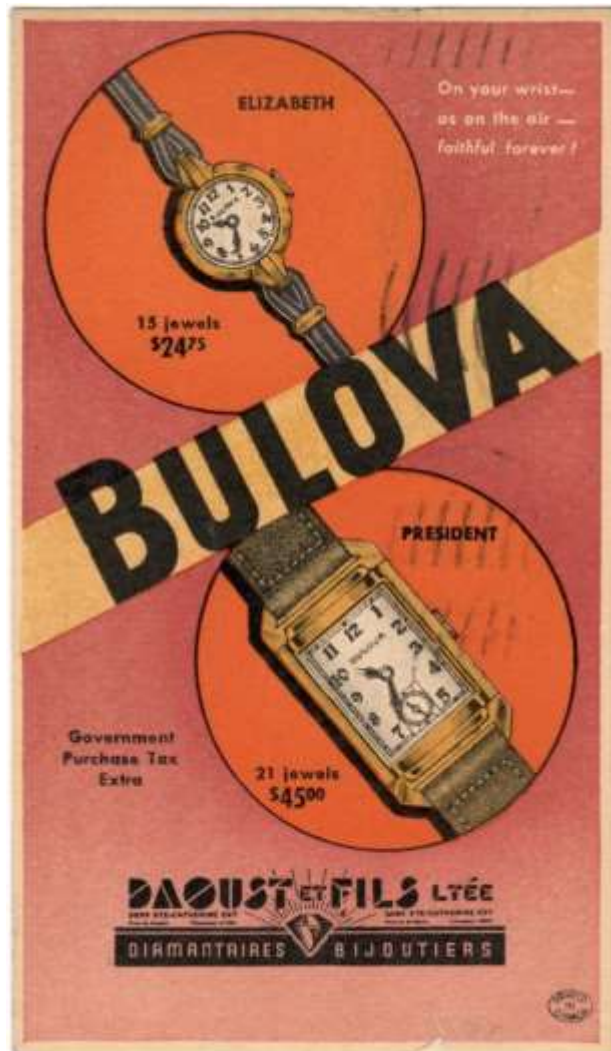
Daoust et Fils Ltée.

Montreal, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Used November 26, 1943

“Elizabeth”, “President”



Scarce

Note: Ad is in English, company information in French.

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Daoust et Fils Ltee.

Montreal, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Used 1950



Scarce

Note: 38th Anniversary is on added circular metallic label

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Daoust et Fils Ltee.

Montreal, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Used March 9, 1950



Scarce

Dartmouth Jewellers

Dartmouth, Nova Scotia

1c green King George VI issue – no heading (Webb P166)

English – Unused



Common

Dartmouth Jewellers

Dartmouth, Nova Scotia

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Her Excellency “A””, “His Excellency “XX””



Common

Dawson's Jewellery Store

Galt, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used June 2, 1950

"Academy Award"



Scarce

Derwyn Vaughan Co.

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Marie”, “Franklin”



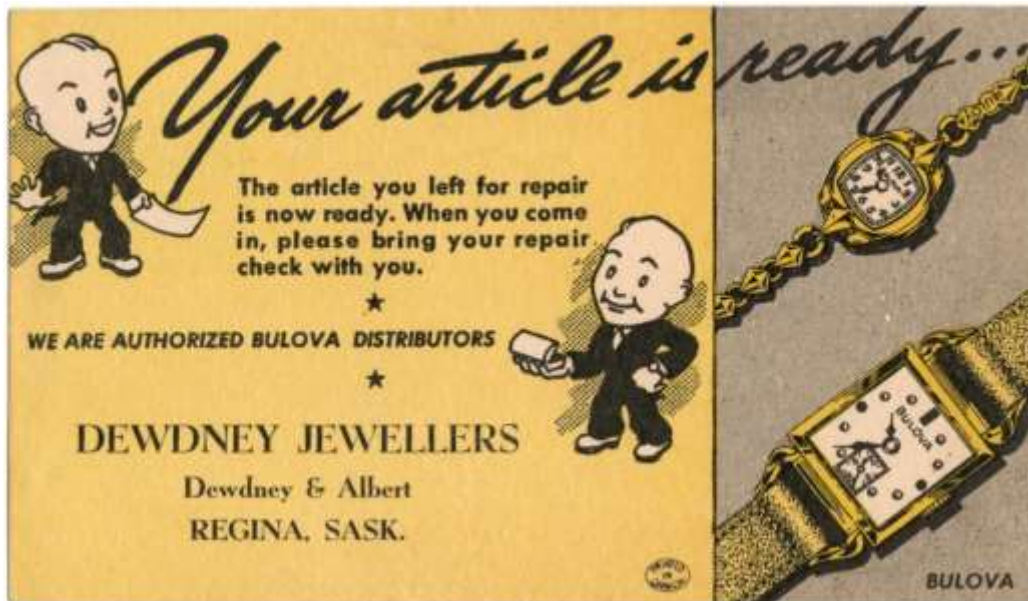
Scarce

Dewdney Jewellers

Regina, Saskatchewan

1c green King George VI issue – no heading (Webb P166)

English – Unused



Common

F.J. Dunningham

Princeton, British Columbia

1c green King George VI issue – no heading (Webb P166)

English – Used after 1954

“Her Excellency “A””, “His Excellency “XX””



Scarce

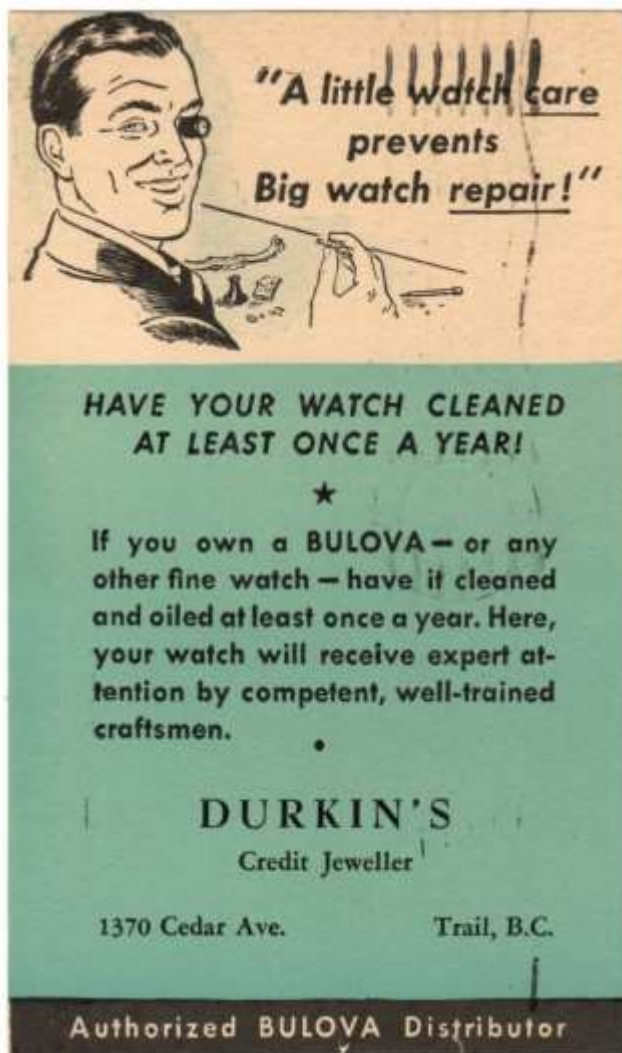
Note: Princeton crossed out by hand and replaced with “Kamloops”

Durkin's

Trail, British Columbia

1c green King George VI issue – no heading (Webb P166)

English – Used, undated



**"A little watch care
prevents
Big watch repair!"**

**HAVE YOUR WATCH CLEANED
AT LEAST ONCE A YEAR!**

★

If you own a **BULOVA** – or any other fine watch – have it cleaned and oiled at least once a year. Here, your watch will receive expert attention by competent, well-trained craftsmen.

DURKIN'S
Credit Jeweller

1370 Cedar Ave. Trail, B.C.

Authorized BULOVA Distributor



Uncommon

Durkin's

Trail, British Columbia

1c green King George VI issue – no heading (Webb P166)

English – Used, undated



Common

Note: 1-1/2c permit overprint on 1c indicium had been created to pay the postage on stampless envelopes for Durkin's. Somehow the overprint was added to these postcards, which already had sufficient postage.

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Gordon Edwards

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used 1950?

“Academy Award”



Scarce

Note: BNAPS-PSSG-PSN-Vol 16 Page 49

Ernst Jewellers

Bridgewater, Nova Scotia

1c green King George VI issue – no heading (Webb P166)

English – Used May 17, 1948

“Cambridge”, “Christine”



Scarce

W.B. Evans

Ridgeway, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used March, 27, 1940

“Priscilla”, “Dean”



Scarce

Floyds Jewellers Ltd.

St. Catharines, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Scarce

Hubert Gaucher

Montreal, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Used November 30, 1948

“Susan”, “Squadron”



Scarce

Hubert Gaucher

Montreal, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Used 1950

“Academy Award”



Uncommon

The Gift Shop

Temiskaming, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Used undated (1948?)

“His Excellency”



Uncommon

The Gift Shop

Temiskaming, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Used November 3, 1950



**"A little watch care
prevents
Big watch repair!"**

**HAVE YOUR WATCH CLEANED
AT LEAST ONCE A YEAR!**

★

If you own a BULOVA – or any
other fine watch – have it cleaned
and oiled at least once a year. Here,
your watch will receive expert at-
tention by competent, well-trained
craftsmen.

THE GIFT SHOP
M. F. RINGROSE
Jewelry and Stationery
TEMISKAMING, QUE.

Authorized BULOVA Distributor



Scarce

Gostlin Jewellers

Kingston, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used February 5, 1954

“Excellency”



Uncommon

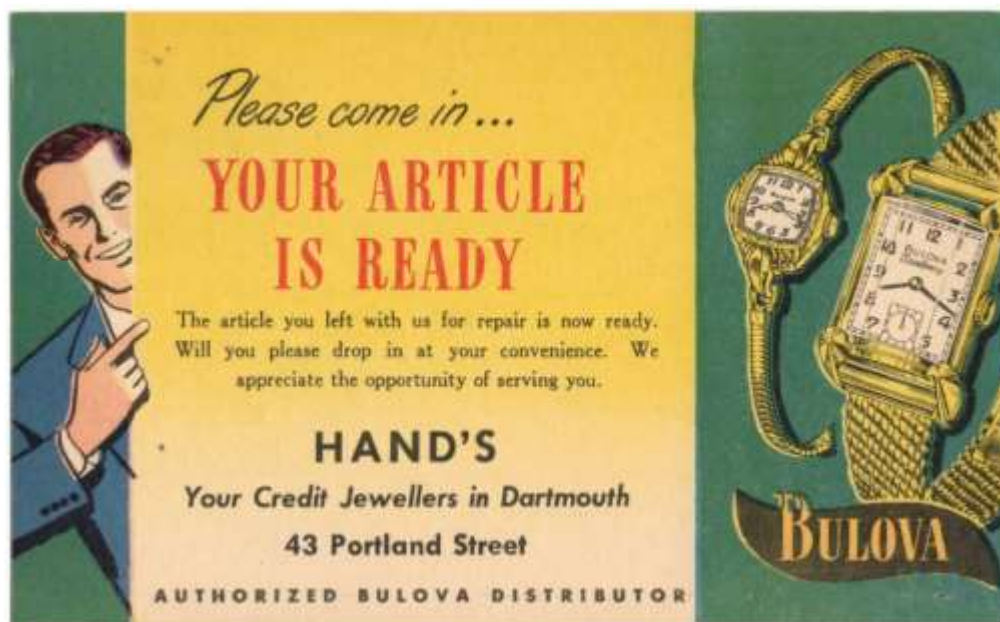
Hand's

Dartmouth, Nova Scotia

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Excellency”



Common

Harrington's
Saskatoon, Saskatchewan
1c green King George VI issue – no heading (Webb P166)
English –
“Goddess of Time”, “Minute Man”



Scarce

Harrington's
Saskatoon, Saskatchewan
1c green King George VI issue – no heading (Webb P166)
English –
“Spencer”, “Goddess of Time”



Scarce

Harrington's
Saskatoon, Saskatchewan
1c green King George VI issue – no heading (Webb P166)
English – Used
“His Excellency”



Scarce

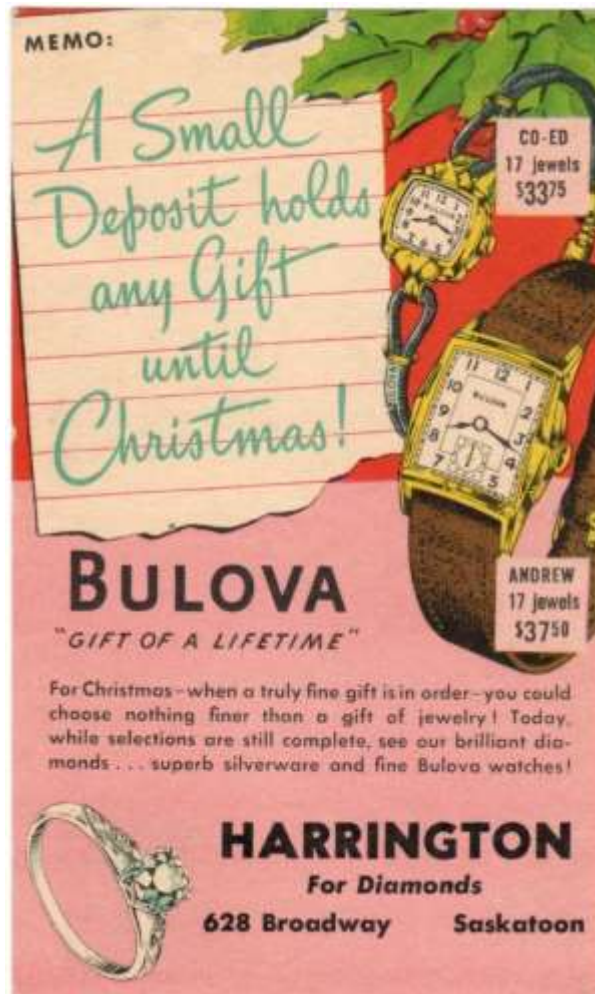
Harrington

Saskatoon, Saskatchewan

1c green King George VI issue – no heading (Webb P166)

English – Used undated

“Co-Ed”, “Andrew”



Uncommon

Hartman's Jewellers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Senator”, “Goddess of Time”



Uncommon

Ken Henrich Credit Jeweller

Owen Sound, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Her Excellency “A””, “His Excellency “XX””



Uncommon

Ed. Hopkins

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Lady Bulova”, “Treasurer”



Uncommon

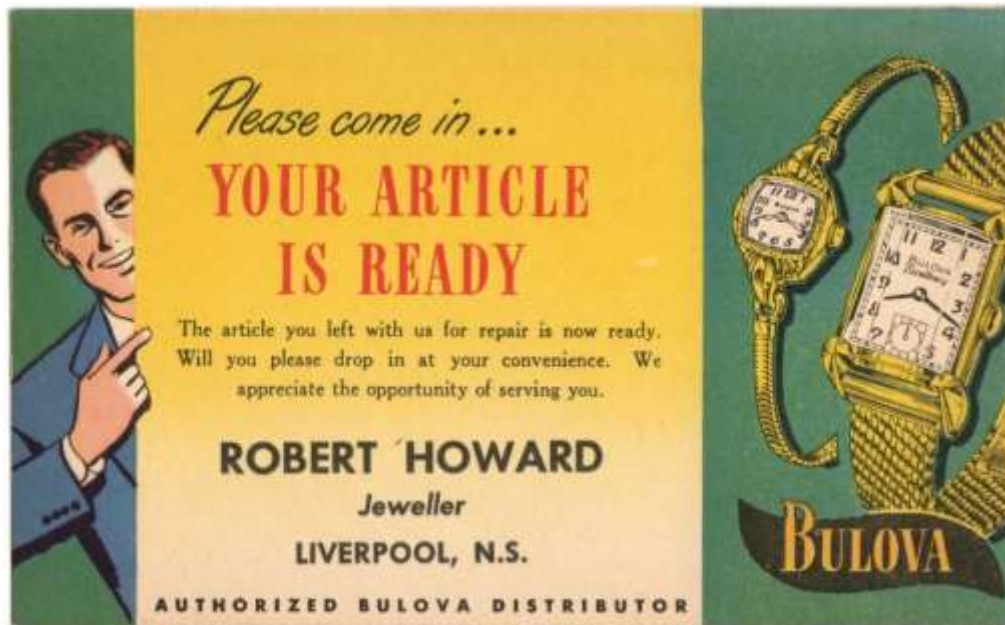
Robert Howard

Liverpool, Nova Scotia

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Excellency”



Common

The Jewel Box

Cornwall, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Uncommon

J.W. Johnson Limited

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used undated

“Carolyn”, “Bruce”



Scarce

J.W. Johnson Ltd.

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Her Excellency “A””, “His Excellency “XX””



Scarce

Lalondes'

Amherstberg, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used December 9, 1942

"Elizabeth", "Ranger", "Beatrice"



Scarce

Nap Legris

Hull, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Used October 14, 1949

“Susan”, “Squadron”



Scarce

Nap Legris

Hull, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Used February 27, 1953

“Her Excellency “A””, “His Excellency “XX””



Scarce

Nap Legris

Hull, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Used February 27, 1950

“Clinton”, “Goddess of Time”



Scarce

Simon Levitz & Son

St. John's, Newfoundland

1c green King George VI issue – no heading (Webb P166)

English – Used, undated

“Her Excellency”, “His Excellency”



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Simon Levitz & Son

St. John's, Newfoundland

1c green King George VI issue – no heading (Webb P166)

English – Used, undated

“Susan”, “Franklin”



Scarce

Linton's Jewellery

Preston, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Uncommon

Marshall's Jewellery

St. Catharines, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Academy Awards”



Scarce

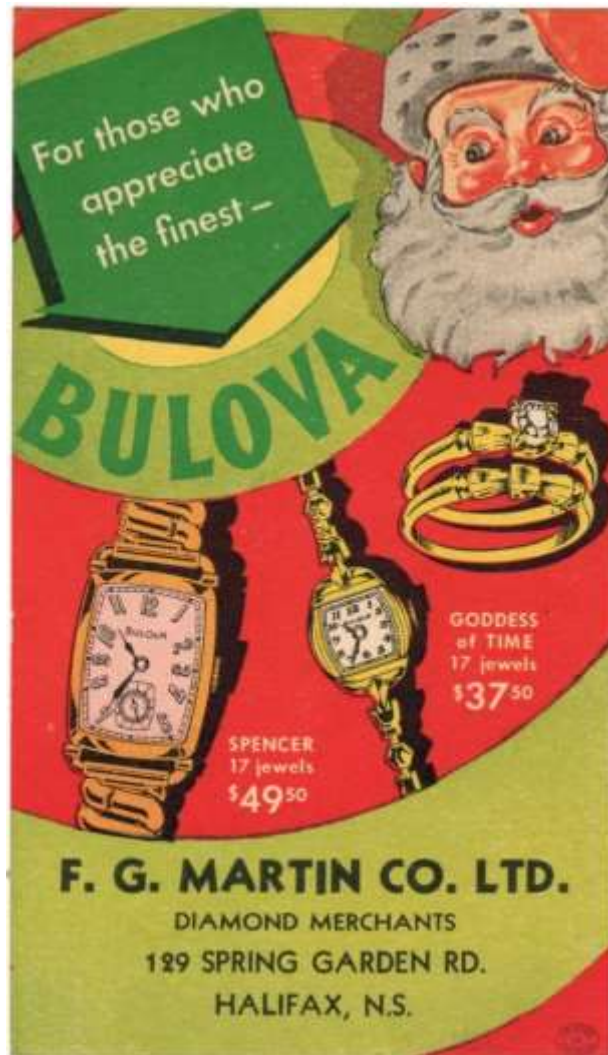
F.G. Martin Co. Ltd.

Halifax, Nova Scotia

1c green King George VI issue – no heading (Webb P166)

English – Used December 6, 1945

“Spencer”, “Goddess of Time”



Uncommon

J.D. Mayhew

Napanee, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used November 17, 1950

“Lady Bulova”, “Treasurer”



Uncommon/Scarce

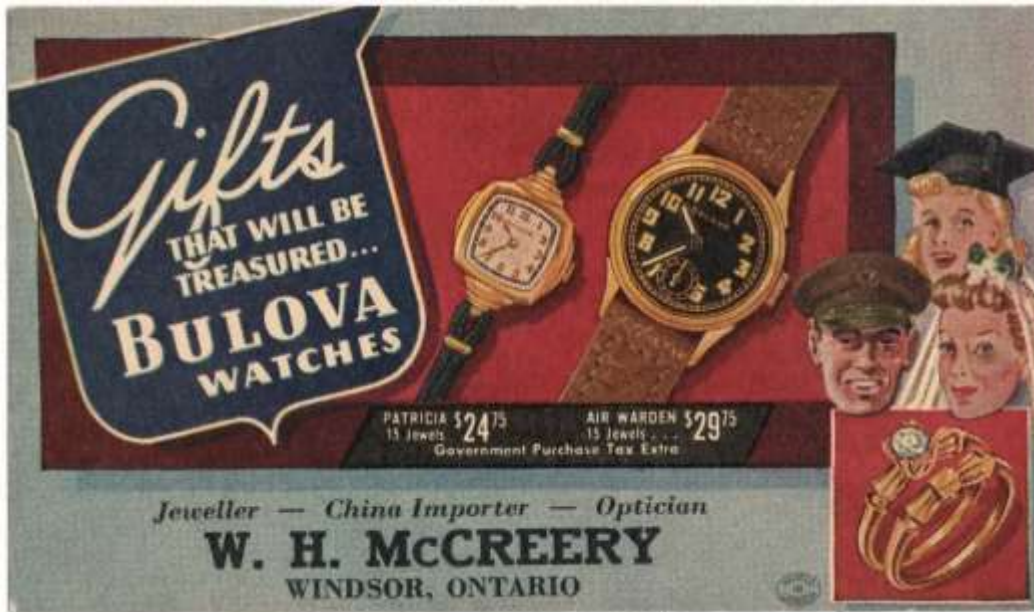
W.H. McCreery

Windsor, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used May 29, 1945

“Patricia”, “Air Warden”



Uncommon/Scarce

McCracken Jeweller

Vancouver, British Columbia

1c green King George VI issue – no heading (Webb P166)

English –

“Cambridge”, “Christine”



Scarce

Harry Minden

Hamilton, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used, undated

“Goddess of Time”, “President”



Scarce

Morin Bros.

Gravelbourg, Saskatchewan

1c green King George VI issue – no heading (Webb P166)

English –

“Goddess of Time”, “President”



Scarce

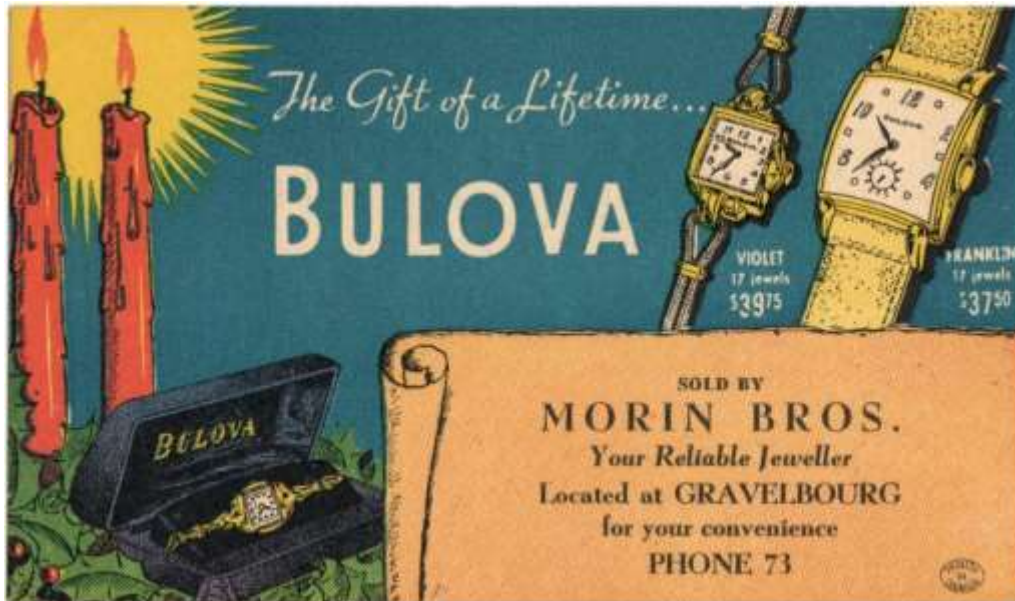
Morin Bros.

Gravelbourg, Saskatchewan

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Violet”, “Franklin”



Common

Morse Credit Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used, undated



Uncommon

Ostranders Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used, August 1, 1945



Uncommon

Ostrandersons

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Patricia”, “Dean”, “Beatrice”, “Senator”



Scarce

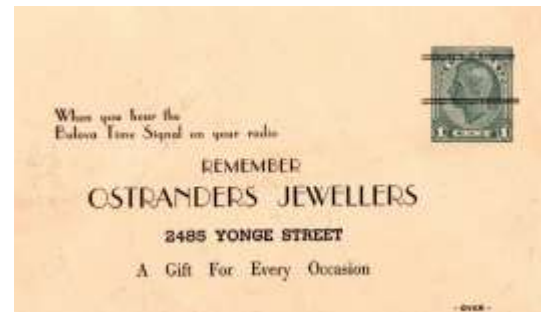
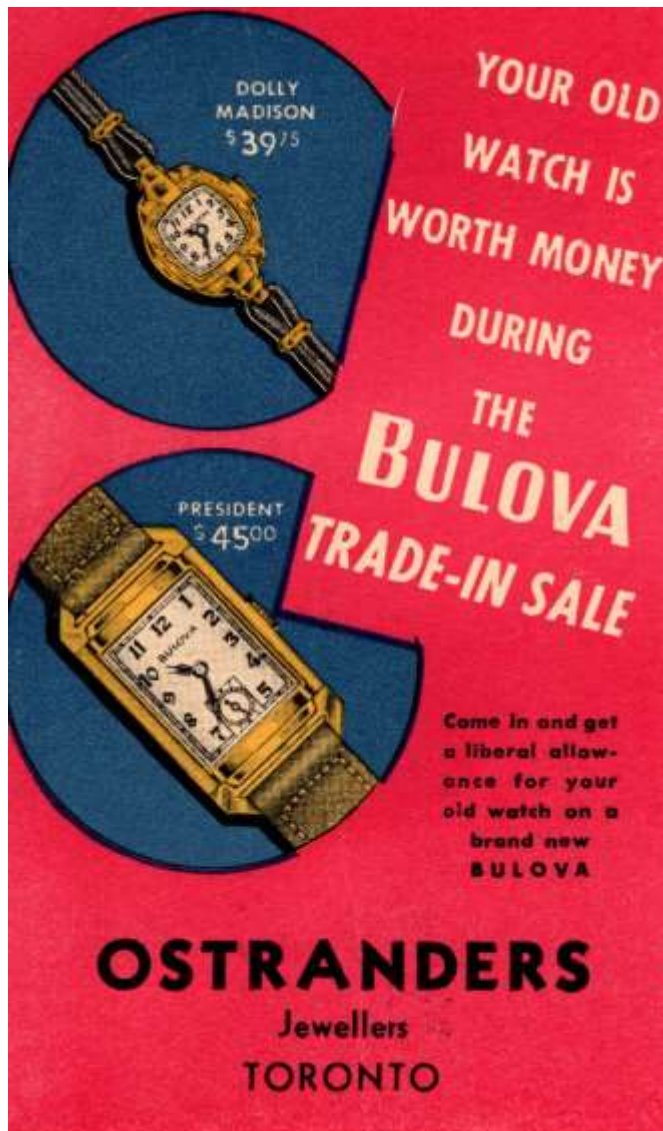
Ostranders

Toronto, Ontario

1c green King George VI issue – no heading, private precancel (Webb P166c)

English – Used

“Dolly Madison”, President”



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Eugene Paquet Ltee

Quebec City, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Used, May 27, 1949



Scarce

Helen Plant

Hamilton, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Common

A. Poirier

Montreal, Quebec

1c green King George VI issue – no heading (Webb P166)

French – Unused



Uncommon

M.F. Ringrose

Temiskaming, Quebec

1c green King George VI issue – no heading (Webb P166)

English – Used March 14, 1947

“Violet”, “Knickerbocker”



Uncommon

J. Omer Roy
Montreal, Quebec
1c green King George VI issue – no heading (Webb P166)
French – Unused



Uncommon

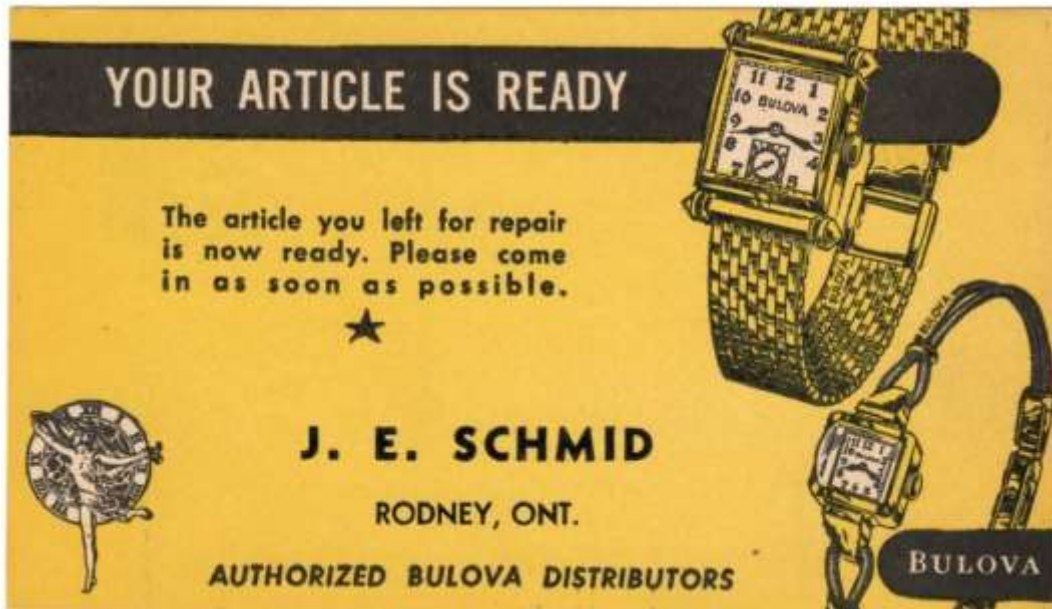
John Schmid
Cayuga, Ontario
1c green King George VI issue – no heading (Webb P166)
English – Unused



Common/Uncommon

Note: Next card is a slightly different version of the jeweller's name and in a different town.

J.E. Schmid
Rodney, Ontario
1c green King George VI issue – no heading (Webb P166)
English – Unused



Common

Note: The previous card is a slightly different version of the jeweller's name and in a different town.

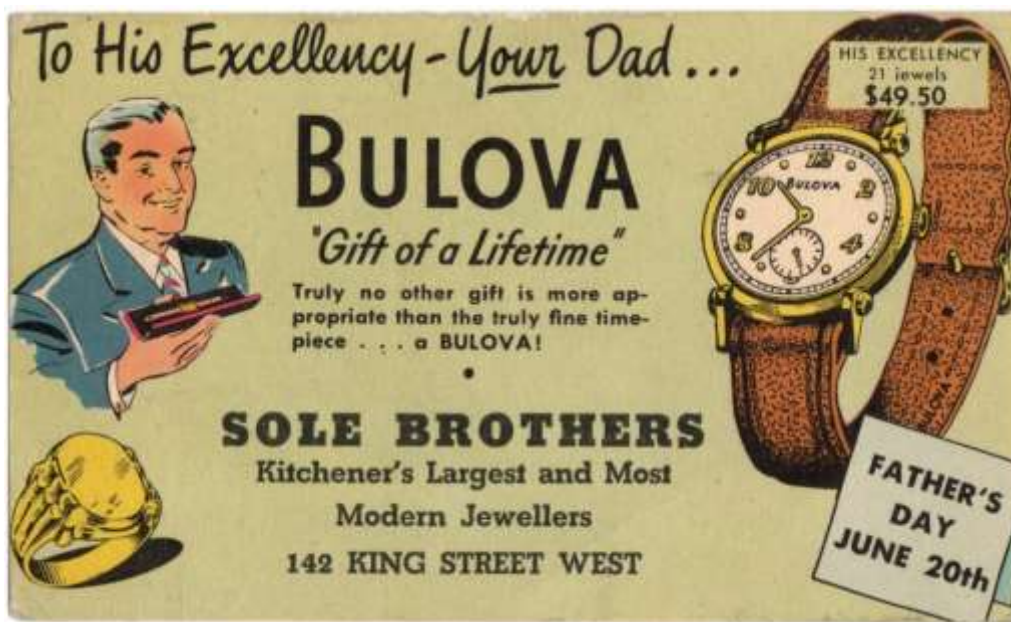
Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used June 16, 1948

"His Excellency"



Uncommon

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used December 4, 1944

“Goddess of Time”, “Conrad”



Scarce

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used May 7, 1947

“Diana”, “Spencer”



Uncommon

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used June 19, 1946

“Cambridge”, “Christine”



Uncommon

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used September 9, 1947

“Her Excellency”



Uncommon

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used December 12, 1946

“President”, “Goddess of Time”



Scarce

Note: Unlike most “Sole Brothers” cards, there is no printing on the front.

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used February 1, 1947

“Violet”, “Knickerbocker”



Uncommon

Bulova Advertisements on Canadian postal stationery post cards – BNAPS Postal Stationery Study Group

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used May 3, 1946

“Violet”, “Knickerbocker”



Uncommon

Note: No printing on front. Differs from similar design as there is no “During the Bulova Trade-in Sale!”

Sole Brothers

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used undated

“Gail”, “Squadron”

Give the one you love best

BULOVA

Your best Gift Buy!

Yes, for Christmas – there's no finer gift than a watch – no finer watch than a BULOVA!

Your Credit is Good at

SOLE BROTHERS

“Bulova Headquarters”

186 Dundas St. - LONDON, Ont.



Scarce

Sole Brothers - 7

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“His Excellency”, “Her Excellency”



Scarce

Sole Brothers - 8

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English –



Scarce

Note: No printing on front

Sole Brothers - 9

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Carolyn”, “Bruce”



Scarce

Sole Brothers – 10

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Spencer”, “Goddess of Time”



Scarce

Sole Brothers - 11

Kitchener, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Goddess of Time”, “President”



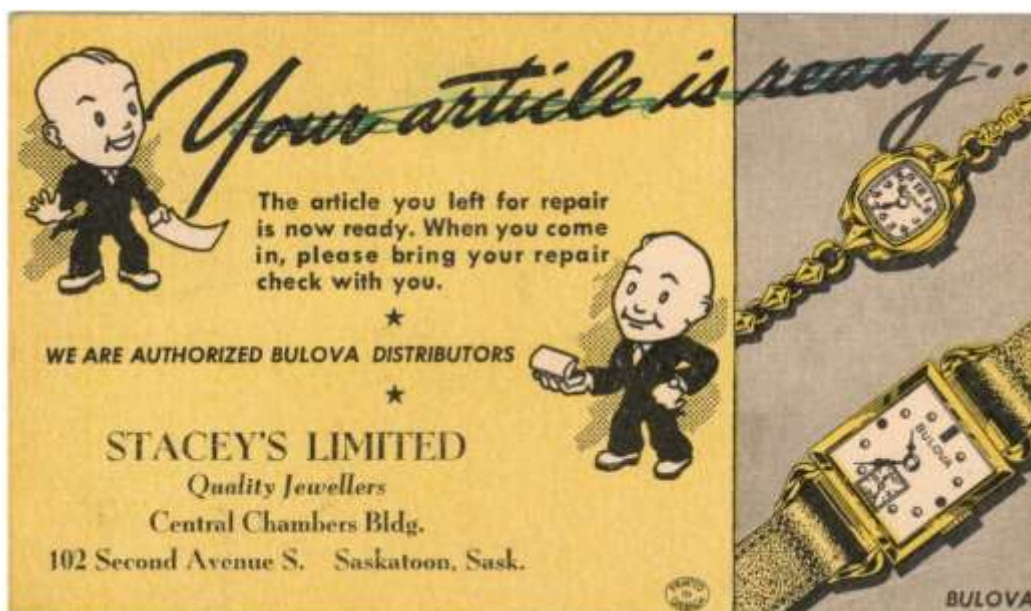
Scarce

Stacey's Limited

Saskatoon, Saskatchewan

1c green King George VI issue – no heading (Webb P166)

English – Unused – Philatelic favour item



Uncommon

J. and J. Sutherland

Woodstock, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Her Excellency”, “His Excellency”



Uncommon

J. and J. Sutherland

Woodstock, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used November 24, 1947

“Goddess of Time”, “Minute Man”



Uncommon

J. and J. Sutherland

Woodstock, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused, Used August 17, 1953



Uncommon

J. and J. Sutherland

Woodstock, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Academy Award”



Uncommon

L. Taylor

Hamilton, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used November 22, 1950



Scarce

***** need complete scan

Topp's
Windsor, Ontario
1c green King George VI issue – no heading (Webb P166)
English – Unused
“His Excellency”, “Her Excellency”



Uncommon

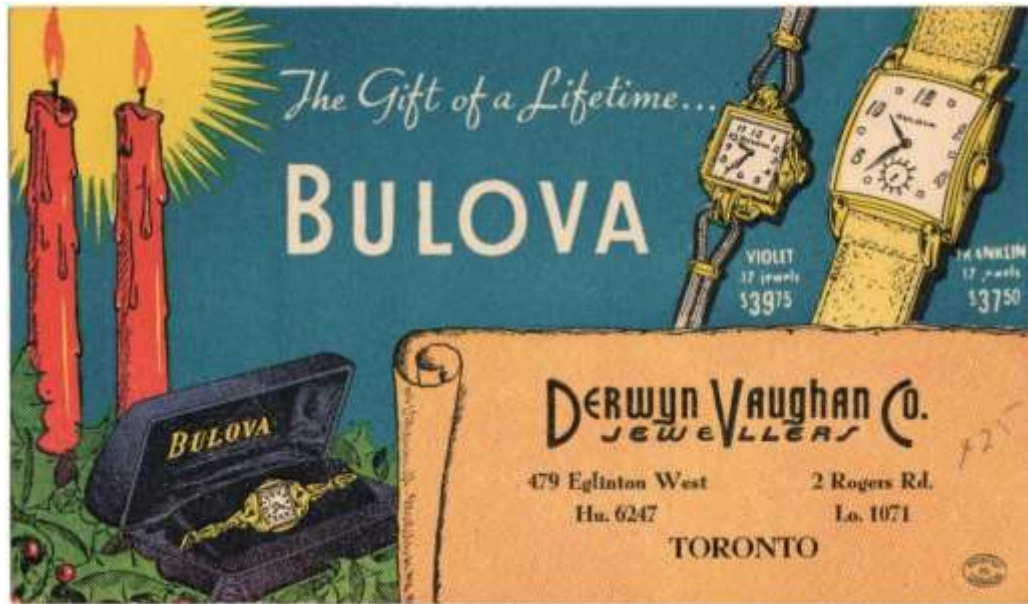
Derwyn Vaughan Co. Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“Violet”, “Franklin”



Uncommon

Derwyn Vaughan Co. Jewellers

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused



Uncommon

K.C. Vizzard

Wheatley, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Unused

“President”, “Goddess of Time”



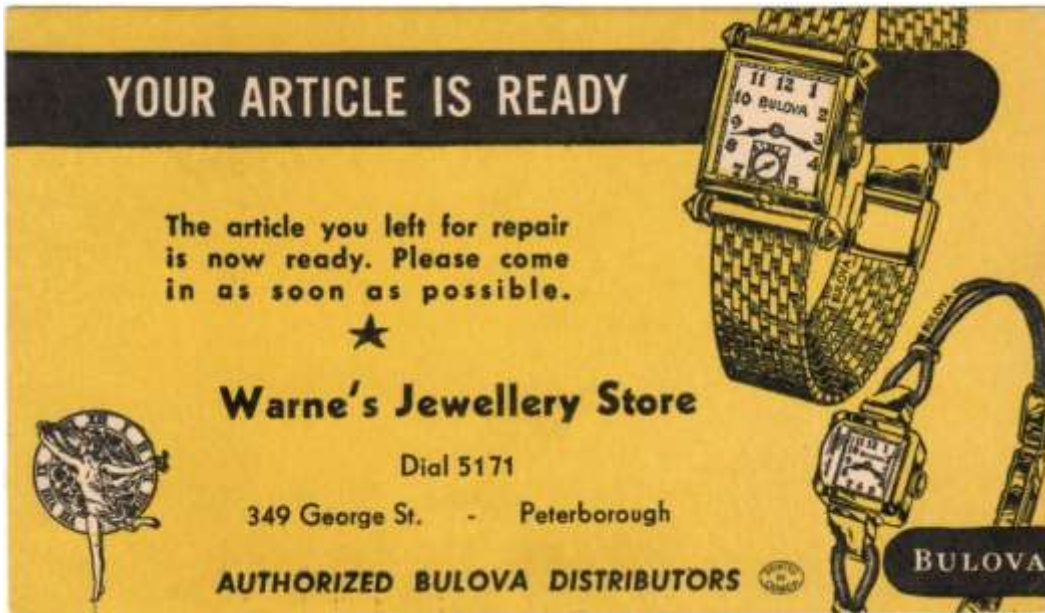
Scarce

Warne's Jewellery Store

Peterborough, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used February 2, 1950



Scarce

Watch Craft Credit Jewellers

Montreal, Quebec

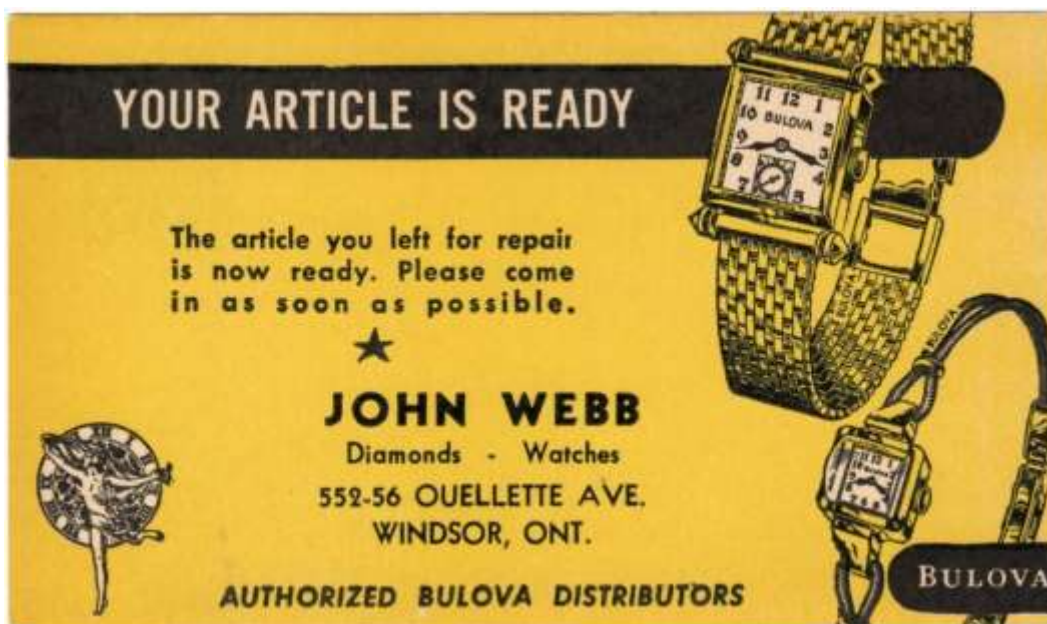
1c green King George VI issue – no heading (Webb P166)

English – Unused



Common

John Webb
Windsor, Ontario
1c green King George VI issue – no heading (Webb P166)
English – Unused



Common

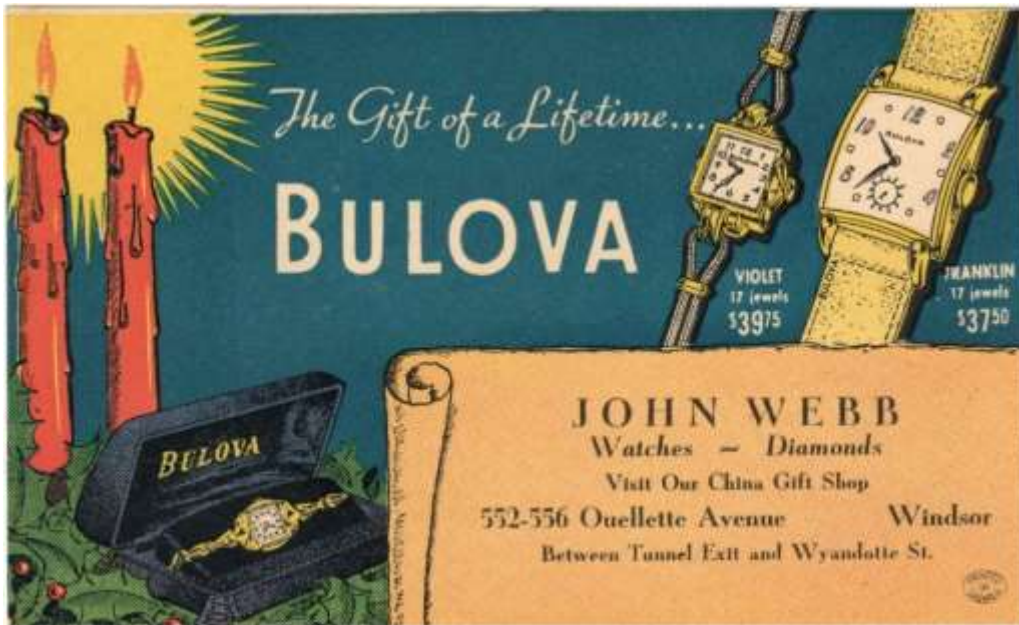
John Webb

Windsor, Ontario

1c green King George VI issue – no heading (Webb P166)

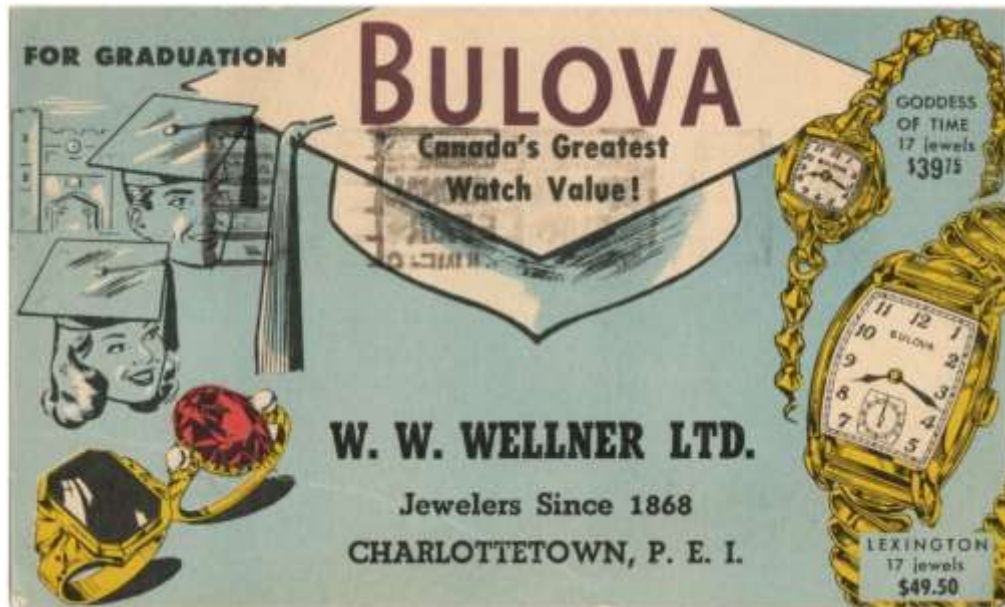
English – Unused

“Violet”, “Franklin”



Common

W.W. Wellner Ltd.
Charlottetown, Prince Edward Island
1c green King George VI issue – no heading (Webb P166)
English – Used June 2, 1951
“Goddess of Time”, “Lexington”



Scarce

Clifford Wilson

Ottawa, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Susan”, “Franklin”



Scarce

Clifford Wilson

Ottawa, Ontario

1c green King George VI issue – no heading (Webb P166)

English –

“Susan”, “Franklin”



Scarce

W.G. Young Co. Ltd.

London, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used April 14, 1951



Scarce

Coyle & Greer

Ingersoll, Ontario

2c sepia King George VI issue – no heading (Webb P183)

English – Unused



Uncommon

Henneberg Co. Jewellers

Estevan, Saskatchewan

2c sepia King George VI issue – no heading (Webb P183)

English – Unused



Uncommon

Ronald Keel

Belleville, Ontario

2c sepia King George VI issue – no heading (Webb P183)

English – Used October 5, 1951



Scarce

Irvine Kline Ltd.
Edmonton, Alberta
2c sepia King George VI issue – no heading (Webb P183)
English – Unused



Common

Ohman's Jewellers

Montreal, Quebec

2c sepia King George VI issue – no heading (Webb P183)

English – Used October 5, 1951



Scarce

D.C. Taylor & Son
Owen Sound, Ontario
2c sepia King George VI issue – no heading (Webb P183)
English – Used September 18, 1952



Uncommon

Fred Bennagh Jeweller

Fort William, Ontario

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Scarce

Chahley's Jewellery

Grand Forks, British Columbia

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Common

Stewart Gold

Fergus, Ontario

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Common

C.E. Hand & Co. Ltd.

Dartmouth, Nova Scotia

2c olive green King George VI issue – no heading (Webb P189)

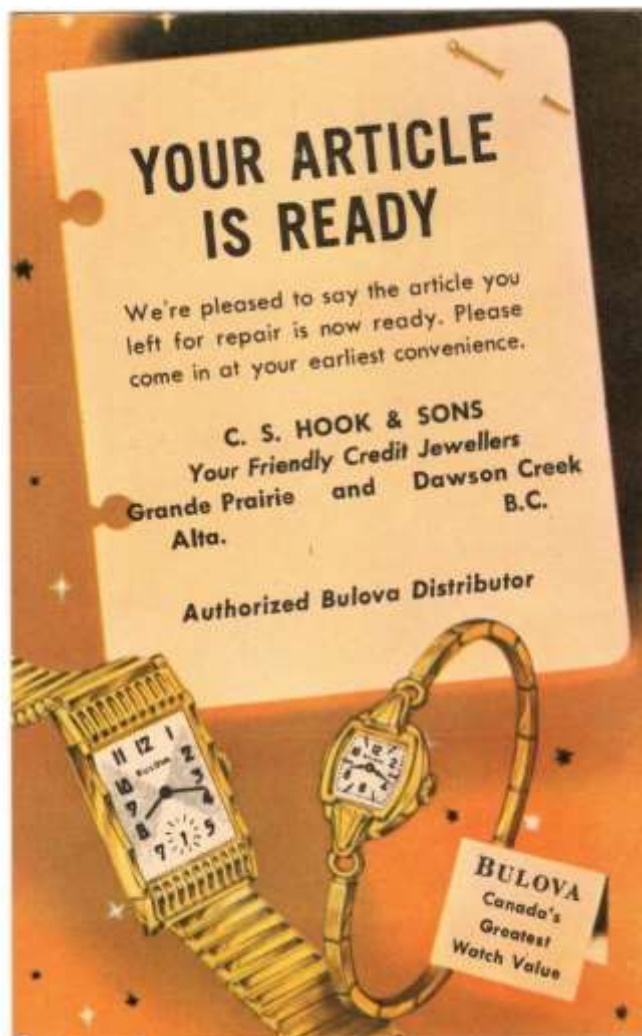
English – Unused



Common

C.S. Hook & Sons

Grande Prairie, Alberta Dawson Creek, British Columbia
2c olive green King George VI issue – no heading (Webb P189)
English – Unused



Uncommon

C.S. Hook & Sons

Grande Prairie, Alberta Dawson Creek, British Columbia
2c olive green King George VI issue – no heading (Webb P189)
English – Unused



Uncommon

Angus McFee Limited

Belleville, Ontario

2c olive green King George VI issue – no heading (Webb P189)

English – Unused



Common

Oakie's Credit Jewellers or Windsor Jewellery & Gift Shop

Edmonton, Alberta

2c olive green King George VI issue – no heading (Webb P189)

English – Used September 11, 1952



Scarce

Potter's

Vancouver, British Columbia

2c olive green King George VI issue – no heading (Webb P189)

English – Unused

“Miss America”, “Director”



Uncommon

Birks Stitt Credit Jewellers Ltd.

Port Arthur, Ontario

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Used September 30, 1957



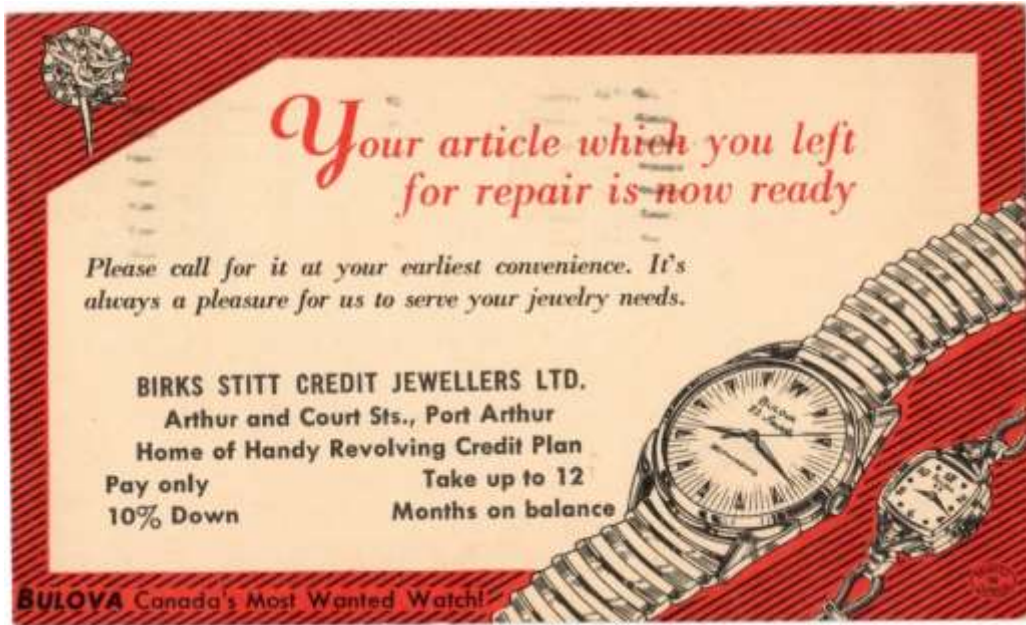
Scarce

Birks Stitt Credit Jewellers Ltd.

Port Arthur, Ontario

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Used August 13, 1959



Scarce

C.S. Hook & Sons Ltd.
Dawson Creek, British Columbia
2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)
English – Unused



Uncommon

Harry Minden Jewellers

Hamilton, Ontario

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Used October 19, 1954



Scarce

N.R. Park & Sons

Yorkton, Saskatchewan Melville, Saskatchewan
2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)
English – Used September 23, 1958



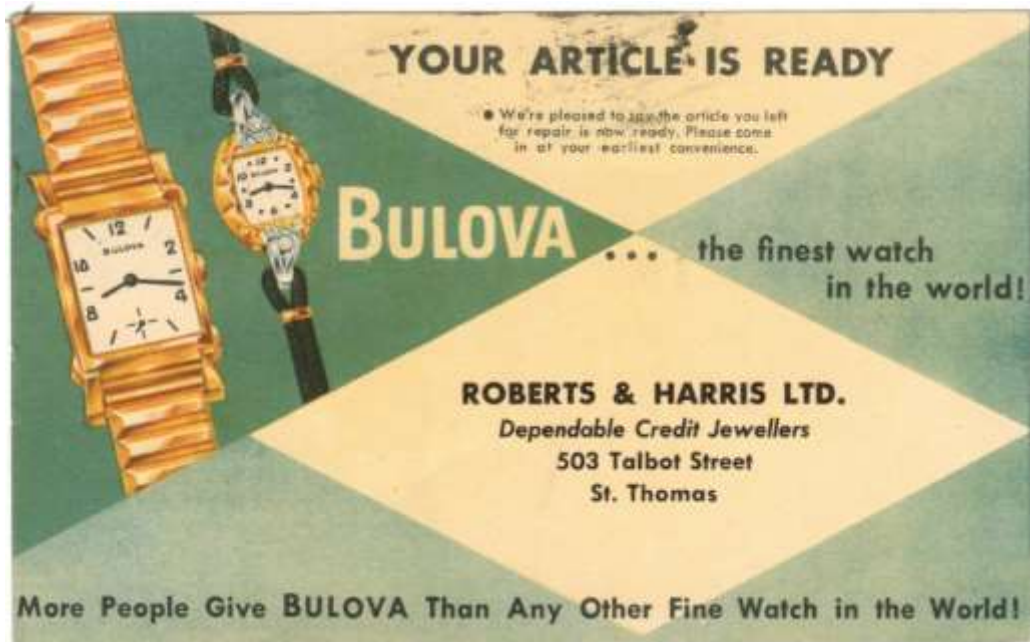
Scarce

Roberts & Harris Ltd.

St. Thomas, Ontario

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Used September 3, 1965



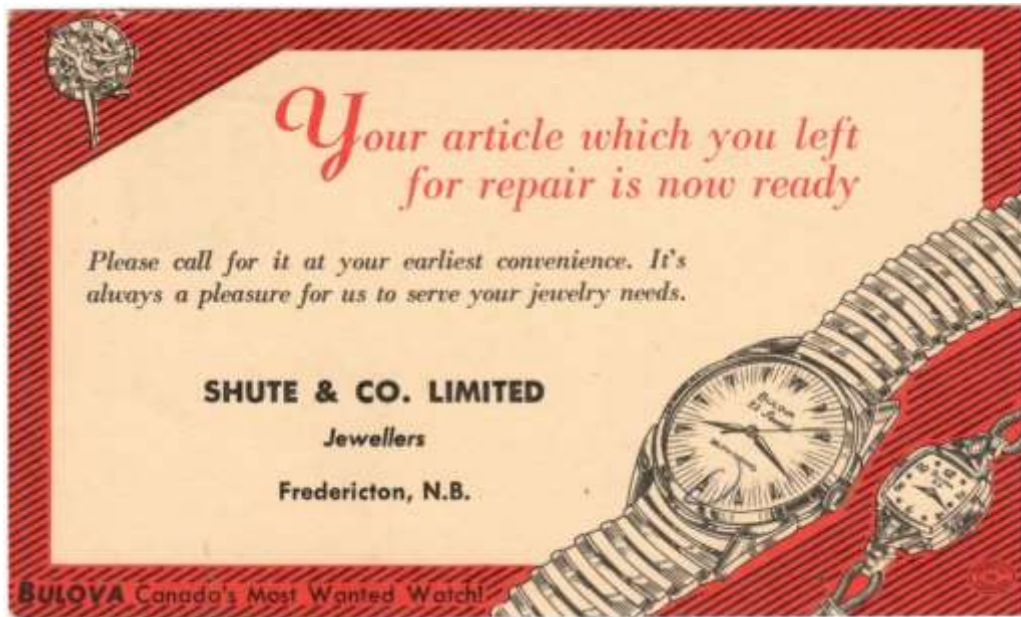
Scarce

Shute & Co. Limited

Fredericton, New Brunswick

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Used



Scarce

Shute & Co. Limited

Fredericton, New Brunswick

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Used, November 20, 1957



YOUR REPAIR IS READY

The article you left for servicing is now ready. Please call for it at your earliest convenience. We are sure you will be pleased with its appearance and performance. It's always a pleasure to serve your jewelry needs.

SHUTE & CO. LIMITED
Jewellers – Optometrists
Fredericton, N.B.

insist on the best—BULOVA

There's a world of difference in watches...

AUTHORIZED BULOVA DISTRIBUTOR



Scarce

Smith's Jewellers

St. Mary's, Ontario

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Unused



Uncommon

Swawey's Jewellery & China

Fredericton, New Brunswick

2c green Queen Elizabeth II first Karsh issue – no heading (Webb P212)

English – Used June 17, 1958



Scarce

Dunnette Jewellers

Kitchener, Ontario

3c purple Queen Elizabeth II Centennial issue (Webb P246)

English – Used



Scarce

Ads for Bulova Crusader Watch Straps (Bulova Accessories Division)

This division produced “value added” products to help dealer’s increase their sales, such as expansion and different colour bracelets. These cards were sent to dealers only and each is known in very limited quantities.

Bulova Music by Crusader

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used



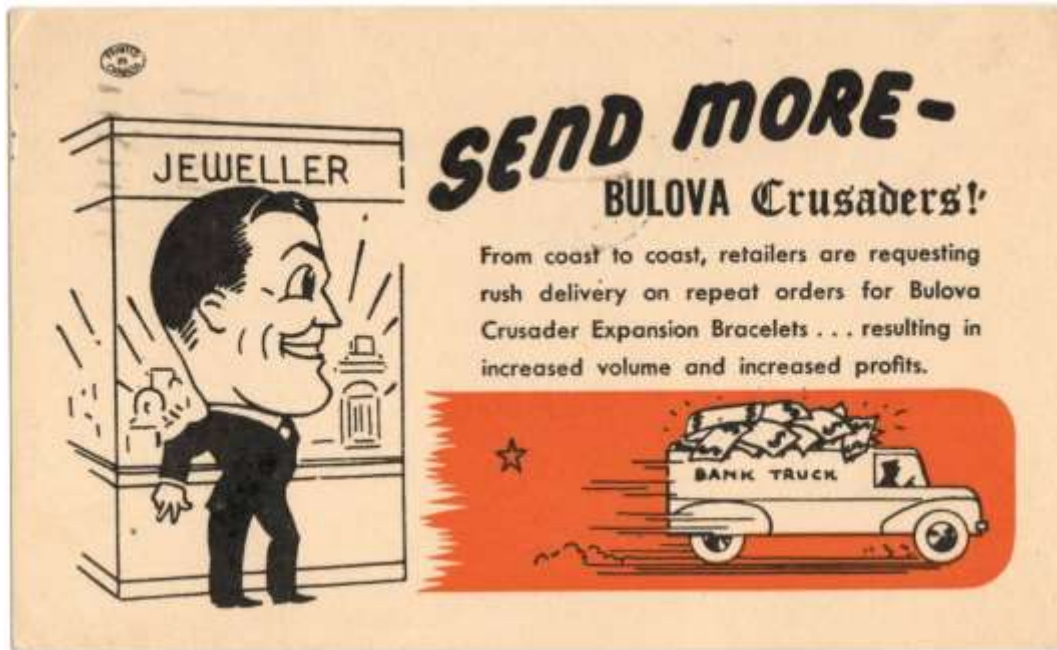
Scarce

Send more - Bulova Crusaders

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used



Scarce

Do'nt Forget -
Toronto, Ontario
1c green King George VI issue – no heading (Webb P166)
English – Used



Scarce

Everyone in Canada – Is Talking About
Toronto, Ontario
1c green King George VI issue – no heading (Webb P166)
English – Used



Scarce

If Size Is Your Problem

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used



Scarce

Another – Bulova Crusader Ad

Toronto, Ontario

1c green King George VI issue – no heading (Webb P166)

English – Used



Scarce