

Charles J. G. Verge  
FRPSC, FRPSL

## THE 1932 NEWFOUNDLAND WAYZATA LABEL



Charles J. G. Verge, FRPSC, FRPSL, is a member of the Vincent Graves Greene Philatelic Research Foundation's Expert Committee and is a former President of The Royal Philatelic Society of Canada (RPSC), the American Association of Philatelic Exhibitors and the Eire Philatelic Association. He is currently Historian of The RPSC. He has written extensively on British North American philately and other areas of the hobby for many newspapers and magazines. He is a member of dozens of regional, national and international stamp clubs and societies. He is an international exhibitor and a national, continental and international judge in four disciplines. He was awarded the Queen's Jubilee Medal for services to philately.

The stock market crash of 1929 created much economic hardship and political instability in Newfoundland. These problems are at the base of the most unusual story of how the Newfoundland Wayzata stamp - which was authorized and then withdrawn by the Newfoundland Government - became a Cinderella label (Fig. 1).



Fig. 1 A block of four of the label. Courtesy Saskatoon Stamp Centre.

The romance of transatlantic flight had not died out even if the Great Depression was raising havoc in the early 1930s. Patrick T. McCarty (in some publications his surname is McCartney), purported to be an ex-Royal Flying Corps member of the British Army, had dreams of great financial rewards by making commercial transatlantic flying a reality. McCarty, reputedly an Australian who is rumored to have entered the US illegally, made his way to Minneapolis, MN. There he found another dreamer, stamp dealer Lawrence S. Clark (?-1992) who specialized in airmail covers, to help him out. McCarty's plan was to devise a Trans-Atlantic seaplane flight that would not only carry mail but also passengers. Clark's role was to look after the philatelic aspects of the project. Together with Arthur Helm, they created the Aerial World Tours, Inc. (AWT) company to manage the project with offices in William Kueffner's law practice.

McCarty and Clark chose Newfoundland as the most responsive country to produce the stamp they wanted since Newfoundland had a record of issuing stamps for special flights since 1919. McCarty intended the flight to link the heart of the United States Mid-West - with its many recent Scandinavian immigrants - to the far reaches of Northern Europe. The proposed August 25, 1932 flight, using a Sikorsky S-40 amphibian four-engine plane, would begin in Wayzata Bay on Lake Minnetonka, MN; hence the name given to the label. The route would take the flight to Toronto, ON; Montreal, QC; St. Pierre et Miquelon - with the hope that this French colony would issue stamps for the flight; St. John's and Holyrood, NL. Then it would proceed on the Northern Atlantic Sea Route with stops in Lake Melville, Labrador; Cape Farewell, Greenland; Reykjavik, Iceland and Bergen and Oslo, Norway. The return portion would take the plane to Stockholm, Sweden; Helsingfors, Finland; Leningrad, USSR; Riga, Latvia; Hamburg, Germany; Copenhagen, Denmark and would conclude in London, England where plans were to sell the plane. After a few months of negotiations AWT signed a five-page agreement with the Government of Newfoundland to set the project up.



# THE 1932 NEWFOUNDLAND WAYZATA LABEL

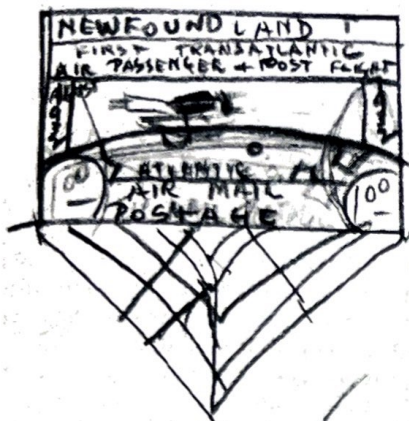


Fig.2 A preliminary sketch by Lawrence S. Clark. Courtesy Scott's Monthly Stamp Journal.

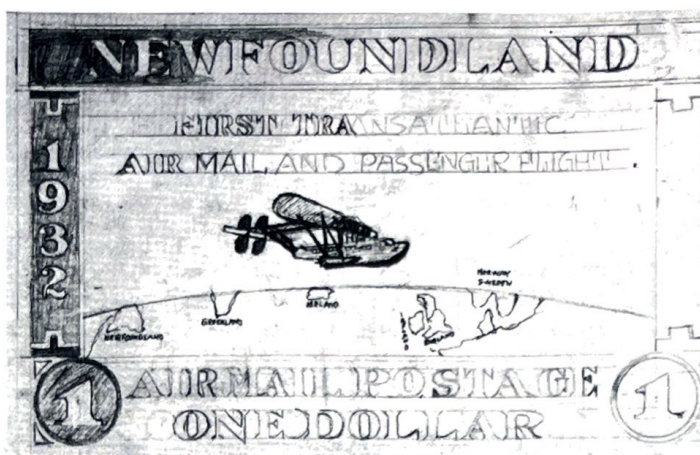


Fig.3 The preliminary drawing of the Wayzata label sent to Newfoundland for approval. Courtesy Scott's Monthly Stamp Journal.



M32 94 DL=ST. JOHNS NF JULY 23 1932 1220P  
MINNEAPOLIS BUREAU OF ENGRAVING=

YOU ARE HEREBY AUTHORIZED TO PRINT FOUR HUNDRED THOUSAND NEWFOUNDLAND ONE DOLLAR AIR MAIL POSTAGE STAMPS AS PER DESIGN DELIVERED BY AERIAL WORLD TOURS INCORPORATED STOP SAID STAMPS ARE TO BE PRINTED UNDER SUPERVISION OF REPRESENTATIVE OF NORTHWESTERN NATIONAL BANK WHO WILL CERTIFY THAT ABOVE NUMBER ONLY PRINTED AND DIE THEREUPON DESTROYED STOP STAMPS ARE TO BE DELIVERED TO SAID BANK IN ACCORDANCE WITH AGREEMENT BETWEEN AERIAL WORLD TOURS AND GOVERNMENT, STOP IT IS DEFINITELY UNDERSTOOD THAT ALL EXPENSES AND CHARGES ARE TO BE PAID BY AERIAL WORLD TOURS THE GOVERNMENT ASSUMING NO RESPONSIBILITY=

J C PUDDISTER SECRETARY J C PUDDISTER SECRETARY OF STATE.

.1040A.



Fig.4 A sheet of 20 of the Wayzata label. Courtesy Saskatoon Stamp Centre.

Fig.5 A photocopy of the original telegram sent by Newfoundland to the printers authorizing the printing of the Wayzata labels.

Clark commissioned the design of the Newfoundland stamp from Charles Ray, a Minneapolis philatelist and artist, who used the Sikorsky S-40 and the proposed flight path for the vignette portion of the design of the \$1 stamp (Fig. 2). The design was later approved by the Newfoundland Postmaster General (Fig. 3). Clark believed that a large quantity of stamps should be issued, "so as to give everyone a chance to purchase copies at face value." The stamp was to be printed in blue with a red centre but ended blue only on white wove unwatermarked paper in sheets of twenty (4 x 5) with no marginal inscriptions. W. F. Nolting of the Nolting Engraving Company engraved the stamp and, according to Clark in an August 1971 issue of the *American Philatelist* (p. 795), each stamp in the sheet was engraved separately. The Bureau of Engraving in Minneapolis

printed 400,000 stamps on instructions received by telegram dated July 23, 1932, from J. C. Puddester, Newfoundland's Secretary of State - a previous Newfoundland Government had originally rejected AWT's offer (Fig. 5). Economics made the new government change the decision. An unusual production technique was used for the stamp. A wax paper interleaving was inserted between each sheet before perforation was done (Fig. 4).

The printing was to be under the supervision of a representative of the Northwestern National Bank. The dies were to be destroyed on completion of the printing and all stamps were to be handed over to the bank. This was done on August 11. Puddester goes on to write, "All expenses and charges are to be paid by Aerial World Tours, the Government assuming no responsibilities." One quarter of the stamps (100,000) were to be shipped to Newfoundland for sale in post offices. The bank was to distribute the remainder to AWT in packages of 25,000 stamps upon payment of \$5,000 per package to the account of Newfoundland. In fact, AWT only purchased one package and sold only 5,000 stamps from it before the flight was cancelled.

AWT also offered other services to collectors for a fee. The cover could be registered for 50¢ and the crew would autograph it for an additional 50¢. Also there was a handling fee of 10¢ per order but, AWT would not guarantee delivery. Covers with pre-printed cachets were also available (Fig. 6).

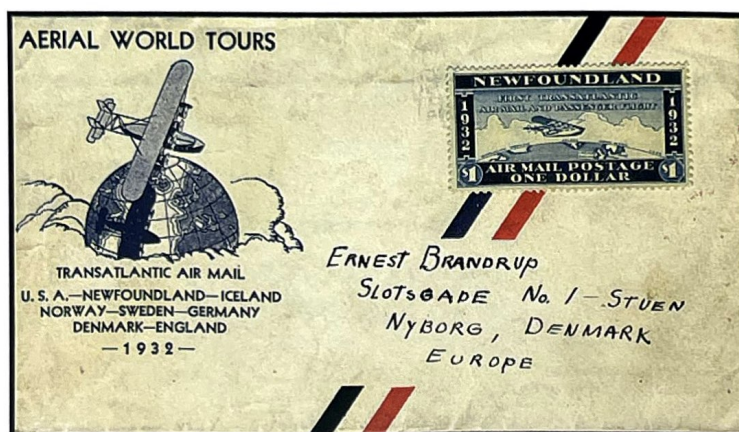


Fig. 6 A cacheted cover produced by Aerial World Tours for the 1932 Wayzata flight.

AWT was soon in difficulty as it was unable to garner the funds required from investors and the sale of stamps was sluggish. This was due, in part, to philatelic societies and the philatelic press denouncing the issue as a travesty. AWT had expected that if it sold 300,000 stamps it would benefit to the tune of \$240,000 - at the rate of 80¢ a stamp with the other 20¢ going to the Newfoundland Government. This amount would have given them a profit of \$32,500 over the \$207,500 they had budgeted for expenses. Newfoundland would have made \$160,000 from the 100,000 stamps they had for sale and \$60,000 from AWT. As a consequence, AWT reduced their expectations and rented a smaller aircraft (Sikorsky S-38) than the one originally planned from the Walgreen Drug Company. To promote the flight AWT took the plane on tour to small country fairs throughout Minnesota.

By mid-September it became evident to members of the Newfoundland Government that AWT would be unable to proceed with the flight. As a result, on September 10, the Minister of Justice and Attorney General for Newfoundland, L. E. Emerson (1932-34), sent a telegram to AWT advising it to return all unsold stamps and one to the bank asking they round up all stamps sold. The Government of Newfoundland formally withdrew its support from the project through a press release on September 13. It said, in part, "The Newfoundland Government has cancelled its special issue of 400,000 stamps ... because the flight has not started."



## THE 1932 NEWFOUNDLAND WAYZATA LABEL

On October 4 and 5, Clark sent five registered and one insured packages of covers already processed by AWT to St. John's for mailing as per the Company's signed agreement with Newfoundland. Newfoundland refused to process the covers. The Postmaster at St. John's acknowledged receipt of the covers on December 8 and sent them back to each addressee uncancelled and under separate cover in early 1933 (Fig. 7). Clark managed to get a few covers addressed to him cancelled in Twillingate and Bonavista, NL, in October 1932 (Fig 8). A few more covers were processed in St. George's, NL, through the help of Newfoundland's most well known stamp dealer, the Reverend E. A. Butler. However, Rev. Butler added a legitimate five-cent Newfoundland stamp to ensure delivery (Fig. 9). In October 1932, Clark helped to create The Minneapolis Stamp Committee under the Chairmanship of Ray F. Speer. It was composed of buyers of the Wayzata label and the Committee's only purpose was to establish the legitimacy of the label.

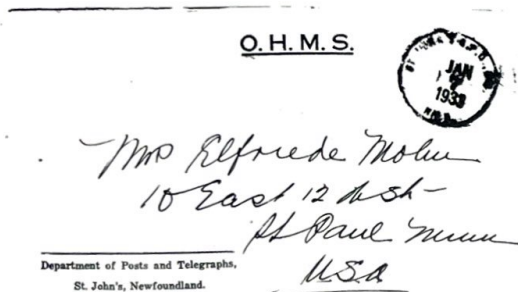


Fig. 7 An example of the official Newfoundland envelope in which the Wayzata franked covers were returned to their owners.



Fig. 8 A self-addressed Wayzata cover prepared by L. S. Clark accepted by the Postmaster at Bonavista, Newfoundland.

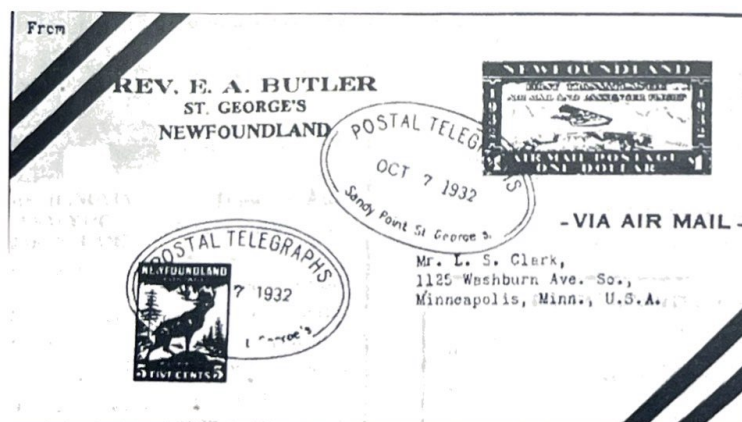


Fig. 9 A Wayzata cover returned to Lawrence Clark by the Reverend E.A. Butler, a prominent Newfoundland stamp dealer. Rev. Butler knew of the illegality of the label and added the 5¢ stamp to ensure proper postage to the United States.



Other attempts were made in 1949, 1950 (Fig. 10), 1952 and 1979 (Fig. 11) to legitimize the stamps through the post. As in 1932, a few of these covers were processed through the mails more because postal clerks knew that Newfoundland stamps still had franking privileges in Canada after Newfoundland joined the Confederation in 1949 rather than from a knowledge of which stamps were in fact legitimate issues of Newfoundland. The 1949 attempt included a registered letter posted on June 8 at Arctic Red River, NT which was delivered to Elizabeth, NJ. At the time, L. J. Mills, Director of Financial Services for the Canadian Post Office, is quoted as saying that the Post Office "has intercepted a number of these \$1, 1932 stamps and has referred them to the Dead Letter Office as non-transmittable for the reason they are not authorized postage stamps." Most of the 1979 covers seemed to have an over-the-counter favour cancel. A few were mailed registered or sent special delivery. The address labels have been peeled off all of them.



Fig. 10 One of the Wayzata covers processed by the Canadian Post Office in 1950. Courtesy Saskatoon Stamp Centre.

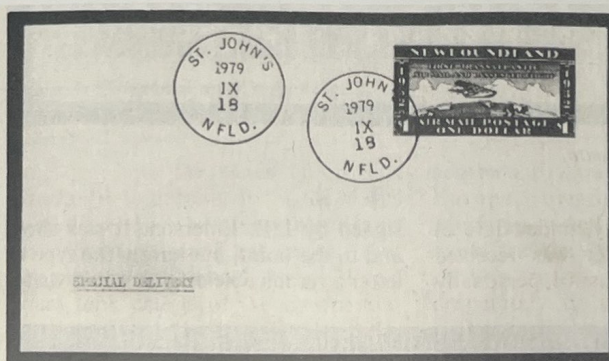


Fig. 11 The 1979 attempt at getting the Wayzata label accepted. At least seven are recorded going through the post.

Sometime in the Fall of 1932, contrary to instructions from the Newfoundland Government, the Northwestern National Bank destroyed the original drawings, the printing plates and the 375,000 stamps in their possession (*Airpost Journal*, January 1933, p. 12). Until his death in 1992, Clark continued to promote the Wayzata label as a genuine Newfoundland stamp issue. He had some support - it was listed in the *Sanabria Air Post Catalog* catalogues but other catalogues such as *Scott and Gibbons* as well as many leading dealers such as Robson Rowe and Cyril Harner fell in line with the Newfoundland Government and insisted that it was not a stamp and simply a label.