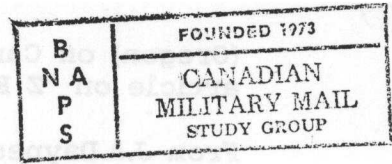


NEWSLETTER NUMBER 64
SEPTEMBER 1985



CANADIAN MILITARY MAIL STUDY GROUP

Welcome to the 1985 BNAPS Convention in Calgary. Be sure to attend the SEMINAR and support the group.

TIME: FRIDAY 13th, 1:30 PM
PLACE: JASPER ROOM OF THE WESTIN

The Program will consist of the following:

- Slide show--N.W. Expedition to 1945
- Future of the Group--Meeting
- Slide show--North Russian Expedition



Jimmy Henderson
90 Officers Mess.

6th D.C.R. C.H.

Mt. Bruno Military Camp

Mt. Bruno.



The above cover may almost be unique in having the Militia and machine cancels of Petawawa on the same envelope. We can thank the writer of the letter for mis-placing the stamp which caused the postal orderly to pick up the Militia hammer and finish the job!

The summer, while not being very active hobby-wise, has produced some correspondence.

From Don Makinen, the BNAPS Librarian, comes a list of library material related to Military Mail. If time permits we will try to get it in order for the Newsletter at some future date.

From Jack Davis comes a letter saying that he has resumed his column in Canadian Stamp News, and is also doing one for the Stamp Collector

(Oregon) on Canadian stamps. You will remember that Jack did the article on "Z FORCE" for us, and he was also in that Force in WWII.

From J.A.Daynes of the Postal History Society in England comes a letter asking for information on a Canadian Army Priority casualty post card (WWII). We were able to supply the information needed as the FPHS is planning a book on Forces Postal Stationary.

John Wannerton exhibits regularly in his country, and always seems to come home with awards. The latest was for an exhibit of 20th Century Canadian Military Mail at East London where a Silver-Gilt was garnered. John is also hoping to get to the Canadian International in 1987, with, we hope, one of his exhibits.

The following have become members since our last NL, and we extend a welcome to them:

Robert B. Soper,	Box 2311,	Halifax, N.S., B3J 3C8
Floyd G. McNey,	Box 177,	Stony Plain, Alta., T0E 2G0
L. D. Mayo Jr.,	Box 22338	Kansas City, Mo., 64113

Please also note a belated, on my part, change of address for:
Paul Burega Box 15765, Station F, Ottawa, Ont., K2C 3S7.

This Newsletter's article presents a change of pace and looks at a subject connected with the war effort, but not actually of a military nature. The title:

CANADA'S PATRIOTIC METER SLOGANS 1940-1945

and it is by Wilf Whitehouse who has given us many interesting articles.

How many times have we seen some of these items, and not paid any attention to them. These meters on cover would make a nice showing.

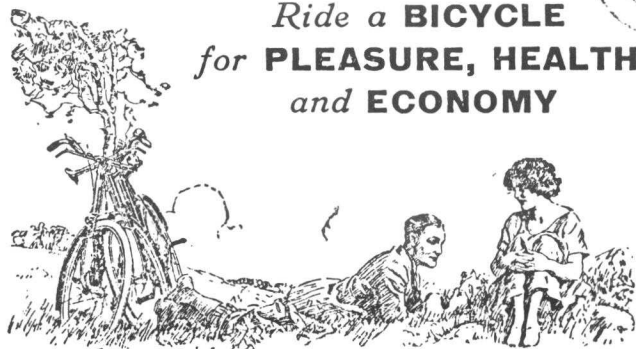
Another area, similar to the above, is the Blackouts of World War II. You may have noted Peter Eggett's article in the March PHSC Journal. If more input can be provided to Peter it should be possible to bring this subject up to date and fairly complete. There is a lot of material around, and the facts need to be brought together - lets help Peter!

Below is a nice blackout cover which seems to negate the purpose of blackouts!

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CANADA'S PATRIOTIC METER SLOGANS 1940-45

W. Whitehouse

In 1940, Canada's war effort required money, lots of money in order to produce the goods and services necessary to equip the Armed Forces and fight the war against Germany.

One method of maintaining a continuous flow of money coming to the Government was through the sale of War Saving Stamps. These stamps sold for 25¢ each and when one had acquired sufficient stamps, they could be exchanged for a Certificate worth \$4.00, and at maturity in 7 years \$5.00

The Government conducted an extensive advertising campaign in newspapers, magazines, on billboards and in all types of stores both large and small. It appears the first to use patriotic slogans in conjunction with their meter postage machines were the large volume mailers, gradually smaller companies purchased slogan plates for use on their postage meter machines. Some of the designs supporting the purchase of Stamps and Certificates, or the war effort in general, were so popular they remained in use from 1940 to 1946.



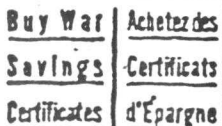





















By 1941, it was obvious that larger sums of money were required than were being raised through the sale of stamps and certificates, consequently Victory Bonds were made available to the public. These bonds came in denominations of \$50, \$100, \$500, \$1000 and even larger, the plan being to raise hundreds of millions in a single drive. Commencing in 1942, there were two Victory Loan drives each year with the last two, the 8th and 9th, taking place in 1945. Once again slogans were made available to postage meter users and once again some designs proved to be very popular while others were seldom used.

The illustrated "checklist" which follows was first prepared for and published in the Canada Meter Study Group Newsletter, it contains those slogans known to have been prepared for use throughout the war period, whether they urged the purchase of stamps, certificates, bonds, or the patriotic effort necessary for the successful conclusion of the war.

Meter slogans connected with the 6th, 7th and 8th Victory Loan drives have not been seen by the writer, nor French versions of many slogans one would feel should have existed. Although a French version of a 3rd Victory Loan slogan #VL3-2F has been reported, a copy is not available for inclusion in the list.

The editor will naturally be interested to hear of any slogans of a patriotic nature in this time period which are not listed here, together with a photostat copy suitable for inclusion in a future Newsletter.

Group I - WAR SAVING STAMPS & CERTIFICATES







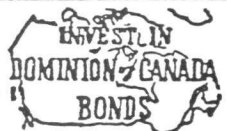
<p>WS-1</p> 	<p>WS-1F</p> 	<p>WS-13</p> 
<p>WS-2</p>  <p>37mm wide</p>	<p>WS-2F</p> 	<p>WS-14</p> 
<p>WS-3</p>  <p>33mm wide</p>		<p>WS-15</p> 
<p>WS-4</p> 		<p>WS-16</p> 
<p>WS-5</p> 		<p>WS-17</p> 
<p>WS-6</p> 		<p>WS-18</p> 
<p>WS-7</p> 	<p>WS-7F</p> 	<p>WS-19</p> 
<p>WS-8</p> 	<p>WS-8F</p> 	
<p>WS-9</p> 	<p>WS-9F</p> 	
<p>WS-10</p>  <p>42mm wide</p>		
<p>WS-11</p>  <p>38½mm wide</p>	<p>WS-11F</p> 	

CANADIAN PATRIOTIC SLOGANS






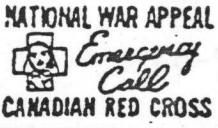


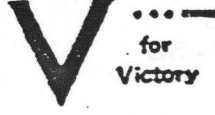



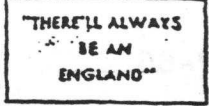






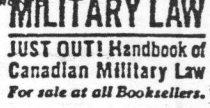






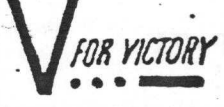





GROUP II - VICTORY LOAN AND BOND DRIVES

VL1-1	Help finish The Job! Invest in VICTORY LOAN 1941	VL3-1		VL5-1	YOUR BOND MAY BUY THE FINAL BOMB! 5TH VICTORY LOAN
VL1-2	Invest in the Future Buy VICTORY BONDS	VL3-2		VL5-2	
VL1-3	HELP FINISH THE JOB! Buy VICTORY BONDS	VL3-3	NOTHING MATTERS NOW BUT VICTORY! BUY VICTORY BONDS	VL5-3	Speed the Victory 5TH VICTORY LOAN
VL1-4	 HELP FINISH THE JOB! BUY VICTORY BONDS	VL3-4	 BUY VICTORY BONDS	VL5-4	Speed the Victory 5TH VICTORY LOAN
		VL3-2F			
VL2-1	REMEMBER HONG KONG Buy 1942 VICTORY BONDS	VL4-1			
VL2-2	"WHO, ME? - "YES, YOU!" BUY VICTORY BONDS	VL4-1F			
VL2-3	"WHO, ME? - "YES, YOU!" BUY VICTORY BONDS	VL4-2	BACK THE ATTACK! VICTORY BONDS		
VL2-4	"COME ON CANADA!" BUY VICTORY BONDS	VL4-3	BE THANKFUL YOU CAN BUY VICTORY BONDS		
VL2-4F	L'ennemi est à nos portes! Achetez des obligations de la Victoire				
VL2-5	"COME ON CANADA!" BUY VICTORY BONDS				
VL2-5F	L'ennemi est à nos portes! Achetez des obligations de la Victoire				

GROUP II - VICTORY LOAN AND BOND DRIVES

	VL9-1		— MISCELLANEOUS — VICTORY LOAN & BOND SLOGANS
	VL9-2		VLM-1 
			VLM-2 Help finish The Job! Invest in <u>VICTORY LOAN</u>
			VLM-3  PALMO LIVE SOAP MADE WITH GENTLE OLIVE OIL
			VLM-4 BUY VICTORY BONDS
			VLM-5 
			VLM-6 DO YOUR PART BUY <i>Victory</i> BONDS
			VLM-7  BUY VICTORY BONDS
			VLM-8 

GROUP III - MISCELLANEOUS VICTORY & WAR SLOGANS

<p>MP-1</p> 	<p>MP-13</p> 	<p>MP-25</p> 
<p>MP-2</p> <p>As MP-1 except 37mm wide</p>	<p>MP-14</p> 	<p>MP-26</p> 
<p>MP-3</p> 	<p>MP-15</p> 	<p>MP-27</p> 
<p>MP-4</p> <p>BUY CANADIAN <i>There's a War to Win</i></p>	<p>MP-16</p> 	<p>MP-28</p> <p><i>Our Staff Have Pledged 100%</i></p>
<p>MP-5</p> 	<p>MP-17</p> 	<p>MP-29</p> 
<p>MP-6</p> 	<p>MP-18</p> 	<p>MP-30</p> 
<p>MP-7</p> 	<p>MP-19</p> 	<p>MP-31</p> 
<p>MP-8</p> <p>FOR VICTORY PLAN V TO PRODUCE MORE</p>	<p>MP-20</p> 	<p>MP-32</p> 
<p>MP-9</p> 	<p>MP-21</p> 	<p>MP-33</p> 
<p>MP-10</p> 	<p>MP-22</p> 	<p>MP-34</p> 
<p>MP-11</p> 	<p>MP-23</p> 	<p>MP-35</p> 
<p>MP-12</p> 	<p>MP-24</p> 	<p>MP-36</p> 

GROUP III - MISCELLANEOUS VICTORY & WAR SLOGANS

MP-37	<i>Buy Wisely Conserve!</i>	MP-49	SELL WAR RISK INSURANCE	MP-61	SERVE <i>by</i> SAVING
MP-38	CONSERVE TIRES AND GAS BUY A WEEKLY PASS	MP-50		MP-62	CANADA NEEDS YOUR SAVINGS <i>Confederation Life</i> TORONTO 2
MP-39	<i>Overseas</i> \$1.00 SENDS 300 BRITISH CONSOLS	MP-51		MP-63	CANADA NEEDS YOUR SAVINGS <i>Confederation Life</i>
MP-40	COOL UNDER FIRE EXPORT CIGARETTES	MP-52		MP-64	SAVE FATS make explosives CANADA needs them urgently
MP-41	"DRAVE MEN SHALL NOT DIE BECAUSE I FALTERED"	MP-53	WINGS for NORWAY	MP-65	SAVE FATS and BONES <i>To Make Explosives</i>
MP-42	<i>Safeguard</i> WAR PRODUCTION AND SUPPLIES FROM FIRE!	MP-54	R.N.A.F. 1940-1945 FAREWELL CANADA	MP-66	SAVE WASTE PAPER "IT PAYS"
MP-43	THEY WILL ALWAYS BE AN EMPIRE	MP-55	NORWAY STILL FIGHTS! AT HOME, AT SEA, & IN THE AIR ..	MP-67	SAVE TIRES GAS
MP-44	<i>War Workers FIRST</i>	MP-56		MP-68	Save Your Tires with "RUBBER-LIFE"
MP-45	SPEED VICTORY PRODUCTION RETURN EMPTY PROMPTLY	MP-57		MP-69	SUBSCRIBE BY MAIL ... SAVE AGENTS' TIRES AND GAS "Order NOW for Victory"
MP-46	STEEL BARRELS ARE URGENTLY NEEDED	MP-58 F	<i>Canadiens-français, aidons-nous!</i>	MP-70	BANK BY MAIL Save Tires and Gasoline
MP-47	RETURN BARRELS 76 PROMPTLY THEY ARE URGENTLY NEEDED	MP-59 F	 PLUS QUE JAMAIS! 9 ^e CAMPAGNE 10-19 MARS	MP-71	<i>Save Fuel</i> WITH STORM SASH
MP-48	<i>Canadian energy will win!</i> PEPSI-COLA ONE BOTTLE WITH ONLY FOUR CALORIES	MP-60		MP-72	