THE SLOGAN BOX

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Newsletter of the BNAPS Machine Slogan Cancel Study Group

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Chairman's Message

At the 1987 Annual Meeting of BNAPS at Charlottetown, P.E.I, the Machine Slogan Cancel Study Group became an official Study Group of BNAPS.

The idea for such a group developed during slogan correspondence between Daniel Rosenblat and myself. We found ourselves agreed that the area of Canadian slogans is one of, if not the final, great unexplored frontiers available for study.

Our goals were simple, to develop a forum for the collection and sharing of information pertaining to Canadian slogan cancels. We believe such a group can fit well between the Flag Cancel Study Group, currently headed by Bob Heasman and Doug Lingard, and the Machine Cancel Group, a private effort, I believe, of Geoff Newman.

The issuing of the first Newsletter has been much delayed due to a major business reorganization of my company, which has made leisure hours, for the time being at least, almost non-existant.

I will serve as Chairman of the Group, and Dan will serve as our Editor. The subject matter of the Newsletter will be determined by two criteria. First, what is available from members, and second, what Dan and I happen to be working on, or interested in, at the moment. Should any member be especially drawn to a pet interest, we hope that he will write it up and send it to the Editor for inclusion with the Newsletter. Any additions, corrections or updating to Newsletter data should be sent to the Editor, so that it may be published as a follow-up in subsequent letters.

A few words about the Group dues structure might be in order. I decided to set them at US\$9/C\$12 for two reasons. First it is a handy ratio for the 75% exchange of US\$/C\$. Second, it is a decent figure to work with, so that we can spend more time on our collections and on the Newsletter, rather than sending out dues notices. Responses were interesting, since all but one member made a payment without batting an eye. Those who did not join practically swallowed their tongues. Personally, I have always found that I have gained enough information from study groups to pay for the dues several-fold, and I feel that those of you belonging to several study groups will agree.

With this Newsletter is a listing of members. I will in due time notify Frank Waite, who writes a Study Group column for TOPICS, and he will get the word out to the Society membership. Editor's Message

The Editor is fortunate in having, by courtesy of Lewis Ludlow, some 660 photocopy pages of the microfilmed Canadian Slogan Cancel Proof Book, together with 135 pages of Distribution Lists by offices.

While this data is of great research value to collectors, it should be understood that it has many frustrating drawbacks. Distribution Lists, showing dates when specific slogan dies were sent to offices, as well as when returned, normally cover the period 1912-33. However, the 1912-22 period was handled very casually, with issue dates often by year only, not by month and day, and return dates omitted completely. There is also clear evidence that glaring ommissions exist, especially in the earlier period, so that while presence of an entry almost certainly indicates issue to and usage by an office, absence of an entry in no way precludes possible usage.

The Proof Book covers the period 1912-54, but again the early period of 1912-22 is obviously very incomplete, as are the last few years in the early 1950's, so its primary value is limited to 1923-50. Even within this period, photgraphic repruduction is by no means uniform and in many cases important details are unclear.

The Proof Book format is peculiar, being really more of a paste up scrap book than a true proof record, as for hand stamps, where new dies could be proof struck directly on the pages. The pages were too large to be inserted in a machine, so proofs were struck on smaller papers, cut down to minimum size, then pasted on to the proof book pages, Notation was not made of the date of proofing, nor of the office to which the die was to be sent.

However, space was left beside each proof, on which it was intended that there be pasted a cut down usage strike, complete with dater, which the using office was supposed to forward shortly after receiving the die. These returned strikes were the only indication of using office and date of die issue to it. Being in the nature of a receipt, we therefore refer to them as "Receipt Strikes".

It appears that in the case of the numerous slogans used seasonally by multiple offices, dies were periodically returned and subsequently randomly re-issued in the next year, either to the same or to a different office, rather than new dies being issued. In such cases, there would be no proof strike, but rather just a receipt strike to indicate where the die had been sent in each succeeding year. The information gleaned from this form of data is considerable, but delay in sending receipt strikes confuses the earliest usage dates, and failure to send a receipt strike confuses confirmed usage by a given office, while unclear reproduction of strikes mounted make precise use listing from this source very questionable. As with the distribution lists, the presence of a legible entry indicates probable usage, but the absence does not preclude it.

In the case of slogan 895, discussed in this Newsletter, the proof data is extremely incomplete and unhelpful, but members should feel free to inquire about information available for other slogans in other periods.

Notes pertaining to slogan 895, BUY WAR SAVINGS STAMPS AND HELP RECONSTRUCTION

Data based on recorded or reported usage, including listings by the CPSGB in Maple Leaves and in Sesssions' book on the Internatioal Machine usage.

Use was initiated in early 1919, when a majority of offices still employed International Rapid Cancelling Machines, introduced early in the century. However, in mid-1919 a major change to Universal machines, or occasionally to Columbia, took place in most offices, requiring new dies and daters for slogans in current use, including slogan 895, so there are normally two dies employed consecutively by offices in 1919, the second often continuing into early 1920, or occasionally later.

Differences in the die types are present, if not obvious. However, the International usage can be easily separated from the Universal or Columbia by dater style, Internationals (designated I) had the year date at the bottom of the circle and Universals (designated U) and Columbias (designated C) had it in the indicea, with the province at the bottom.

It should be noted that there are more reported, rather than recorded, instances of 1920 use. This is because 1920 usae was normally restricted to JAN-FEB only and recorded material is therefore somewhat scarce.

OFFICE	TYPE	EARLIEST	LATEST	COMMENT
AMHERST	I	JUN 25.19	None	
	U			Reported 1919-20
BRANDON	I	MAR 21.19	APR 10.19	
	U			Reported 1919-20
BRANTFORD	I	No usage 2 Univer	sal dies,	U use from 1913
		MAR 11.1	9 APR 16.19	
	Die	2. S over S	, larger ANI).
		AUG 22.1	9 DEC 24.19	Reported 1920



DIE 1

CALGARY	I U	MAR 12.19 JAN 9.20	MAY 1.19 None	Reported 1919	
CHARLOTTETOWN	I U	APR 10.19	JUN 11.19	Not reported	

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CHATHAM	I U	JUN 9.19 JUL 18.19	JUN 18.19 JA 30.20	
COBOURG	I U	APR 10.19 No usage	MAR 15.23	Reported 1924-25 I use until 1928
COLLINGWOOD	I U C	JUL 11.19	None	Not reported Not reported Probably Columbia type
EDMONTON	I U	APR 11.19 JUL 7.19		Reported 1920
FORT WILLIAM	I U		MAY 24.19 AUG 7.19	Reported 1920
FREDERICTON	I U	MAR 15.19 DEC 17.19	MAY 5.19 None	Reported 1920
GALT	I U		JUL 12.19 JAN 17.20	
GANANOQUE	I U	None No usage	AUG 28.20	Reported 1919, not in 1920 I use until 1938
GUELPH	I U	APR 19.19 AUG 6.19	JUN 16.19 JAN 15.20	
HALIFAX	I	MAR 8.19 JUN 18.19		
HAMILTON	IJ	APR 7.19 MAY 23.19	MAY 21.19 JAN 10.20	
INGERSOLL	I U	No usage		Latest I use 1918 Reported 1919, not 1920
KINGSTON	I U	No usage		Latest I use 1912 Reported 1919-20
KITCHENER	I U	MAY 16.19	None	Reported 1919-20
LETHBRIDGE	I U	May 28.19 Sep 6.19	JUN 27.19 None	Reported 1920
LINDSAY	I U			Reported 1919 Reported 1919, not 1920
LONDON	I U	MAR 23.19 OCT 3.19	JUN 25.19 JAN 12.20	
MEDICINE HAT	I U	APR 7.19	None	Reported 1919-20
MONCTON	I U	MAY 22.19	None	Not reported

MONTREAL

Sessions states a Universal in use from 1917, in addition to Internationals, but all usage prior to JUN 30.19 is I

3 International dies

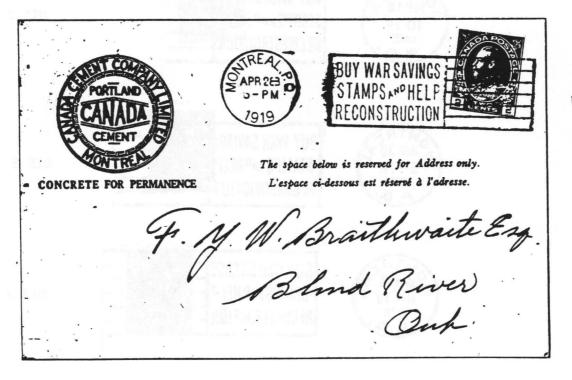
- Die 1, S/STAMPS justified left, Y/BUY right of A/STAMPS. Leg of P/STAMPS centered over N/RECONSTRUCTION. JUN 4.19 JU 6.19
- Die 2, S/STAMPS justified left, Y centered over A, Leg of P centered over right leg of N. APR 9.19 None
- Die 3, S of STAMPS indented, Y left of A, leg of P centered over right leg of N AP 28.19 None

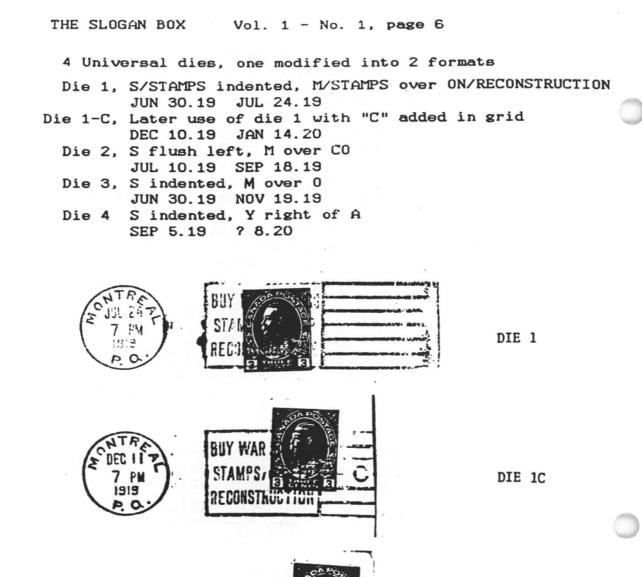


DIE 1



DIE 2



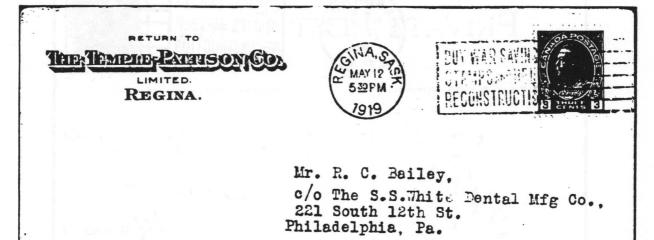




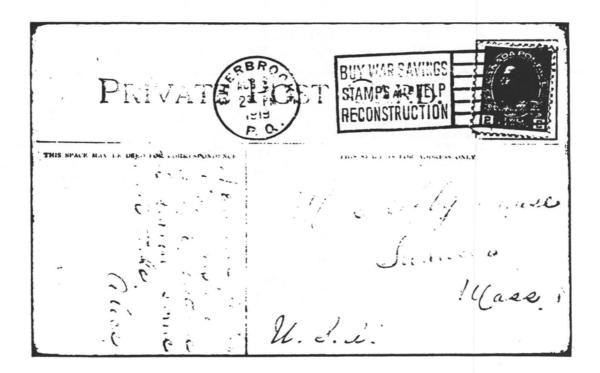
1 1 1 - 4 WAR SAVIN DIE 3 620 PM STAMPS AND H 1919 CONSTRU UY MAREATE 1030 8 Σ STAMPS IN PHEL -130 AM DIE 4 1520 RECONSTRUCTION D

IO PM 1919 D O

				THE STARAN IN
MOOSE JAW	I U	No usage JUN 21.19	AU 25.19	I use ceased in 1912 Reported 1920
NELSON	I	No usage		I use ceased in 1918
0.5-5160.	Ū	None	None	Reported 1919-20
NEW	I	None	None	Reported 1919
WESTMINSTER	U	JUL 17.1	9 None	1920
NORTH BAY	I	None	None	Reported 1919
	U			Unlikely, propably Columbia
	С	None	None	Reported 1919-20
ORILLIA	I			Not reported
	C	None	None	Columbia reported 1919 only
OTTAWA	I	None	None	Reported 1919
Elfi på noine n	U	APR 8.19	OCT 11.19	Unusually early U use, but a Universal machine reported from 1912. Reported 1920
OWEN SOUND	т	No usage		Universal machine from 1914
	Ū	AUG 12.19	AUG 14.19	Early 1919 use possible, 1920 not reported
PRINCE ALBERT	I	APR 25.19	None	
	Ū	No usage	none	Intl. replaced by Columbia
	C	None	None	Reported 1919, not 1920
PRINCE RUPERT	I	APR 4.19	JU 19.19	
	U		smart	Not reported 1919-20
QUEBEC	I	APR 1.19	JUN 7.19	
	U	OCT 2.19	DE 11.19	Reported 1920
REGINA	I	APR 1.19	MAY 12.19	
	U	AUG 29.19	NOV 28.19	Reported 1920



ST. HYACINTHE	I U C	AP 16.19 No usage	None	Intl. replaced by Columbia Not reported 1919-20
ST JOHN	I U	MAR 19.19 AUG 18.19	MAY 27.19 JAN 14.20	
ST. THOMAS	I U	APR 23.19 JUL 14.19	JUN 16.19 AUG 6.19	Reported 1920
SARNIA	I U	MAY 15.19 JUL 3.19	JUN 22.19 SEP 8.19	Reported 1920
SASKATOON	I U	APR 1.19	None	Not reported Unusually early U use, so U use propably prior to 1919 Reported 1920
SAULT STE. MARIE	I U	None JUL 25.19	None AUG 12.19	Reported 1919 1920 not reported
SHERBROOKE	I U	APR 21.19 JUL 29.19	None NOV 25.19	Reported 1920
STRATFORD	I U	MAY 12.19 JUL 19.19	MAY 31.19 SEP 8.19	Reported 1920
SYDNEY	I U	None NOV 27.19	None None	Reported 1919 1920 not reported



TORONTO

PO records indicate 5 Intl. dies, 4 recorded

- Die 1, Y/BUY slightly right of A/STAMPS, R/WAR over S/STAMPS MAR 20.19 JUN 5.19 Die 2, Y slightly right of A, R right of S
- MAY 27.19 None
- Die 3, Y directly over A, I/SAVINGS directly over right leg of H/HELP MAY 26.19 None
- Die 4, Y left of A FE 28.19 JUN 11.19





DIE 1



DIE 2





DIE 4

TORONTO cont'd 3 Universal dies record, others may exist

Die 1, Leg of P/STAMPS over left leg of N/RECONSTRUCTION JUL 21.19 JAN 28.20 Die 2, Leg of P centered over N JUL 7.19 OCT 3.19 Die 3, Leg of P over right leg of N JUN 11.19 AUG 2.19



	TRURO	U		Late 1919 use appears as a
		C AUG 15.1		Columbia, probably no Univl. Reported 1920
	VANCOUVER	I MAR 31.1 U SEP 24.1		Reported 1920
s	VICTORIA	I APR 13.1 U JUL 28.1		
	WELLAND	I U		Not reported, may not exist Reported 1919 only
	WINDSOR		JUN 27.19 NOV 22.18	Reported 1920
	WINNIPEG	2 Inte	rnational dies	recorded, others may exist
	1 110	APR 5. Die 2, Base of	f Y/BUY left o 19 None f Y right of A 19 MAY 13.	
			APR: 5 PA 5 SUPM 7919	BUY WAR SAVINES STAMPS MEEP RECONSTRUCTION
		Mr.	Dan. J. Chase Bla	albertson,
	Perso	nual	Shase Bla Kalam Mic. U	higan,
0		Gardner.	BUY WAR SAVINGS Stampganpheup Reconstruction	DIE 2

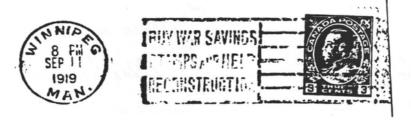
WINNIPEG, MAN.

- 4 Universal dies recorded, others may exist
- Die 1, STAMPS indented, A/WAR over PS/STAMPS, one break at left JUL 12.19 None
- Die 2, STAMPS indented, A/WAR over P/STAMPS, breaks two at left AUG 7.19 DEC 9.19
- Die 3, STAMPS justified left, last S/STAMPS over ST/RECONSTRUCTION, 3 breaks at left SEP 20.19 AUG 28.19
- Die 4, STAMPS justified left, last S/STAMPS over TR/RECONSTRUCTION, 2 breaks at left dec 29.19 JAN 6.20



DIE 2

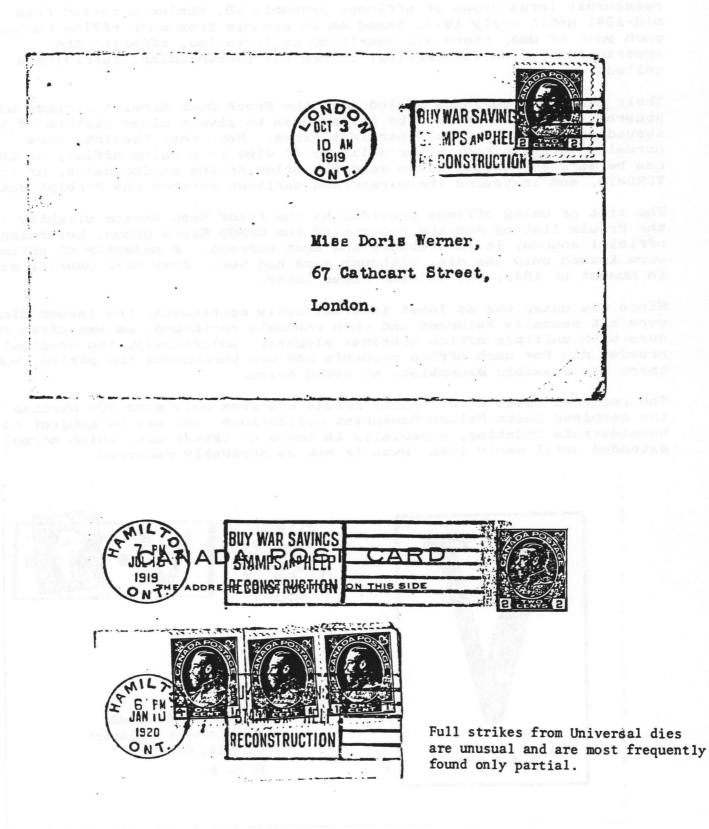
DIE 3





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WOODSTOCK	I U	MAY 19.19 JUL 15.19	None None	1920 not reported
YARMOUTH	I U	No usage No usage		Not reported Intl. replaced by Columbia
	С	JU 2.19	None	1920 not reported



Proulx Slogan 9965,

 \checkmark . . .

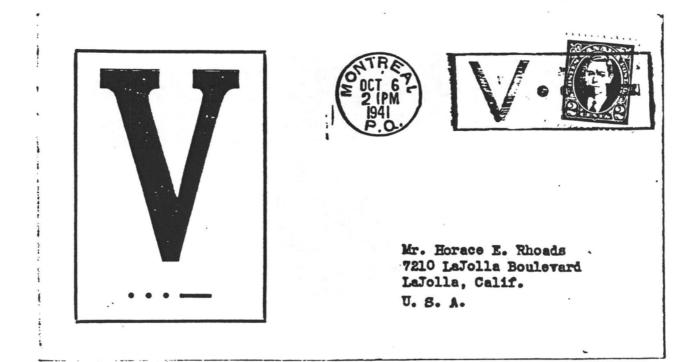
This W.W. II slogan is distinctively unique in its design, being very simple, yet attractively direct-to-the point. It was used by a reasonably large group of offices, probably 19, during a period from mid-1941 until early 1943. Based on an example from each office during each year of use, there are nearly 60 collectables, offering the opportunity for an interesting, though not overwhelming, specialized collection.

Their usage was during a period when the Proof Book Receipt Strikes were generally complete and can be relied upon to give a clear picture of the issued dies, with probable earliest dates. Note that Receipts were normally sent out soon after delivery of dies to a using office, so there can be earliest actual usage somewhat prior to the strike dates, as in TORONTO, and instances where recorded earliest matches the Receipt date.

The list of using offices provided by the Proof Book varies slightly from the Proulx listing and the reports of the CPSGB Study Group, but being an official source, it is probably the most correct. A majority of offices were issued only one die, although some had two. They were usually sent in August of 1941, but in some cases later.

Since the usage was at least intermittently continuous, the issued dies were not annually returned and then randomly re-issued, as was often the case with multiple office seasonal slogans. Accordingly, the originally proofed die for each office probably had use throughout the period, but there are possible exceptions as noted below.

The recorded usage dates listed herein are from only some 300 strikes in the combined Switt-Felton-Rosenblat collections, and may be subject to considerable updating, especially in terms of latest use, which normally extended until early 1943, even if not so presently recorded.



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Proulx Slogan 9965,

	\checkmark	te no seto.	
			Sec. Million and the
OFFICE	RECEIPT STRIKE	EARLIEST	LATEST
	DATE	RECORDED	RECORDED
RANDON	FE 2.43	the second mailible on	141, but are to
		None re reported or reco	None
ffice, but the	Receipt establishes th		
	as probably a re-issue		
	sage would be limited		
		a Co. MON-BRR - visition	Atta shall been
ALGARY	AUG 18.41	AUG 26.41	FE 11.43
AMPBELLFORD	AUG 16.41	None	None
		re reported or reco	
	fice, which seems out		
rrice users, bu	t the Receipt Strike e	stadlisnes that a d.	le was issued
HARLOTTETOWN	AUG 19.41	NOV 20.41	JA 31.42
DMONTON	AUG 17.41	SEP 16.41	DEC 19.41
REDERICTON	MAY 18.42	None	None
	Although not	recorded, the Recei	ipt established
	issue of a d	ie, somewhat later t	than normal

	RO		
	SEP 2 ID ³⁴ A 1941 A ATAS		3
		A . La Chia	Vitikgero
			253718-01216
S.L. D. 320		ne un de Landere	A. J. 1917 T. J. 1 Kennede Sector
	TO ADOLF:		
YOU KNO	W YOU'RE DOOMED		
r	•		•
			a

RECEIPT STRIKE EARLIEST LATEST OFFICE RECORDED RECORDED DATE AUG 15.41 SEP 9.41 NOV 15.42 HALIFAX AUG 12.41 FEB 16.43 HAMILTON AUG 8.41 DE 14.41 Two Receipts are illustrated for HAMILTON in 1941, but are too similar to establish any differences, so use after DEC.41 may be from either MAY 29.42 JUN 2.42 JAN 18.43 LONDON 1943? None None A receipt with a blank dater is mounted in the Proof Book with other FEB-MAR.43 strikes, indicating a second die sent to LONDON at a very late date. No usage is recorded for this period, but if found it may from a second die, differing from the earlier use AUG 13.41 AUG 13.41 MONTREAL FEB 6.43 Reported in 1942 by CPSGB and listed by Proulx, MOOSE JAW but not recorded or confirmed by Receipt Strike AUG 7.41 DEC 16.41 DEC 16.42 OTTAWA AUG 16.41 SEP 4.41 JA 25.43 QUEBEC The latest is a blackout dater with QUEBEC corner card OC 2.41 DEC 16.42 REGINA TERMINAL A AUG 18.41 AU 15.41 SP 15.41 AUG 15.41 ST. JOHN OC 15.41 None SASKATOON AUG 16.41 JY 13.42 APR 30.42 MAY 8.42 Two dies with slightly different margin sizes

were issued to SASKATOON at intervals, but the recorded use is not sufficent to determine if they were in use concurrently from 1942, or if the second replaced the first.



TORONTO

VANCOUVER

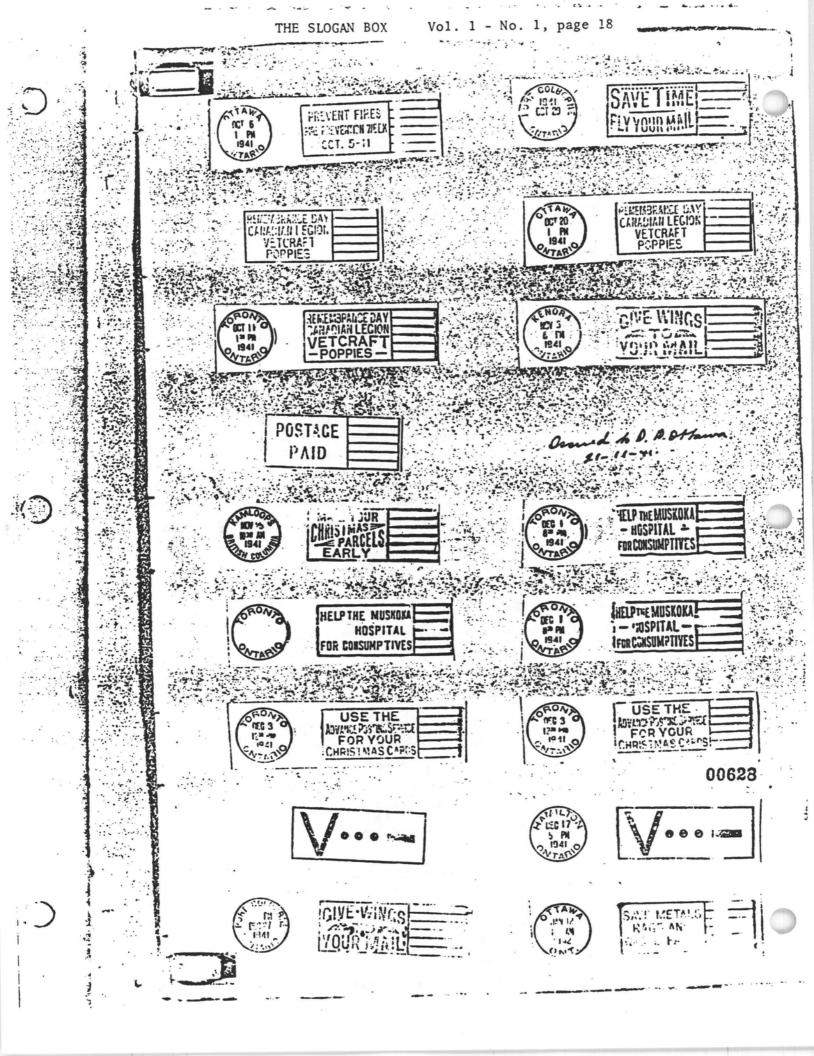
VICTORIA

WINNIPEG

AUG 11.41AUG 8.41FEB 3.43Note that recorded earliest precedes Receipt
date by three days.AUG 15.41MAY 20.42AUG 15.41AUG 15.41MAY 20.42DEC 17.41DEC 22.41FE 21.43AUG 14.41AUG 14.41AP 6.42

00003	NAME OF POST OFFICE Sastal	in last
0.7703	NAME OF POST OFFICE	any Lask
· · · · · · · · · ·	BLUG READING	INSUED RETURNED
Vost affice 6.	O.D. Speede business"	51-27
	oney Orders concr the Globe wee them	
See Muniation Or	Thei System Working at the Sachatoon	
	itition July 25-30	4-6-27
Jour Postina	- sell' Stamps"	21.8.27 3-11-27
	in Sells mailing Listo"	3-11-27.12-3-28
- mail Early B	sere your gigts arive in dime	18-11-27 3-1-28
	blake advantage of mid- Day mala	13.3.28 8-6-28
" Bostmasters' &	mention saskatoon, June 26th	· meter Entime
	27th, and 28th	17.4.28 3.7.28
"See ministere	Postal system Working at the	
Back	ton Exhibition July 23-28	13-6-28 2.8-28
- your Costm	ster Sella mailing sicts	7.8.28 20-1028
"Inoure your	Sancela at the Cast office"	20-10-28 19-11-28
-mail Early B	user gour giges anive in time	6-11-28 10-12-28
" lese an mil	Level 10 to 29 Special Cranie Hugts"	10-11-28 8-1-29
"adrice your loon	enfordente of your Concert Cart Office Uddree	· 10-12-28 11-3-29
"your Ratma	~ Solls Stamps	11-3-29 2-7-29
"Live your be	enge of addres to the Costmaster.	27.29 7.9.29
Observe 1	under.	17-92922-11-29
Place Getu	n address on all mail "	17-8-27 3-5-30
amistice Day los	median Segion Diteregt Coffice	8-10-22 18-11-29
"mail Early on	"me your egists Drieve in Dime"	6-11-29 8-1-30
* Save Time	use an mal	14-11 22 4-1030
- Observer)	Sunday	10.4.30 205.30
·belebrate Domin	non Day at Bike Sake July 1st ban	hin
oregin show	to Day and Water warmen	9.6.30 21.7.30
	Setter of Value	23.9.30 20-0-31
· Ormestere Way	bandes wegion Vieteraft & offices	2.10.30 15.1:37
maltoaly is	essure your fulto anno in June	(11-2:5-1-3)
"Work and Er	nide 4Dr 42 to Reduce Give mployment	
· absence	Joundary	3.3.31 9-6-31
· Bat spice 3	0 D. Speed Enouress	7.6.21 11 5 33
	ing in show sign interest Goffies"	21-10-31 18-11-31
· mail Early C	" ime agour igits Drave in Eume"	3-11-31 4-1-32
Lee the it lean	" Postimon at your theatre"	50-2-12 1-3-32

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MEMBERSHIP LISTING

The following are the Macine Slogan Study Group members, their addresses, collecting interests and whether they wish to exchange material (XM) or to exchange information (XI).

Charlottetown and Summerside.

BARTLETT, WILLIAM 41 Admiral St., Charlottetown, PEI C1A 2C5 International slogans; PEI in general,

COVERT, EARLE

P.O. Box 1070, Hay River, NWT XOE ORO General interest. XM XI

DODWELL, H. K. (KIM) Middle House, Cruckmedle, Hanwood, Shrewsbury, Shropshire, England SY5 8JN KGVI period slogans. XM XI

FELTON, JAMES P.O. Box 56731, Little Rock, AR 72215. W.W.I period. XI

FRASER, DON

ROSENBLAT, DANIEL G.

3612 Wood Duck Circle, Stockton, CA 95207 General interest, 1912 to 1970. Special interests in MUSKOKA, CANADIAN NATIONAL EXHIB. and major multi-office, multi-year slogans. XM XI

1183 Warsaw Ave,, Winnipeg, MB R3M 1C5

Manitoba slogans, especially Winnipeg. XI XM

STEINHART, ALLAN

SWITT, JEFFREY

Pre 1916, XI 3962 Belford Ave., Fort Worth, TX 76103

45 Dunfield Rd, #1910, TORONTO ON M4S 2H3

General interest 1912 to date. Special interest in BUY WAR SAVINGS, Exhibition, Fair and Local Event covers or cards, the International/Universal changeover period, Pictorial slogans, V . . . XM XI

WASHINGTON, THOMAS

USAMEDDAC-J, APO SF, 96343-0076 "Air Mail Saves Time" slogans YM XI

