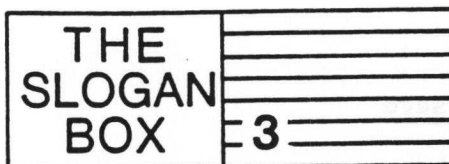


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Newsletter of the BNAPS Machine Slogan Cancel Study Group

VOL. 1 - NO. 3

Editor's Message

JULY 1988

The Chairman reports that our membership has now topped the 20 mark, and this growth is very gratifying. Additionally, the Chairman joins me in expressing grateful appreciation for the increasing rate of response by members to material published in the Slogan Box. In the last issue we felt it necessary to chide members for neglect, but activity since then has increased sharply.

You will see the considerable listing of updates of slogan 895 that have been sent in, while those for slogan 9965 are enough to need a complete revision. In addition to updates, there has also been other valuable and interesting correspondence, with even several kind words about the Slogan Box. However, we have not yet received a ready-to-publish article from a member for inclusion in the Newsletter, though member Jean-Guy Dalpe has submitted a draft for one, so the major contents of this issue are still contributions from Jeff and myself.

A few words about the POPPY DAY slogans classification that follows.

Note that no attempt has been made to list actual dates of usage, since these slogans were always issued in mid-October and withdrawn soon after November 11th. Therefore, earliest and latest use can be so closely anticipated as not to warrant listing. What is important here is to verify and improve on the office usage by years, especially in the period from 1958 on, when the documentation is incomplete.

A major effort has been made to trace the constant interchange of dies between the using offices, but this is not entirely complete because some of the Proof Book receipt strikes are too unclear for die identification. We would especially like to see photos of the following usage that falls into this category.

1940 use of Ottawa and Sault Ste. Marie, 1941 use of Regina, 1942 use of Edmonton and Halifax, 1943 use of Lethbridge and New Westminster and 1947 use of St. John. Also, reports and photos of any unlisted use in 1958-59, where the data is based mostly on my own collection and cannot be considered complete.

A word of warning about the illustrations of the various dies. Most of these are from Proof Book receipt strikes, since there is not enough actual usage available, as the Proof Book pages were oversized, my copies of them on 8 1/2 x 11 pages had to be photo-reduced by about one third. To remedy this, I have had these illustrations photo-enlarged to approximate actual size, but members should not attempt to use them for any precise measurements, since the reduction-enlargement process results in some distortion.

Appended to the classification is a considerable listing of other related POPPY DAY slogans. In any correspondence, will members please indicate whether or not they have an interest in seeing further articles that would more deeply research the use of this related group.

Chairman's Message

I would like to present the membership with the following thought:

"If you are collecting Canadian Slogan cancels--SAVE THE ENTIRE ENVELOPE--you can always cut, but never rejoin, and as far as we can determine the opinion of those who actually buy, by cutting to 2 x 4 you cut off 9/10 of the value."

This is not an original thought, nor is it a new one. In fact this appeared in the June 1945 issue of POPULAR STAMPS in the column penned by Walter Purkis. Walter was a long-time slogan collector whose name frequently appears on the address side of many slogan covers and cards (assuming they haven't all been cut down.)

The "collectability" of 2 x 4 slogans is still a question confronting collectors today. It arose to me in recent letters; one from a member and one from an old-time slogan collector.

The member wrote enthusiastically about his willingness to help the group in any way possible, but apologized for the fact that much of his collection is in 2 x 4 form.

The old-time collector wrote, offering me his collection for sale, stating that he has given up slogan collecting because, as he put it, nobody is collecting slogans any more . . . just covers.

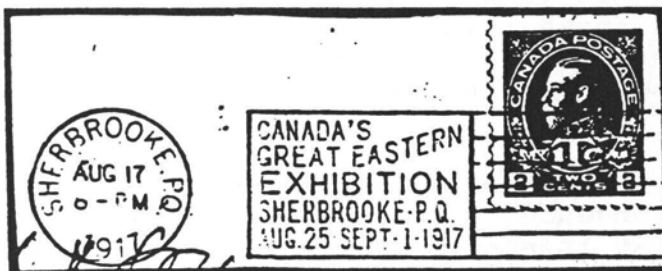
The obvious question perhaps we as collectors should ask is, "Am I collecting slogans, or am I collecting covers with slogans?" There certainly isn't anything wrong with either approach. I'm sure each of us would like to have a collection containing one example of each slogan type, on a nice, clean cover, with full impression.

On the other hand, 2 x 4's have a practical value to the research-minded collector who may require massive amounts of material for study, mounting and annotation. Or, what about just assembling as complete a collection of different slogans on 2 x 4 piece. Heaven forbid!

Personally, I collect in all the above ways.

As to value, I think Walter's 1/10 value of 2 x 4's to covers is pretty close for medium-common material. Very common items may be more realistic at 1/20, and scarce material as much as 1/2. I don't think the emphasis should be placed on whether it is a piece or a cover, but what you do with what you have!

As to desirability, consider the 1917 SHERBROOKE EXHIBITION "2 x 4" shown.



In Sessions' book he notes that at the time of publishing that he had no report of this slogan, a situation that was still true a year ago when I reported my copy to him.

Perhaps a more pertinent approach to setting a direction in collecting is to concentrate on the overall quality of material collected. For example, I would prefer a well-inked, complete strike of a good slogan on a 2 x 4 piece over an inferior strike, incomplete or underinked, on a poor cover or card. I consider the 2 x 4 of the ESTEVAN illustrated PLAN TO PLANT ANOTHER TREE slogan to be a real gem and am quite content to have it (until a real knock-out of a cover comes along!)



**PLAN
TO PLANT
ANOTHER
TREE**



**- INTERNATIONAL -
MINING CONVENTION
MARCH 17-18-19
VANCOUVER CANADA.**



Furthermore the VANCOUVER INTERNATIONAL MINING CONVENTION 2 x 4 certainly has collectable value as it is neatly trimmed, full readable slogan away from the stamp, and a complete strike at the right side.

Member Doug Lingard, writing in the FLAGPOLE, the newsletter of the Flag Cancel Study Group, in an update of pricing WW I flags mentioned that no prices were given for 2 x 4's because of the little demand for them. How ironic that the early collectors apparently preferred the convenience of 2 x 4 strikes, or perhaps never estimated the value and popularity that flag covers would achieve.

In contrast, in the area of Squared Circle postmarks, a few eyebrows were raised a few years ago when several thousand dollars were laid on the auction floor for some scarce squared circle strikes on stamp only.

A beautiful aspect of our hobby is that as collectors we have the privilege of collecting what we want, in the form we want it. In the slogan area, if 2 x 4's suit your taste then collect them that way; or use their tidy size to expand a "collection" to a real "study", or even an "exhibit!"

Regardless of members' agreement about value relationships between pieces and covers; about desirability of 2 x 4's; or about the "best" way to collect slogans I think we should be in agreement that covers should not be reduced to 2 x 4 format, unless it is a real dog and would be better off as a piece.

And, perhaps the most important thing of all . . . have fun!



**WHY WAIT
FOR SPRING?
DO IT NOW!**

COMING NEXT ISSUE

An update on the WHY WAIT FOR SPRING DO IT NOW slogan. Send a note to Dan with your towns and dates. DO IT NOW!

There has been a very substantial number of updates for this slogan from several sources. It is somewhat too lengthy a classification to publish a total revision at this time, so just the latest updates will be listed and to save space, without credit to specific senders, but if you recognize yours, you have our warm thanks.

- BRANDON - I use, latest MAY 4.19, was APR 10.19
- BRANTFORD - Die 2, latest JA 29.20, was DEC 24.19
- CALGARY - U use, earliest JAN 8.20, was JAN 9.20, now latest
- CHARLOTTETOWN - I use, earliest APR 9.19, was APR 10.19
 U use, earliest AUG 3.19, was none
 latest AUG 6.19, was none
- CHATHAM - I use, earliest MAY 5.19, was JUN 9.19
 U use, earliest JULY 11.19, was JULY 18.19
- COBOURG - I use, earliest APR 1.19, was APR 10.19
 latest aug 27.23, was MAR 15.23
- FORT WILLIAM - U use, latest, JAN 17.20, was AUG 17.19, omit "1920 reported"
- FREDERICTON - I use, earliest MAR 7.19, was MAR 15.19
 latest MAY 6.19, was MAY 5.19
 U use, earliest JULY 10.19, was DEC 17.19, now latest
- GALT - I use, earliest JULY 5.19, was JULY 10.19
- GANANOQUE - I use earliest MAY 4.19, was none
- GUELPH - U use, latest JAN 17.20, was JAN 15.20
- HALIFAX - I use, earliest MAR 5.19, was MAR 8.19
 U use, latest JAN 12.20, was JAN 5.20
- HAMILTON - I use latest JUN 4.19, was MAY 21.19
 U use, latest JAN 23.20, was JAN 10.20
- KINGSTON - U use, earliest MAR 14.19, was none
 latest APR 28.19, was none
- LETHBRIDGE - U use, earliest AUG 21.19, was SEP 6.19, now latest
- LINDSAY - I use, earliest MAR 24.19, was "Not reported"
 I use, latest MAY 5.19, was "Not reported"
- MONCTON - U use, DEC 20.19, was "Not reported"
- MONTREAL - I use, die 1, earliest APR 17.19, was JUN 4.19
 I, use, die 3, earliest MAR 8.19, was APR 26.19, now latest
 U use, die 1, earliest JUN 13.19, was JUN 30.19
- NELSON - C use earliest JUL 5.19, was none
 latest DEC 6.19, was none

OTTAWA - U use, earliest MAR 6.19, was APR 8.19
OWEN SOUND - U use, latest OCT 6.19, was AUG 14.19
ST. JOHN, - U use, earliest, AUG 7.19, was AUG 18.19
ST. THOMAS - I use, earliest APR 3.19, was APR 23.19, 3 of APR 3 inverted
SARNIA - I use, earliest MAY 12.19, was MAY 15.19
SASKATOON - U use, latest JULY 23.19, was none
SHERBROOKE - I use, earliest AP 17.19, was APR 21.19, now latest
 latest MAY 10.19, was none
 U use, earliest JULY 3.19, was JULY 29.19
 latest DEC 16.19, was NOV 25.19
STRATFORD - U use, latest DEC 23.19, was SEP 8.19
SYDNEY - U use, earliest JUN 19.19, was NOV. 27.19, now latest
TORONTO - I use, Die 2, earliest MAR 31.19, was MAY 27.19, now latest
 Die 3, earliest, AP 6.19, was MAY 26.19
 latest, MAY 30.19, was MAY 26.19
 Die 4, earliest FEB 27.19, was FEB 28.19
 U use, Die 1, earliest now SEP 23.19, former JULY 21.19
 earliest found to be new die 4,
 latest now DEC 31.19, former JULY 28.20 latest
 found to be new die 4
 Die 2, latest NOV 27.19, was OCT 3.19
 New Die 4, same as Die 1, but Y/BUY directly over A/STAMPS
 earliest JUN 12.19, latest JAN 28.20



BUY WAR SAVINGS
STAMPS AND HELP
RECONSTRUCTION



TRURO - C use, earliest DEC 8.19, was AUG 15.19, now earliest
VANCOUVER - I use, Die 1, latest JUN 13.19, was MAY 26.19
 U use, latest DEC 27.19, was NOV 22.19
VICTORIA - U use, earliest JULY 8.19, was JULY 28.19
WINDSOR - U use, latest DEC 26.19, was NOV 22.19
WINNIPEG - I use, Die 1, latest JUN 20.19, was none
 U use, Die 1, new sub-category with no break at left JUN 25.19
 Die 1, one break at left, latest OCT 15.19, was none
 U use, Die 2, earliest, JULY 9.19, was AUG 7.19
 U use, Die 4, earliest, DEC 9.19, was DEC 28.19
YARMOUTH - C use, latest OC 4.19, was JUN 2.19, now earliest

To the casual observer or collector the two illustrated covers may attract interest just because of the triple strikes of the slogan postmarks. However, this observation is not even the tip of the old philatelic iceberg. Exactly what is going on here? Lets examine the FACTS!

FACT 1: Both covers are non-airmail rated.

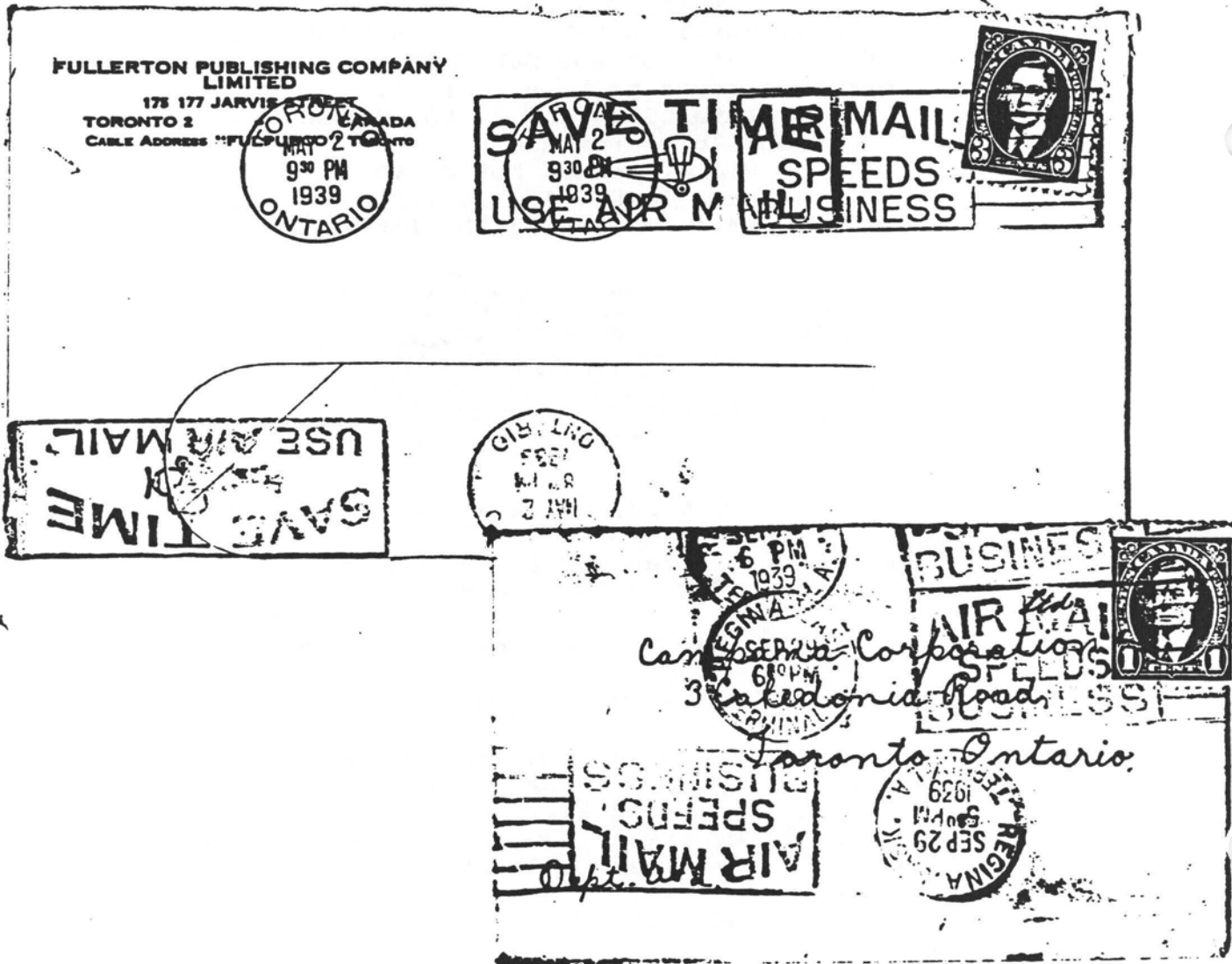
FACT 2: Both covers bear airmail related slogans.

Is anyone catching on yet?? OK, it's all quite simple. During this particular time of airmail expansion the post office department was heavily promoting the use of its airmail service, for a few cents more, of course. Directed at the commercial and individual user of the post, the post office was encouraging its patrons to take advantage of the faster service that airmail offered.

The obvious deduction from these two covers is that the post office department was making a conscious and overt effort to punish any patrons who failed to shell out the extra dough for airmail service! (regardless if it was a local letter!)

Thus mail posted at the surface letter rate was deliberately delayed in transit at the post office while multiple strikes of the airmail propaganda slogans were applied.

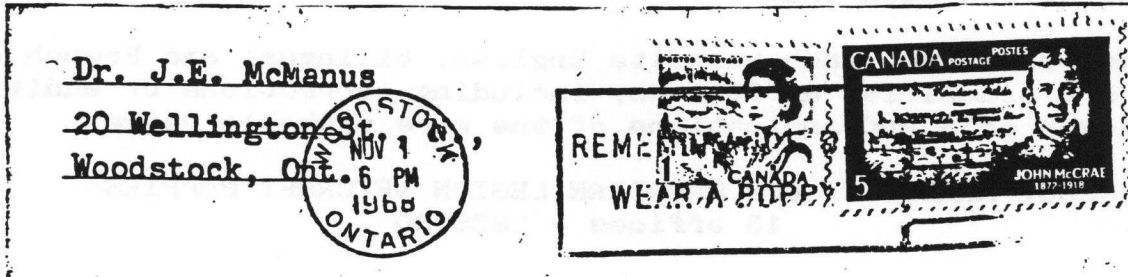
Case solved.



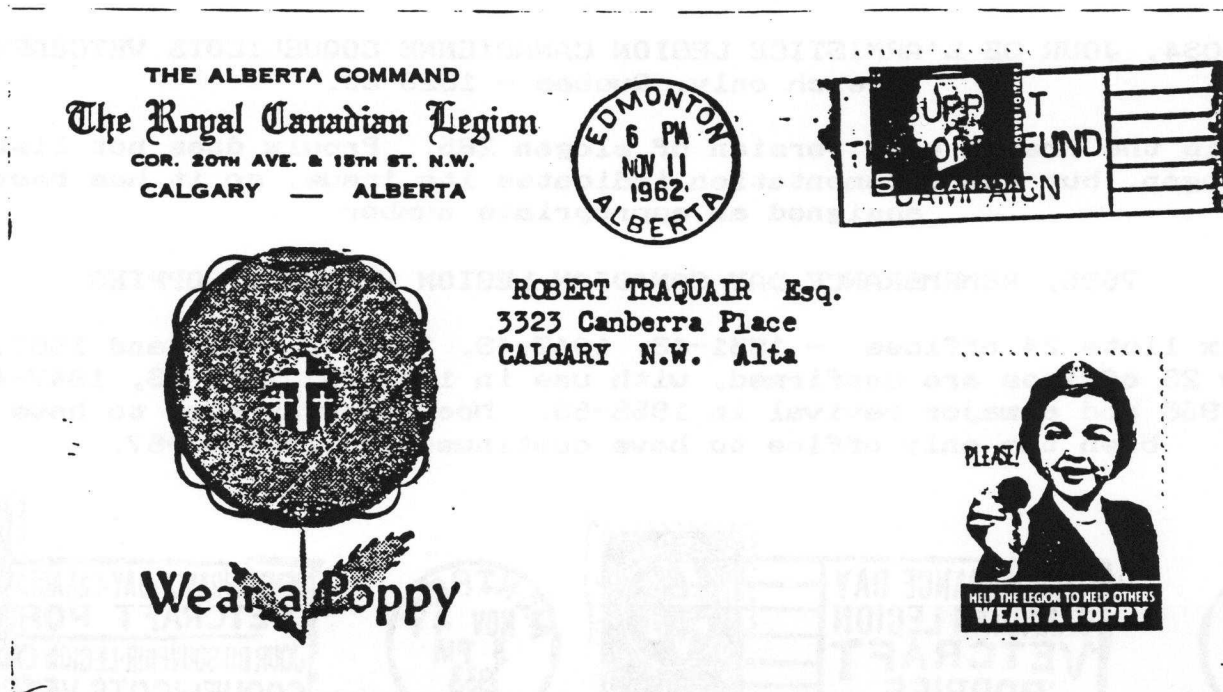
THE "POPPY" SLOGANS, ARMISTICE-REMEMBERANCE DAY RELATED SLOGAN GROUP

"In Flanders fields, where poppies grow
Between the crosses, row on row,"

These lines, by Canadian poet John McCrae, probably inspired the concept of "POPPY DAY", the observance of November 11th by wearing an artificial poppy, made by Canadian Veteran Groups for annual sale on that date.



From as early as 1919 to as late as 1975, purchase of these poppies was encouraged in a considerable number of related slogans, with various wording but a common theme. Some use was by a single or small group of offices, but between 1929 and 1948 and again in 1958-59, it was largely combined into two multi-office standard formats, referencing Armistice Day in 1929-30 and Remembrance Day thereafter. Usage was largely English, but Montreal used a bilingual format and Quebec a French only.



These major groups have been studied, using the following sources. The official P.O. documentation (Distribution Lists until 1931 and Proof Book Receipt Strikes until 1955), the CPSGB Study Group report ending in 1957 and material actually seen. Because the revived usage from 1958 on is later than the documentation and report, it is not as well confirmed as the earlier usage.

THE "POPPY" SLOGANS, ARMISTICE-REMEMBRANCE DAY RELATED SLOGAN GROUP

The slogans of both groups were used annually, for brief periods prior to November 11th. Dies were usually returned after each use, and subsequent annual re-issue to offices was usually random, so the dies were normally, though not invariably, interchanged each year. As dies can be separated by minor differences in letter size and position, the annual English use can often be traced from office to office. In both groups, the Montreal and Quebec use was each from a single distinctive die, re-issued to its individual office each year.

The two major groups, each with its English, bilingual and French only formats, are classified as follows, including corrections or additions to the catalogue data and indications of the more probable usage.

265, ARMISTICE DAY CANADIAN LEGION VETCRAFT POPPIES
13 offices - 1929-30



265-A, ARMISTICE DAY CANADIAN LEGION VETCRAFT POPPIES JOUR DE L'ARMISTICE
LEGION CANADIENNE COQUELICOTS VETCRAFT. Bilingual, Montreal - 1929-30

5034, JOUR DE L'ARMISTICE LEGION CANADIENNE COQUELICOTS VETCRAFT
French only, Quebec - 1929-30.

This is the French only version of slogan 265. Proulx does not list the slogan, but the documentation indicates its issue, so it has been assigned an appropriate number.

7595, REMEMBRANCE DAY CANADIAN LEGION VETCRAFT POPPIES

Proulx lists 24 offices - 1931-43, 1947-49, 1958-62, 1964 and 1967, but only 23 offices are confirmed, with use in 1931-33, 1935-43, 1947-49, 1956 and a major revival in 1958-59. Moose Jaw appears to have been the only office to have continued use in 1960-67.



7595-A, REMEMBRANCE DAY CANADIAN LEGION VETCRAFT POPPIES
JOUR DU SOUVENIR LEGION CANADIENNE COQUELICOTS VETCRAFT

Proulx lists use in Montreal - 1931-33, 1935-41 and 1947-48, but additional use in 1942-43 is confirmed.

THE "POPPY" SLOGANS, ARMISTICE-REMEMBRANCE DAY RELATED SLOGAN GROUP

5035, JOUR DU SOUVENIR LEGION CANADIENNE COQUELICOTS VETCRAFT

Proulx list Quebec use, 1927, 1931-32, 1935-38, 1940-41 and 1947-48. 1927 use was impossible, since the wording is REMEMBRANCE DAY rather than AMISTICE DAY, and there was no use of either format prior to 1929. The documentation indicates use as for slogan 7579 in 1931-33 and 1935-43, but later only in 1948, not 1947.

The details of the usage of these six slogans is as follows:

The bilingual and French only Armistice Day dies, slogans 265-A and 3034, were first issued to Montreal and Quebec in 1929 and re-issued to them again in 1930.

English dies of the Armistice Day slogan 265 were issued to 13 offices in 1929, these being Calgary, Charlottetown, Edmonton, Halifax, London, Ottawa, Regina, St. John, Saskatoon, Toronto, Vancouver, Victoria and Winnipeg. Proulx appears to base his more limited list of 1929 usage on the CPSGB report, which omits Charlottetown, Edmonton, Regina and Saskatoon in 1928, but documentation indicates that all 13 offices had use in both 1929 and 1930.

The dies were randomly re-issued to the same group of offices in 1930, so that no office used the same die in 1930 as in 1929 except Ottawa, which was probably only coincidence. The sequence of re-issue was as shown below:

1929 issue to	1930 re-issue to	1929 issue to	1930 re-issue to
CALGARY	LONDON	ST. JOHN	CHARLOTTETOWN
CHARLOTTETOWN	ST. JOHN	SASKATOON	VICTORIA
EDMONTON	TORONTO	TORONTO	EDMONTON
HALIFAX	SASKATOON	VANCOUVER	HALIFAX
LONDON	REGINA	VICTORIA	WINNIPEG
OTTAWA	OTTAWA	WINNIPEG	VANCOUVER
REGINA	CALGARY		

The name change from Armistice Day to Remembrance Day required issue of new dies in 1931. A new bilingual die of slogan 7595-A was issued to Montreal and a new French only die of slogan 3035 to Quebec.

The same 13 offices which had used English slogan 265 in 1929-30 were issued new dies of slogan 7579 and all continued to use the slogan in 1932-33. Proulx includes 1934 usage, possibly because the CPSGB reported Calgary in 1934, but documentation indicates no usage of the die by any office in that year.

As with 265, letter positions and presence or absence of dashes around POPPIES on 1931 English dies permits separation, indicating that with only a few exceptions, possibly coincidental, subsequent use was from random re-issue of prior year dies. See Appendix A for illustrations of the 13 die proofs. These original 1931 dies are designated A to M.

The 13 offices using slogan 7595 in 1931-33 resumed use in 1935, but employed only 4 of the original dies. However, of the 9 retired, at least 8 were retained for subsequent re-issue after 1946. Therefore, 9 new replacement dies were needed in 1935 and at least 3 more were issued between 1936-41 as additions or replacements. These 12 additional dies are not as easily separated as were those of 1931, but they can be identified as a group because all but one had dashes around POPPIES and these dashes were somewhat longer than those of the 1931 dies,

Since all proof illustrations of these 12 new dies are not clear, they are illustrated by a mixture of photos of proofs and actual strikes in Appendix B, the dies designated N to Y.

Tracing movements of these dies from office to office is hampered by the fact that if actual strikes are not available, die identification must be made from the receipt strikes in the Proof Book in the period 1935-49. Many of these are unclear and incomplete, so some of the re-issue sequence listed is based on guess work, and occasionally some cannot even be guessed at, and are indicated in the classification as unidentified.

1940 saw the first change in the employing offices since the use began. Twelve of the original 13 offices continued use in 1940, but documentation does not include a receipt strike from Victoria. Instead, Sault Ste. Marie was added. However, this appears to have been reversed in 1941, with Sault omitted and Victoria reinstated. Also in 1941, Ottawa was issued a die (designated Y) in a recognizably new format, with VETCRAFT in a straight line, rather than arced, and no dashes around POPPIES. Subsequent use of this single 2nd format die can be easily traced from office to office,

In 1942 the using offices were changed even more radically. Omitted were Charlottetown, Saskatoon, Vancouver, Victoria and Winnipeg, but an equal number of new offices were added, being Fredericton, Lethbridge, Moose Jaw, New Westminster and Windsor. Windsor has been reported in 1941, but the documentation indicates that it was not introduced until 1942.

A further change took place in 1943, when Halifax, London, St. John and Windsor were also omitted, but Brantford and Sudbury were added, dropping the using total to only 11 offices.

As in 1934, all usage ceased in 1944-46, but resumed briefly in 1947-49. The 11 using offices of 1943, Brantford, Calgary, Edmonton, Fredericton, Lethbridge, Moose Jaw, New Westminster, Ottawa, Regina, Sudbury and Toronto, all resumed use, but so also did Halifax, London, St. John, Sault Ste. Marie and Windsor, bringing the total to 16. This was the largest number of using offices in any year, although only 8 of these were among the original 13.

The number of offices was reduced to 15 in 1948, omitting Halifax, New Westminster and Sudbury, but adding Saskatoon and Vancouver. Use in this period ended for most of these offices in 1948, but Ottawa continued to use the slogan in 1949, the only office to do so, and only for one year. Both the bilingual Montreal and French only Quebec use ceased in 1948.

No use is known in 1950-55, but use from Port Alberni, B.C. in 1956 has been seen. Port Alberni had not used the slogan previously, and the re-issue of a die to this small office only is surprising.

Multi-office use of slogan 7595 was revived in 1958-59. Since this is later than any documentation or reports, its classification must be based only on material actually seen. Recorded is 1958 usage from Edmonton, Hamilton (not a previous user), Moose Jaw, Ottawa, Toronto, Vancouver, Windsor and Winnipeg and 1959 use of Calgary, Halifax, Toronto, Windsor and Winnipeg.

Probably this revived use was from more than the offices seen, perhaps even including all offices with 1947-48 use. It is also possible that 1959 use was from at least the same offices as in 1958, but there is no confirming source. The dies of this period, as was the case in 1947-48, are largely re-issues of 1931 dies, held in reserve from 1935 until 1947.

As to later use, only one instance has been seen, Moose Jaw in 1966, but Moose Jaw is reported in 1963-5 and it is very possible that this office continued to use the slogan in 1960-67, the only office to do so.

Members are asked to report to the Editor any additional usage from 1958, preferably with photo-copies to establish die identification.

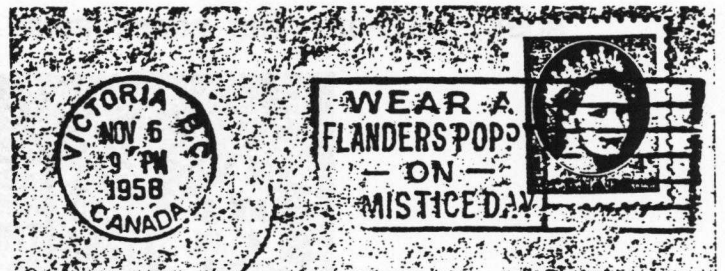
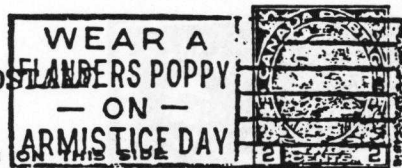
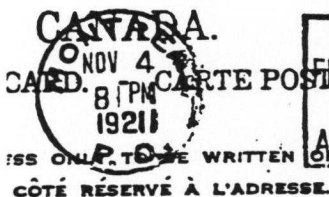
Proulx says 7579 was used in 24 offices, but only 23 are accounted for, 21 offices with earlier use plus Port Alberni in 1956 and Hamilton in 1958. Others may exist in 1958-59, where data is probably incomplete.

Related slogans with the same theme.

It is appropriate to include a listing of many related slogans sharing the POPPY DAY theme, which eventually should be studied in relation to the multi office usage, with which some of these were concurrent. Since these slogans are scattered throughout the entire catalogue, the list may not be complete and additions are solicited. The indicated usage is based on sources previously mentioned, although in some cases with question marks. It often varies from that indicated by Proulx.

Slogan 10350, WEAR A FLANDERS POPPY ON ARMISTICE DAY

Truro - 1919, 1920(?), 1921-22, Montreal - 1921, Victoria - 1958-59



Slogan 7078, PORTEZ LE COQUELICOT LE JOUR DE L'ARMISTICE WEAR A POPPY ON ARMISTICE DAY, Bilingual, Montreal - 1922 and 1924-26, Quebec - 1922

Slogan 10355-A, WEAR A POPPY ON ARMISTICE DAY PORTEZ LE COQUELICOT LE JOUR DE L'ARMISTICE, bilingual, Montreal - 1923

Slogan 4797, IN EVERY HOME A POPPY, Ottawa - 1924

THE "POPPY" SLOGANS, ARMISTICE-REMEMBRANCE DAY RELATED SLOGAN GROUP

Slogan 4180, HAMILTON G.W.V.A. POPPY DAY (Dates)
Hamilton - 1924-25 and 1927

Slogan 10356, WEAR A POPPY ON ARMISTICE DAY MADE BY DISABLED RETURNED
SOLDIERS IN ALBERTA, Calgary - 1924-25

Slogan 10362, WEAR A VETCRAFT POPPY NOV. 11TH ARMISTICE DAY POPPY DAY
FUND, Toronto - 1925



Slogan 10358, WEAR A POPPY ON NOVEMBER 11TH. Toronto - 1926

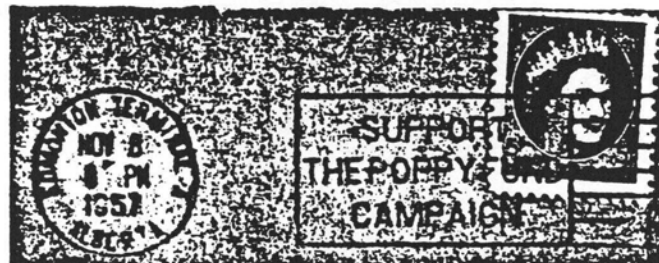


Slogan 10355, WEAR A POPPY ON ARMISTICE DAY
Calgary - 1926, London - 1958-59

Slogan 4205, HAMILTON VETERANS POPPY DAY (Dates). Hamilton, 1927-30

Slogan 5347, LEST WE FORGET NATIONAL POPPY DAY NOVEMBER 11TH
Fort William - 1928-33

9095, SUPPORT THE POPPY FUND CAMPAIGN, Edmonton - 1955-68



Slogan 830, BUY A POPPY, Parry Sound - 1956-60, 1962-65

Slogan 5345, LEST WE FORGET BUY A POPPY
Orillia - 1957, 1959-60(?). Vancouver - 1969(?)

Slogan 10352, WEAR A POPPY,
Duncan - 1957-58, 1959-63(?), 1965-66, 1967(?), 1968 and 1970-71(?)



Slogan 831, BUY A POPPY LEST WE FORGET, Huntsville - 1959

Slogan 7597, REMEMBRANCE DAY WEAR A POPPY
Welland - 1959(?), 1960, 1961-62(?), 1963, 1964-71(?),
Woodstock - 1961-62(?), 1963, 1964-65(?), 1966, 1967-68(?)

Slogan 5315, LEGION WEEK (Dates) Vancouver - 1960-61

Slogan 7555, REMEMBER THE DEAD HELP THE LIVING WEAR A POPPY
Dunnville - 1960-62(?), 1963-64, 1965-67(?), 1968



Slogan 10353, WEAR A POPPY NOVEMBER 11TH
Stratford - 1961(?), 1963-64, 1965(?) and 1973(?)

Slogan 4805, IN REMEMBRANCE WEAR A POPPY. Trenton - 1962-63, 1969, 1970

Slogan 5349, LEST WE FORGET WEAR A POPPY NOVEMBER 11TH
Vancouver - 1963-68



Slogan 9095-A, SUPPORT THE POPPY FUND CAMPAIGN, bilingual,
Edmonton and Saskatoon - 1970

Slogan 7596, REMEMBRANCE DAY LE JOUR DU SOUVENIR
Moose Jaw and Woodstock - 1974-75

APPENDIX A

Thirteen original dies of slogan 7595, designated A to M, showing the office to which it was first issued in 1931.



DIE A, CALGARY



DIE B, CHARLOTTETOWN



DIE C, EDMONTON



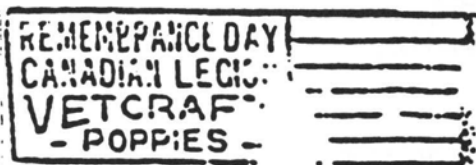
DIE D, HALIFAX



DIE E, LONDON



DIE F, OTTAWA



DIE G, REGINA



DIE H, ST. JOHN



DIE I, SASKATOON



DIE J, TORONTO



DIE K, VANCOUVER



DIE L, VICTORIA



DIE M, WINNIPEG

APPENDIX B

Twelve additional dies of slogan 7595, designated N to Y, showing the office to which it was first issued in 1935-41.



DIE N, VICTORIA
1935



DIE O, TORONTO
1935



DIE P, CALGARY
1935



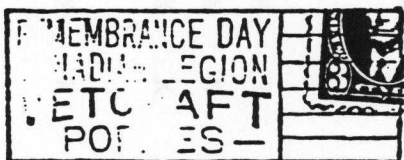
DIE Q, VANCOUVER
1935



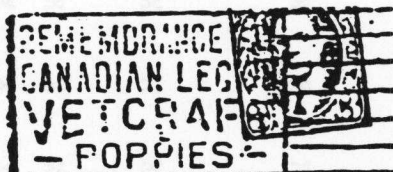
DIE R, HALIFAX
1935



DIE S, OTTAWA
1935



DIE T, ST. JOHN
1935



DIE U, EDMONTON
1935



DIE V, LONDON
1935



DIE W, SASKATOON
1936



DIE X, TORONTO
1939



DIE Y, OTTAWA
1941

THE "POPPY DAYS" SLOGANS, ARMISTICE_REMEMBRANCE DAY RELATED SLOGAN GROUPS

APPENDIX C

Slogans 365, 365-A, 3034, 7595, 7595-A and 3035, use by offices in 1929-67

OFFICE	1929	1930	1931	1932	1933	1935	1936	1937	1938	1939	1940	1941	1942	1943	1947	1948	1949	1956	1958	1959	1960-7
BRANTFORD														X	X	X					
CALGARY	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					X
CHARLETTETOWN	X	X	X	X	X	X	X	X	X	X	X	X	X								
EDMONTON	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
FREDERICTON													X	X	X	X					
HALIFAX	X	X	X	X	X	X	X	X	X	X	X	X	X								
HAMILTON																					X
LETHBRIDGE													X	X	X	X					
LONDON	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
MOOSE JAW																					X
NEW WESTMINSTER																					
OTTAWA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PORT ALBERNI																					X
REGINA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
ST. JOHN	X	X	X	X	X	X	X	X	X	X	X	X	X								
SASKATOON	X	X	X	X	X	X	X	X	X	X	X	X	X								
SAULT STE. MARIE																					
SUDBURY																					
TORONTO	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
VANCOUVER	X	X	X	X	X	X	X	X	X	X	X	X	X								
VICTORIA	X	X	X	X	X	X	X	X	X	X	X	X	X								
WINDSOR																					
WINNIPEG	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MONTREAL	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
QUEBEC	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

THE "POPPY DAY" SLOGANS, ARMISTICE-REMEMBRANCE DAY RELATED SLOGAN GROUP

APPENDIX ID

Interchanged usage of 13 original and 12 additional dies of slogan 7595

Usage by years of the 13 original dies, designated A to M, see Appendix A for illustrations

DIE	1931	1932	1933	1935	1936	1937	1938	1939	1940	1941	1942	1943	1947	1948	1949	1956	1958	1959	1960	1967
-----	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

A	CALG	REG	CALG										SOO	TOR						
B	CHAR	SASK	SASK										SUD	OTT		TOR	TOR			
C	EDM	VIC	REG										LON	EDM						WIND
D	HAL	OTT	OTT	CHAR	OTT	VIC	HAL	ST.J	VAN	WINN	REG	FRED	FRED	FRED						
E	LON	HAL	LON	WINN	CHAR	CHAR	ST.J	SASK	LON	BRANT	WIND									
F	OTT	TOR	HAL																	
G	REG	CHAR	CHAR										N.W.	VAN		M.J.	WINN			
H	ST.J	ST.J	ST.J	REG	ST.J	HAL	OTT	WINN	LON	CHAR			BRANT	BRANT						
I	SASK	EDM	VIC										BRANT		PORT	OTT	ALBERNI			
J	TOR	LON	TOR	SASK	VAN	TOR	EDM	REG	N.W.				CAL	M.J						
K	VAN	CAL	VAN										OTT	LON		VAN				
L	VIC	VAN	WINN													WINN				
M	WINN	WINN	EDM													EDM				

Note that die F appears to be the only die retired after 1933 usage.

Eight other dies were placed in reserve after 1933 and re-issued in either 1947 or 1958.

Four dies had intermittent usage throughout the entire period.

THE "POPPY DAY" SLOGANS, ARMISTICE-REMEMBRANCE DAY RELATED SLOGAN GROUP
APPENDIX D continued

Interchanged usage of 13 original and 12 additional dies of slogan 7595

Usage by years of the 12 additional dies, designated N to Y, see Appendix B for illustrations

DIE	1935	1936	1937	1938	1939	1940	1941	1942	1943	1947	1948	1956	1958	1959	1960-67
N	VIC	TOR	OTT	TOR	CAL	CHAR	CAL	ST.J			ST.J				
O	TOR	REG	SASK	CAL	VAN	CAL	VIC								
P	CAL	WINN	EDM	CHAR	SASK		EDM	WIND		M.J.	REG				
Q	VAN	EDM	LON	VAN	CHAR	HAL	HAL	LETH	M.J.	LETH	LETH				
R	HAL	LON	CHAR	LON	LON		VAN	M.J.	FRED						
S	OTT	VIC	REG	SASK	EDM	EDM	ST.J	FRED	CAL	HAL	WIND				
T	ST.J	CAL	VAN	REG	HAL		LON	CAL	EDM	REG	CAL				
U	EDM		CAL			REG	SASK				SASK				
V	LON	HAL	ST.J	WINN	VIC	WINN		REG	SUD						
W		SASK	WINN	VIC	OTT	ST.J									
X				TOR	TOR	TOR	TOR	OTT	TOR	TOR	TOR		HAM		M.J.
Y							OTT	TOR	OTT	EDM	SOO		WINN	CAL	

Die identification has not been established for the following offices in the years indicated.

- 1940 - Ottawa and Sault St. Marie
- 1941 - Regina
- 1942 - Edmonton and Halifax
- 1943 - Lethbridge and New Westminster
- 1947 - St. John

The Calgary Compass Direction Slogans of 1947-1967 (Proulx 2155)

Jeffrey Switt

For two decades Calgary used slogan postmarks to publicize the necessity for using compass directions in the addresses of mail sent to Calgary. An example of this use can be seen in the address of the lower cover on this page: "222-58th Avenue S.E."

These slogans can be divided into two types determined by the number of lines of words in the slogan.

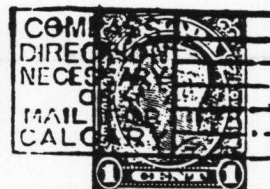
Type 1: Slogan in 6 lines 1947-1956

Type 2: Slogan in 5 lines 1956-1967

With the help of Dan Rosenblat 7 dies of the Type 1 have been identified. Study of the Type 2 continues.

In addition to the many dies, there are numerous die/dater hub combinations available. However the tracking of dies in conjunction with dater hubs is proving to be most difficult if not pointless. There is much satisfaction to be had from identifying and tracking dies which became damaged - nicked, broken lines, etc.

The author could use a cover with a clear example of Die F should a member have one to spare.



TYPE 1



TYPE 2

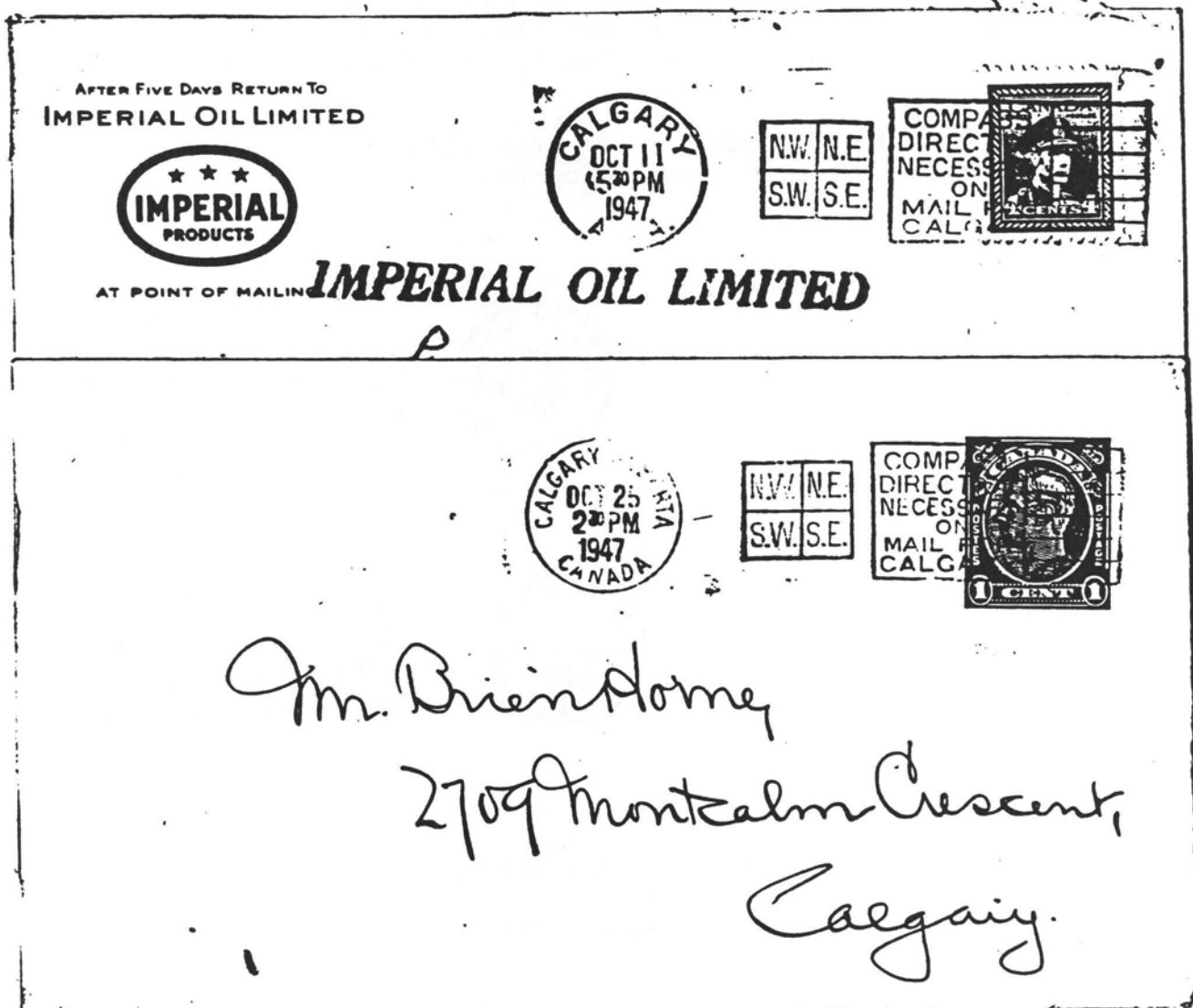
Mr. B. Horne,
Horne & Pitfield Ltd.,
222 - 58th Avenue S.E.,
Calgary, Alberta.

COMPASS
DIRECTION
NECESSARY
ON
MAIL FOR
CALGARY

TYPE I: 6 Line Slogan

DIE A: Slogan box 22.75 x 20 mm
M of MAIL flush left over C of CALGARY
I of MAIL over vertical leg of L of CALGARY
F of FOR over base of left leg of A of CALGARY

DIE B: Slogan box 21.5 x 19.25 mm
M of MAIL indented
I of MAIL right of vertical L of CALGARY
F of FOR cetered over left leg of A of CALGARY



COMPASS
DIRECTION
NECESSARY
ON
MAIL FOR
CALGARY

TYPE I: 6 Line Slogan

DIE C: Slogan box 22 x 20 mm

M of MAIL indented, larger than Die B

I of MAIL over right tip base of L of CALGARY

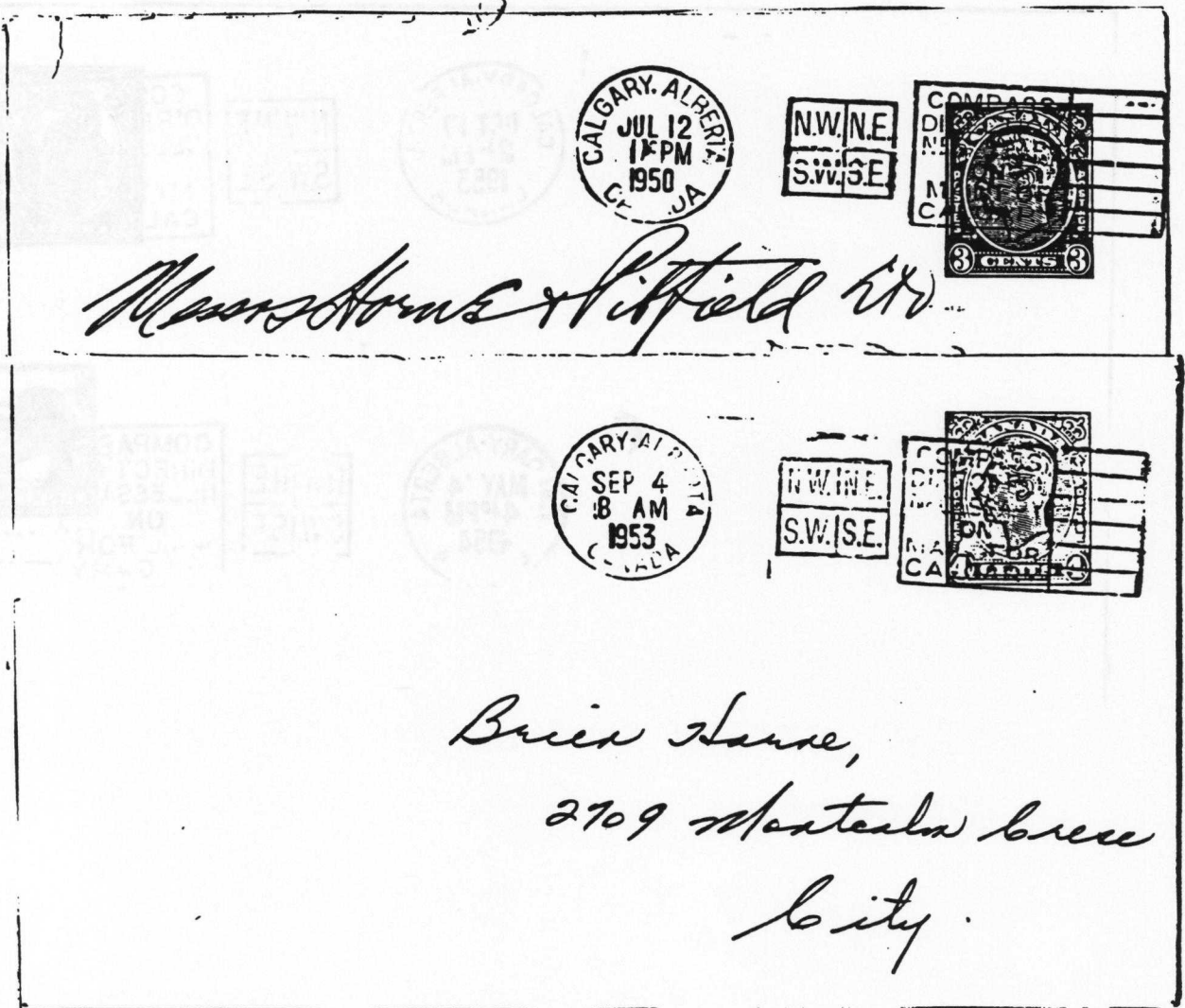
F of FOR centered over left leg of A of CALGARY

DIE D: Slogan box 21.25 x 20.5 mm

M of MAIL flush left over C of Calgary

I of MAIL over vertical leg of L of CALGARY

F of FOR centered over peak of A of CALGARY

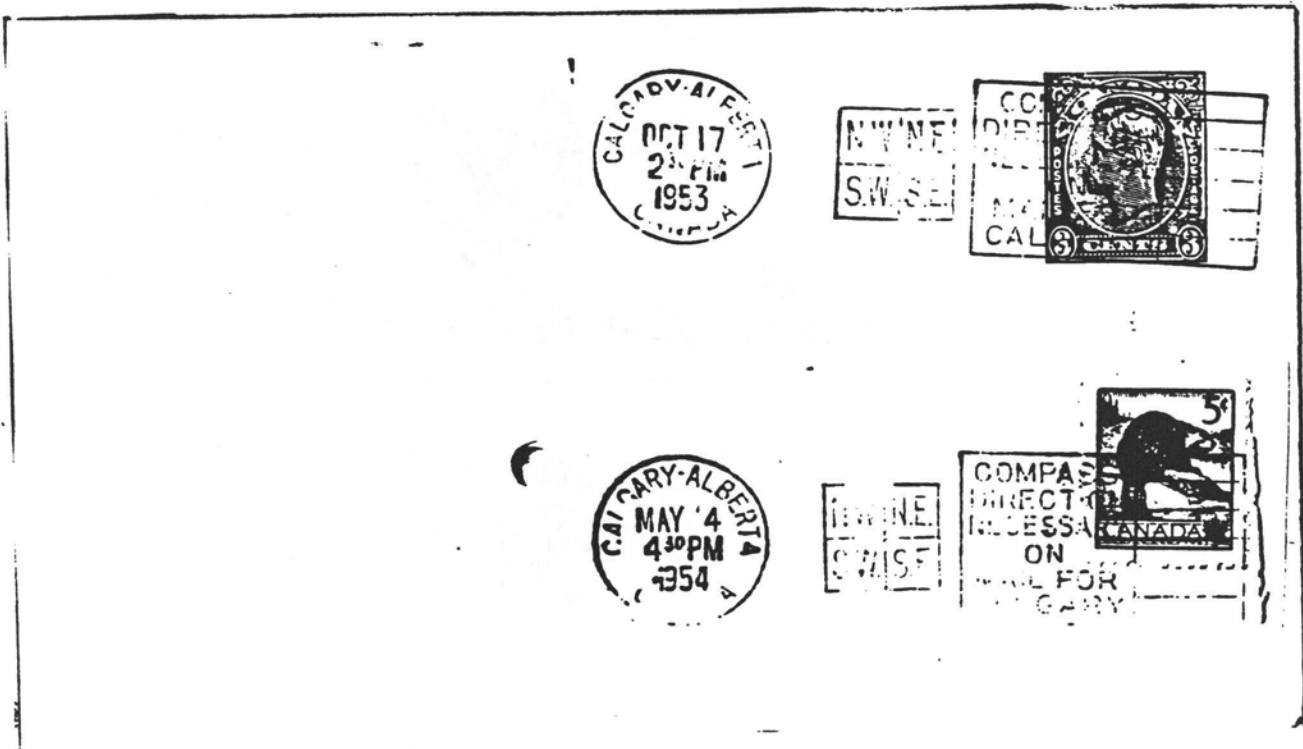


COMPASS
DIRECTION
NECESSARY
ON
MAIL FOR
CALGARY

TYPE I: 6 Line Slogan

DIE E: Slogan box 24 x 22 mm
M of MAIL indented, larger than Die C
I of MAIL centered over base of L of CALGARY
F of FOR over base of left leg of A of CALGARY

DIE F: Slogan box 22 x 22 mm
M of MAIL indented
I of MAIL centered over base of L of CALGARY
F of FOR between GA of CALGARY



COMPASS
DIRECTION
NECESSARY
ON
MAIL FOR
CALGARY

TYPE I: 6 Line Slogan

Die G: Slogan box 21.25 x 21.5 mm
M of MAIL indented

I of MAIL crooked, over base of L of CALGARY
F of FOR centered over peak of A of CALGARY



Mr. & Mrs. B. Horn,
2709 Montcalm Crescent,
Calgary.

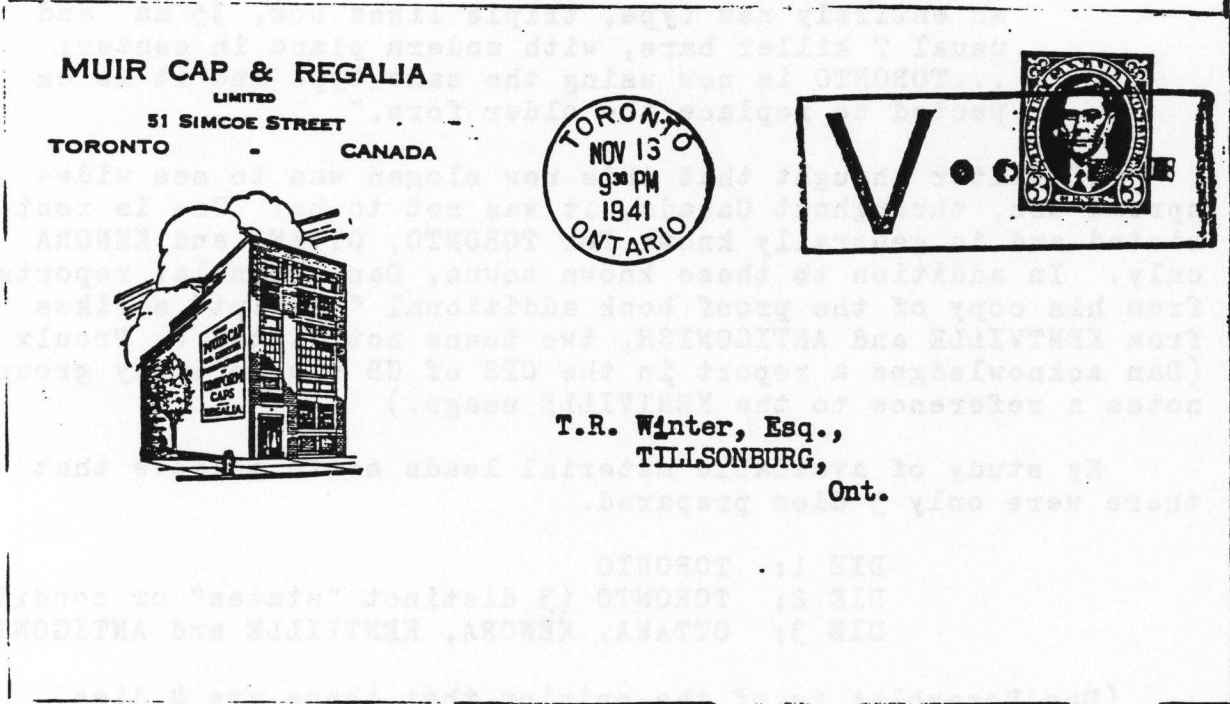
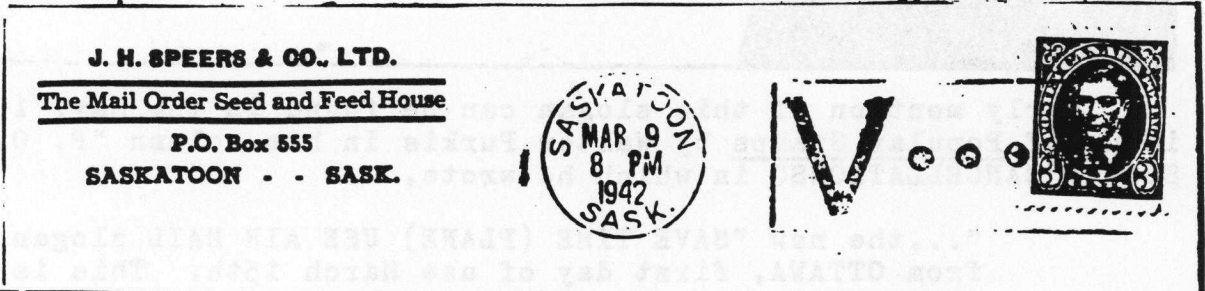
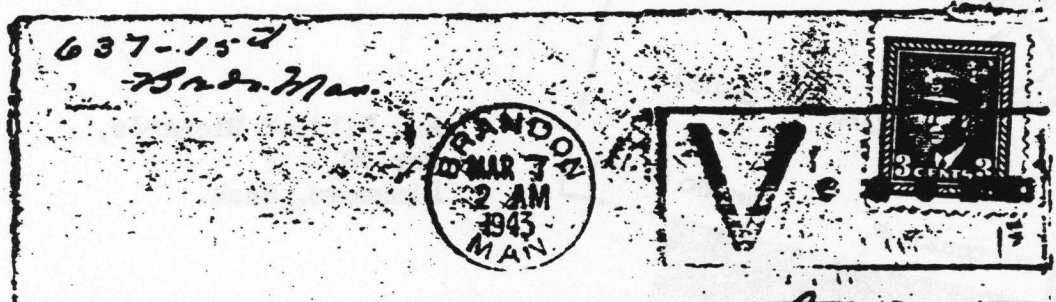
Updates from the original listing in SLOGAN BOX No. 1 are indicated by an asterisk,

OFFICE	RECEIPT	EARLIEST	LATEST
BRANDON	* FEB 27.43	* MAR 7.43	None
CALGARY	AUG 18.41	AUG 26.41	* FEB 17.43
CAMPBELLFORD	AUG 16.41	None	None
CHARLOTTETOWN	AUG 19.41	* OCT 11.41	* DEC 12.42
EDMONTON	AUG 17.41	* AUG 18.41	* NOV 21.42
FREDERICTON	MAY 18.42	* MAY 21.42	* JUL 7.42
HALIFAX	AUG 15.41	* AUG 15.41	NOV 15.42
HAMILTON die 1	AUG 8.41	* AUG 10.41	& OCT 18.41
Probably replaced by die 2, so no 1942-43 usage			
HAMILTON die 2	DEC 14.41	* DEC 29.41	* FEB 6.43
LONDON Die 1	MAY 29.42	JUN 2.42	* FEB 20.43
LONDON Die 2	FEB-MAR.43 ?	None	None
MONTREAL	AUG 13.41	AUG 13.41	FEB 6.43
OTTAWA	AUG 7.41	* AUG 8.41	* FEB 15.43
QUEBEC	AUG 16.41	SEP 4.41	JAN 25.43
REGINA	AUG 18.41	* SEP 25.41	* JAN 16.43
ST. JOHN	AUG 15.41	AUG 15.41	SEP 15.41
SASKATOON Die 1	AUG 16.41	* AUG 19.41	* JAN 3.42
SASKATOON Die 2	APR 30.42	* MAR 9.42	* FEB 16.43
Earliest use well before receipt strike date is unusual, but possible. Replacement or concurrent use not yet established, but replacement more probable.			
TORONTO	AUG 11.41	AUG 8.41	FEB 3.43
Note earliest 3 days prior to receipt date			
VANCOUVER	AUG 15.41	AUG 15.41	* MAY 21.42
VICTORIA	DEC 17.41	* DEC 19.41	FEB 21.43
WINNIPEG	AUG 14.41	AUG 14.41	APR 6.42

We are pleased to illustrate the first report of a BRANDON strike from the collection of Robert Thorne.

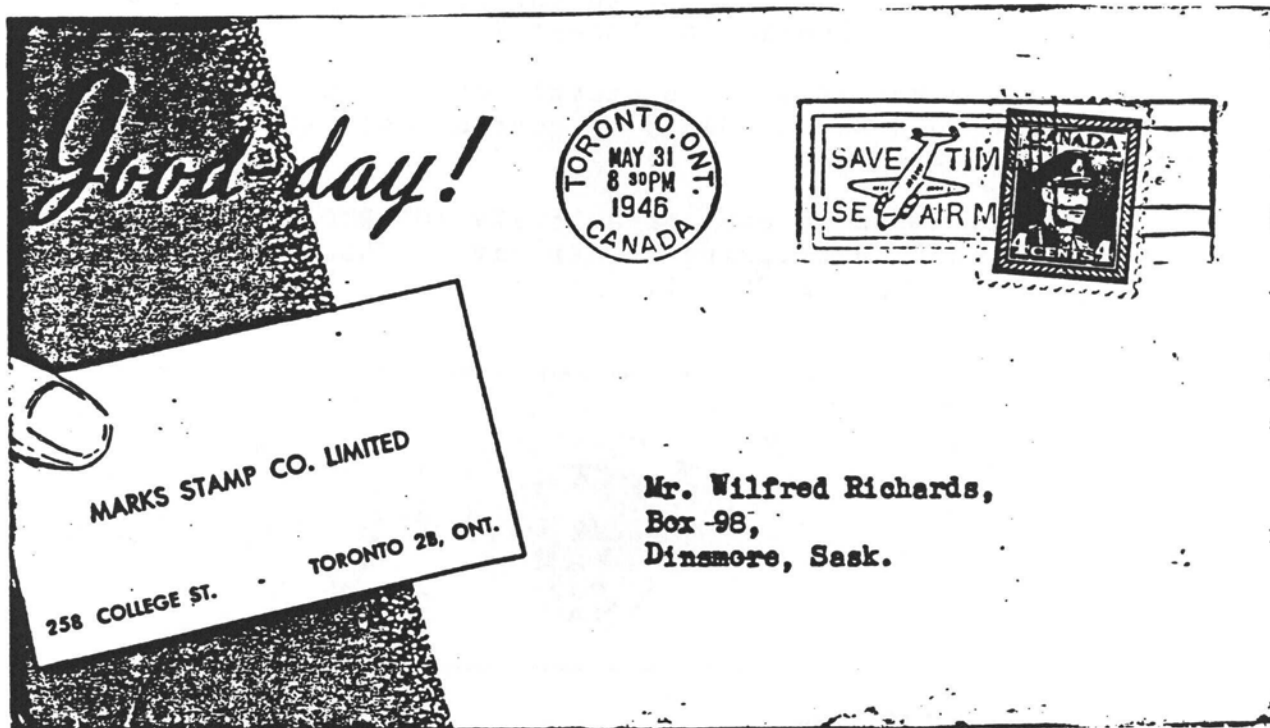
From John Robertson, his example of the earliest reported date of SASKATOON DIE 2, MAR 9, a considerable time before the receipt date of APR 30.

Jim Felton sent a copy of a lovely TORONTO cover, a full strike with tidy advertising corner card. This cover has just about everything going for it.



SAVE TIME / USE AIR MAIL With Airplane in Triple Box (Proulx 7881)

Jeffrey Switt



Early mention of this slogan can be found in the May, 1946 issue of Popular Stamps by Walter Purkis in his column "P. O. SLOGAN CANCELLATIONS" in which he wrote,

"...the new "SAVE TIME (PLANE) USE AIR MAIL slogan from OTTAWA, first day of use March 15th. This is an entirely new type, triple lined box, 35 mm and usual 7 killer bars, with modern plane in center; ...TORONTO is now using the same type and it is expected to replace the older form."

If Walter thought that this new slogan was to see widespread use, throughout Canada, it was not to be. Use is restricted and is generally known for TORONTO, OTTAWA and KENORA only. In addition to these known towns, Dan Rosenblat reports from his copy of the proof book additional "receipt" strikes from KENTVILLE and ANTIGONISH, two towns not listed by Proulx. (Dan acknowledges a report in the CPS of GB slogan study group notes a reference to the KENTVILLE usage.)

My study of available material leads me to believe that there were only 3 dies prepared.

DIE 1; TORONTO
DIE 2; TORONTO (3 distinct "states" or condition
DIE 3; OTTAWA, KENORA, KENTVILLE and ANTIGONISH

(Dan Rosenblat is of the opinion that there are 4 dies, with the third state of my Die 2 being a new die. Please see my separate comments which follow this article)

SAVE TIME / USE AIR MAIL Cont'd.

Schedule of known usage

DIE 1 (TORONTO only)

<u>RECEIPT</u>	<u>EARLY DATE</u>	<u>LATE DATE</u>
MAR 15, 1946	MAR 18, 1946	AUG 5, 1947
JAN 6, 1948	JAN 6, 1948	JUN 1, 1948

Two receipt strikes are recorded in the proof book, thus two distinct periods of use are assigned

DIE 2-1 (TORONTO only)

<u>RECEIPT</u>	<u>EARLY DATE</u>	<u>LATE DATE</u>
APR 2, 1946*	APR 4, 1946	AUG 28, 1946

DIE 2-2 (TORONTO only)

<u>RECEIPT</u>	<u>EARLY DATE</u>	<u>LATE DATE</u>
not applicable	NOV 22, 1946	FEB 16, 1947

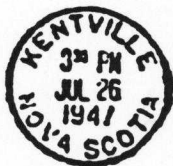
DIE 2-3-(TORONTO only)

<u>RECEIPT</u>	<u>EARLY DATE</u>	<u>LATE DATE</u>
MAR 10, 1948	MAY 3, 1947	FEB 21, 1948

* The proof book shows a second strike of DIE 1 dated APR 2, 1946, which was originally receipted on MAR 15. This APR 2 date is assigned to die 2 on the assumption that DIE 1 was struck and recorded in place of DIE 2 out of indifference or in error

DIE 3 (OTTAWA and KENORA with receipt strikes for KENTVILLE, ANTIGONISH)

<u>RECEIPT</u>	<u>EARLY DATE</u>	<u>LATE DATE</u>
OTTAWA MAR 15, 1946	MAR 18, 1946	APR 6, 1946
KENORA MAY 13, 1946	JUN 13, 1946	MAY 21, 1947
KENTVILLE JUL 26, 1947	_____	_____
ANTIGONISH MAR 15, 1948	_____	_____



SAVE TIME / USE AIR MAIL, Cont'd.

While the records show that Die 2 TORONTO was issued some time after the Die 3 OTTAWA, et al, I have made my die designations out of convenience in working with the TORONTO dies as a group rather than by chronological appearance.

DIE IDENTIFICATION

DIE 1: 3 dots over left wing
V of SAVE centered over dots
U of USE to left of inner frame lines

DIE 2: 4 dots over left wing
V of SAVE over leftmost dot
U of USE centered under inner frame lines

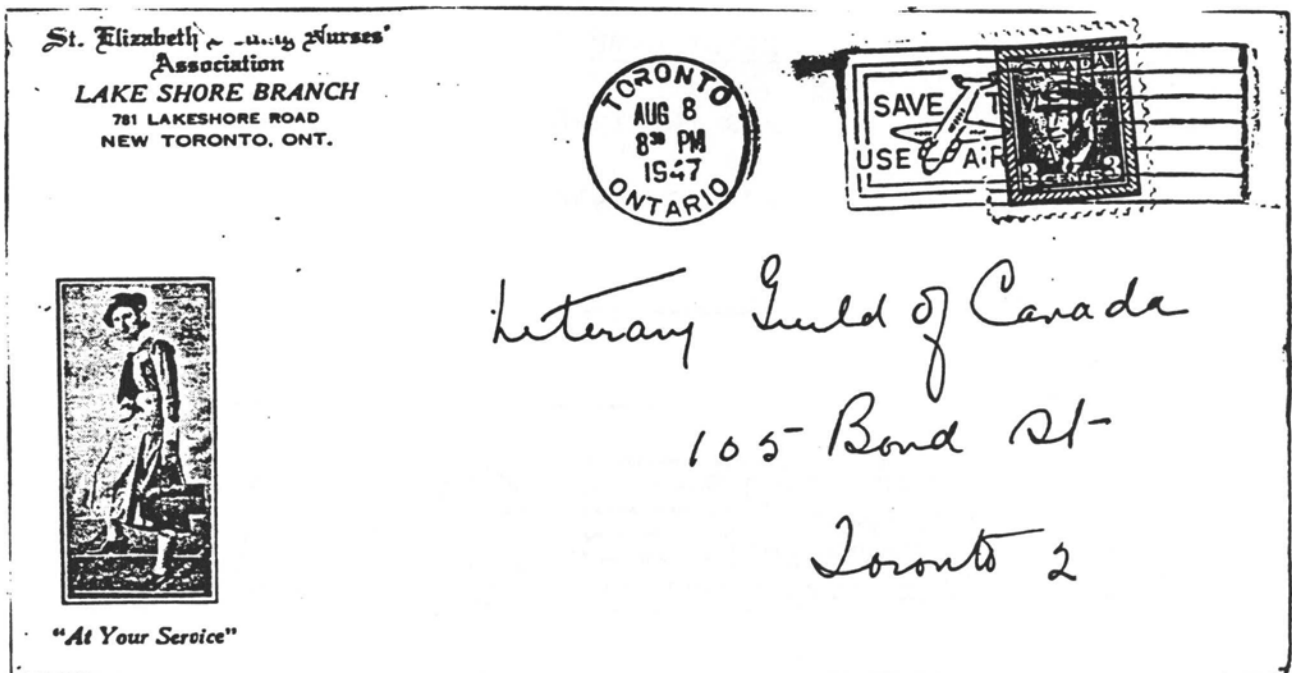
STATE 1: Two inner lines over left wing are intact, un-damaged

STATE 2: Innermost line over left wing dented, Middle line over left wing is broken

STATE 3: Innermost line over left wing is repaired Middle line over left wing is repaired but still broken
Tips of vertical rudders have been cut off

DIE 3: 3 dots in left wing
V of save left of 3 dots
U of USE centered under left inner frame lines

A lovely example of DIE 2-3 submitted by Tom Washington. with a corner card of a nurses' association. Too bad she isn't a stewardess!




SAVE TIME / USE AIR MAIL, Cont'd.

Die identification

J. F. GALSTER
JEWELLER
C.N.R. Watch Inspectors
393 DANFORTH AVENUE
TORONTO 6

TORONTO
AUG 11
8³⁰ PM
1947
ONTARIO

SAVE TIME
USE AIR MAIL




DIE
1

RETURN POSTAGE GUARANTEED

J. N. SISSONS
204 GLENROSE AVENUE
TORONTO 8, CANADA

TORONTO, ONT.
JUN 13
10³⁰ AM
1946
CANADA

SAVE TIME
USE AIR MAIL




DIE
2-1

D. SMÉLLIE & SONS LIMITED
WHOLESALE JEWELLERS
17 LEADER LANE
TORONTO

"The House for Service"

TORONTO
DEC 6
8³⁰ PM
1946
ONTARIO

SAVE TIME
USE AIR MAIL




DIE
2-2

THE BORDEN COMPANY LIMITED
SPADINA CRESCENT
TORONTO 4, ONT.

TORONTO
AUG 5
8³⁰ PM
1947
ONTARIO


SAVE TIME
USE AIR MAIL



DIE
2-3

KENORA
1946
3 PM
NOV 23
ONTARIO

SAVE
USE AIR MAIL



DIE
3

*Morgan's Ltd
Dismore
— Sate —*

Exactly How Many Dies Are There?

Dan is of the opinion that the die that I have called 2-3 is in fact a new die. My opinion is that it is a severely repaired version of the existing DIE 2-2.

Quite frankly there are enough "facts" to support either case and Dan and I both invite your response in checking what material you may have against the identifying features previously discussed and with what follows.

DAN'S POSITION

The proof book shows both a "proof" strike and a "receipt" strike dated MAR 10, 1947, a situation which Dan says indicated a new die. He furthermore points out, a point which I had overlooked, that the sizes of the dies vary considerably. The "box" around DIE 2-3 is a full 1+mm shorter than the box around DIE 2-2.

JEFF'S POSITION

My suggestion that DIE 2-3 was a further repair of DIE 2-2 was based on close scrutiny of the many nuances of letter construction, position and aircraft details. Also, I was optimistic of my conclusion due to the continued break of the center frame line over the left wing over VE of SAVE, a defect which I concluded was repaired, but not completely.

A letter from Dan pointing out his case sent me to the darkroom where I prepared two copies of 2-2 and 2-3, one on paper and one on film (as I did on the 1912 TORONTO CNE slogan)

I was amazed and perplexed to find that while individual portions of the slogan appeared to line up, it was as though the slogan elements had been disassembled and put back together in a triple-box that was 1+ mm shorter than the previous 2-2.

I found evidence that the entire slogan area had been "condensed", but enough similar features to make me believe that it is not a new die.

A similar situation exists in the Squared Circle area, LONDON thin bar Type 1, with two "states" that exhibit more differences than one would expect from just a repair to the hammer.

Dan and I both invite you to examine your strikes. Can anyone come up with a very damaged copy of 2-2 that would warrant return for repair. Also, as usual, your early and late dates are solicited for inclusion in a subsequent issue.

SLOGAN EXCHANGE

Looking for a particular slogan, or that one year to fill in a set? Have specific material to trade or sell? Drop your chairman a note and your Exchange Ad will be published (as space permits)

WANTED: Toronto Muskoka Hospital slogans on cover or piece. 1 or 100's.
Will buy or trade to your satisfaction.
Daniel G. Rosenblat, 3612 Wood Duck Circle, Stockton, CA 95207

WANTED: Fort Victoria 100th Anniv. on cover, March 21 & 27. Also unusual covers with this slogan, any date. Have other dates to trade, or will try to exchange others to your liking.
Jeff Switt, 3962 Belford Av., Fort Worth, TX 76103

MEMBERSHIP UPDATE

We welcome the following additions to our membership

COUTTS, Cecil 34820 McLeod Av., RR 9, Abbotsford, BC V2S 6B7
Canada wide, XM XI

MINTERT, Mrs. Zenith P. O. Box 2250, Yellowknife, NT X1A 2P7
Christmas and Calgary Stampede XM XI

THORNE, Robert K. 6 Milford Crescent, Brampton, ON L6S 3E4
General Interest XM XI

ROBERTSON, JOHN G. Addition: XM XI

WARD, Kathy 11 Rose Crescent, Stoney Creek, ON L8G 3W6
Christmas, Anti-Smoking, hockey, thematic XM XI

