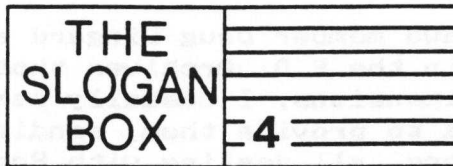


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Newsletter of the BNAPS Machine Slogan Cancel Study Group

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CHAIRMAN'S MESSAGE

This issue of THE SLOGAN BOX marks the completion of the first year of the slogan study group. To those who contributed information in response to articles, I say "thank you!" To those who took the interest to pen an article of their own I say "THANK YOU!!" To those who have been less active, may I encourage you to become more active.

The study group can be a great data source for obtaining information about a particular slogan interest. Anyone who would drop me a line expressing an interest in a particular subject will be rewarded with a teaser blurb in the next issue stating that you are interested in receiving data, dates, and other information about a subject, with the membership invited to contact you directly.

During this year Dan and I have tried to give you a newsletter of value, C\$12/US\$9 to be specific. A rough look at the bottom line shows that we are slightly in the hole expense-wise; thus, it is time to remit your dues for 1989. (a complete financial accounting will be included in the next issue.)

To continue your membership in the slogan study group, please remit US\$10 (or Canadian Equivalent) in cash, check or money order by return mail. Members not remitting prior to publishing issue #5 will be dropped from the membership list. THIS IS YOUR ONLY NOTICE. It has been a rewarding pleasure to get to know many of you through the mail this past year. I hope that each of you will continue with us in our study group.

COMING NEXT ISSUE:

I have found very little published information about the CUSTOMS DUTY FREE and CUSTOMS DUTY PAID slogan markings.

Please send to your chairman any photocopies of strikes, articles or other references that you might have.



The Editor's Message

Some time ago, Ottawa member Doug Lingard stated that he had seen a file of correspondence in the P.O. Archives that dealt with Poppy Day slogans. Not aware of its dimensions, I casually asked for copies and he most heroically proceeded to provide them, sending photo copies of over 150 official P.O. letters, all dealing with Poppy Day slogan use in 1924-65.

That this data materially destroyed the validity of the recent Poppy Day article, exposing errors and adding substantial new data. is another story to be eventually dealt with in a massive revision of that article.

In addition to specific details on slogans covered, this correspondence gives a fascinating insight into procedures for the issuance of slogans in general. These include how slogans initiated, steps needed for their approval, approved dates of use, priority usage during W. W. II, whether they were returned in good order or damaged, if later use was from a new die or a re-issue, what they cost and especially the P.O. fiscal policies in regard to payment, ranging from parsimony to great generosity,

Little has been published regarding matters of this nature, yet it surely is something of significant enough interest to collectors that it is appropriate to share some of it.

Slogans can be broadly divided into two classes. those initiated by a government agency, including the Post Office, and those initiated by private charitable or patriotic organizations or by a group sponsoring events of an entertainment nature, such as fairs or exhibitions. All the correspondence on hand involves slogans initiated by patriotic groups, but no doubt those of other private groups followed the same pattern.

Poppy Day slogans prior to 1929 were originated at the request of local veteran organizations, asking for a slogan with wording of their choice. for use by the local post office on appropriate dates, encouraging sale of artificial poppies to be worn on Armistice Day. Proceeds of the sales benefited the group's charitable efforts for needy veterans of W. W. I.

Typically, a group's request was made to its local postmaster, who sent it to the Deputy Postmaster General in Ottawa for official approval. On approval, the D.P.M.G. would order Equipment and Supply Branch to have a die manufactured and sent to the requesting postmaster, with instructions as to its use and any costs that he was to collect from the sponsors.

These instructions either indicated specific earliest-latest use dates, or that use be from receipt until a date shown on the die. Occasionally, the usage would be limited by orders that it "would be alternated with other dies of importance during that period". or that "the slug is not to monopolize the machine during the period in question."

If the die was newly issued, the sponsor was charged for its cost, which declined from \$15.00 to \$11.27 over the years. All dies were returned to Ottawa after use, but were considered proprietary to the sponsoring organization and would not be re-issued to another office. When a group requested re-issue of its own die in following years, this would normally be approved without charge, but if the re-issue required change of the date showing on the die, a \$3.00 charge would be made for that service.

An interesting example of the charge policy took place at Hamilton in 1927. The local G.W.V.A (Great War Veterans Assoc.) had paid for a 1924 die showing their initials and a specific date of their Poppy Day appeal. This was re-issued in 1925, with the date altered, but no request was made in 1926. In 1927 the Hamilton P.M. sent a request for re-issue, again with the date altered, but failed to note that the request was from a different group, the Hamilton G.W.V.A having been disbanded.

Ottawa routinely re-issued the original die, with the date altered, but Hamilton immediately returned it, asking that it be replaced with a new die, omitting the initials G.W.V.A. This was promptly done, but with stern instructions that not only was \$15.00 to be collected for the new die, but also \$3.00 for altering the dates on the rejected die.

In late 1929, Canadian Legion Headquarters, the largest but not the only veterans organization, requested use of a standardized Poppy Day slogan referencing the Canadian Legion, in offices throughout Canada, the first request for multi-office use of these slogans, all in the same format. The Postmaster General himself authorized issue, and contrary to all prior policy, stated that "The cost of the slugs will be borne by this Department." A subsequent document, commenting on this payment by the Post Office, stated "this being practically the only case in which the Department has itself paid for cancelling dies in connection with any charitable or other causes."

It was also contrary to policy to include the sponsor's name in any slogans, but as the D.P.M.G. pointed out in another document, exception had been made in regard to certain Armistice Day dies, "in consideration of the general appeal of the work on behalf of our ex-service men."

It appears that the Legion request specified the using offices and also probably the wording, and resulted in issuance of 13 English slogan 265 dies, a Montreal bi-lingual and a Quebec French only. These slogans did not entirely supercede use of local Poppy Day slogans by smaller offices, but did replace any previously used by the major offices that were issued slogan 265.

Slogan 265 was re-issued on request in 1930 and replaced in 1931 by similar dies of slogan 7595, with Remembrance Day instead of Armistice Day. Re-issue of these new slogan dies was requested and made in 1932-33, but not in 1934, although use resumed in 1935. It would appear that the omission of 1934 resulted from the Legion's failure to make its usual request, it being firm P.O. policy that slogans of this nature were not subject to automatic re-issue, but had to be requested and approved for any year of use.

Evidence of this policy is contained in a 1959 letter from the Huntsville Post Master to Ottawa, asking that a previously paid-for die of 1957 be re-issued in 1959, adding that "I wish to advise the die was purchased by the Legion in 1957 . . . the boys over-looked asking for it last year, they would appreciate making use of it this year."

When the multi-office usage was resumed in 1935, it was pointed out to the D.P.M.G. that nine of the 13 English offices had just switched types of machines and would require new dies at a cost of \$142.10. It is indicative of the special treatment accorded the Legion Headquarters that

the D.P.M.G. agreed that the Department incur this expense, although on all other occasions when any paid-for die could no longer be re-issued because of a machine change, the sponsor was required to pay for the new die. Also, when the local Brandon Legion post asked in 1936 to also be issued slogan 7595, it was told that since not included in the Legion's original selection, it would be charged for the new die, which the Brandon Legion post declined to do, so no action was taken.

Nevertheless, it is clear that no matter how favoured these private slogans were in some respects, they were always subordinated to the requirements of slogans issued by direction of the Dominion government. This is well illustrated in 1942 when the Legion made its annual request for re-issue of slogan 7595.

The Director of Administrative Services informed the Equipment and Supply Branch that the request was approved, but that "these dies are not intended to interfere in any way with the Victory Bond dies, which have the right of way in all cases." In order to prevent such interference in offices having limited machines available, the distribution of the slogan was considerably altered from that of the original request.

Occasionally a paid-for die would be damaged in use and on its return to Ottawa would be deemed unserviceable and destroyed. In the event of a further request for re-issue, the P.O. policy was clearly expressed in the following communication from the Equipment and Supply Branch to the P.M. of Duncan, B.C. in 1961:

"When an organization purchased a die it can be used in subsequent years on request of the sponsor until it has become worn and unfit for further use. The Department cannot, of course, guarantee that a die will last a definite number of years. It is the policy of the Department to charge the sponsoring organization for dies replacing those which become unfit for use through normal operations."

Slogan 7595 multi-office use had been revived in 1958-59, again at the request of the Canadian Legion, but thereafter omitted. In 1962 the Legion again asked for multi-office use in a new wording of a Poppy Day slogan, but P.O. attitudes had changed and the Legion was informed that they would be billed for the new dies at \$11.27 each. This was not acceptable to the Legion, so the requested dies were not issued.

However, also in 1962 some exception to P.O. hard-line policy was shown when Orillia requested the re-issue of its paid-for special Poppy Day die, previously used there. Orillia was informed that the die had been returned in 1960 in damaged condition and destroyed, and it was too late to order a new die for 1962. However, a reserve die of slogan 7595 was available without charge and Orillia availed itself of this option.

By 1963, approvals of requests for slogan usage became a function of the Public Relations Branch of the P.O., which by form letter consistently required the issuing post master to supply them with "a few sample impressions of the die slug . . . upon initial insertion in the machine".

It is interesting to note that in earlier correspondence there had been references to both "die" or "slug", but at this point the terms were combined to read "die slug".

Canadian Slogan Usage of 1912

Canadian slogan use began as early as 1896-1902, but the significant use began in 1912, considered a major starting point for slogan collecting. Slogans of 1912-16 were exclusively what is termed "proprietary", being used by one office only, commemorating a specific local event, though in some cases they evolved into annual slogans, rather than one-time-only.

It was not until 1917, in the course of WW I, that the practice began of issuing the same slogan in multi-office groups when the subject matter was of national importance, as opposed to referencing a local event. The Flag cancels of 1917-18 were the first of these multi-office uses, being followed in 1919 by the first of the non-flag multi-office slogans.

Various efforts have been made to publish specialized slogan listings, in order to assist collectors to determine which slogans exist, in what wording and format, from which offices and for which dates, and in the case of larger offices, from how many similar but distinguishable dies.

The Proulx Catalogue is in some ways the most overall definitive, but its alphabetical format destroys the chronology and it frequently gives only an approximate number of using offices, without specifying them. The CPSGB Study Group attempted to chronologize usage by years and offices, but has significant omissions. Neither source attempts to give specific rather than by year only usage dates, nor to indicate concurrent use of two or more slogans in a given office, or concurrent use of multiple dies by the larger multi-machine offices.

For the period 1912-19, the David Sessions work, Early Rapid Cancelling Machines of Canada, comes closest to giving complete data, including at least approximate specific dates of use, possibilities of concurrency or interrupted use and some indication of dies. However, its divided by provinces format, together with the omission of non-International usage, prevents it from serving as an appropriate master listing.

It therefore behoves a serious slogan Study Group to attempt to establish such a master listing, by consolidating data from the various sources in a format that clearly shows the chronology and extent of use, together with significant details of dates, concurrencies and die employment.

The classification can best be presented, at least for the earlier years of proprietary usage only, on an annual basis with offices in alphabetic order, though it will require some adjustment from 1917 on to include the complexities of multi-office usage.

An initial effort in this direction is made with the following detailed study of 1912 slogans, but usage is based largely on Sessions' work and material from only a few collections. Sessions normally lists latest use as being the last day of the event. While it is unlikely that use would end earlier, there is evidence that extended use existed in a few cases.

Twenty-one offices used slogans in 1912, but only TORONTO is confirmed as using more than one, though a doubtful report exists of two at MONTREAL. Based on present data, the earliest usage appears to be from LETHBRIDGE, closely followed by WINNIPEG, both with initial use in March. A majority of the other initial usages were in the APR-JULY period.

Canadian Slogan Usage of 1912, continued

TOP: BERLIN, ONT CELEBRATION OF CITYHOOD / MADE IN BERLIN EXHIBITION. One of the more elusive ones.

CENTER: MONTREAL, QUE CHILD WELFARE EXHIBITION, a common slogan, but a nice strike and corner card.

BOTTOM: LONDON, ONT. WESTERN FAIR, the earliest date so far. A full strike with additional directional markings.

*Dear plate,
Receiving
and wrap
to mail on
there is
in them to
for news
is don't you
White's
Done*



ESTATE



ADDRESS CORRECTED BY
THE MONTREAL POST OFFICE
W.A. Stuart, Esq.,

NO SUCH OFFICE IN
PROVINCE NAMED.

*W.A. Stuart
Esq.
Napierville*

Napierville
by Quebec

Canadian Slogan Usage of 1912, continued

There is confirmed use of 22 slogans by 20 offices. Only TORONTO with three slogans IS confirmed as using more than one. Reported use of a slogan by REGINA is considered doubtful, as is a report of a second slogan used at MONTREAL. Based on best data, earliest usage is from LETHBRIDGE, soon followed by WINNIPEG, both with first use in March. Most other initial usages were in the APR-JULY period.

Unless otherwise noted, usages are 1912 only, from a single die and dates are 1912.

BERLIN

1400 CELEBRATION OF CITYHOOD, BERLIN, ONTARIO JUN 19 - JUL 20
JULY 15-20, 1912 MADE IN BERLIN EXHIBIT

BROCKVILLE

750 BROCKVILLE FAIR AND HORSE SHOW SEPT. 3-6 1912 JUN 26 - SEP 9

Usage is 1912-17.

COBOURG

1780 COBOURG ONT. HORSE SHOW AUG 13-17 1912 JUL 3 - AUG 17

Usage is 1912-14 and 1919, replaced by slogan 1776 in 1924

EDMONTON

2725 EDMONTON EXHIBITION AUG, 12-17 1912 JUN 21 - AUG 18

Usage is 1912-16, 1927-34 and 1947-51, related to slogans 2635 of 1924 and 2727 of 1938.

HALIFAX

7300 PROVINCIAL EXHIBITION HALIFAX SEPT 8-16 1912 ? - SEP 16

Usage is 1912-13 and 1915. Sessions does not list 1912 earliest and no strikes have been seen.

LETHBRIDGE

4835 INTERNATIONAL DRY FARMING CONGRESS MAR 10 - DEC 21
LETHBRIDGE, ALTA. 1912

Usage is reported to include 1913, but this is doubtful.

LINDSAY

5455 LINDSAY CENTRAL EXHIBITION SEPT. 19-21 1912 JUN 26 - SEP 21

Usage is 1912-18 and 1926.

LONDON

10460 WESTERN FAIR LONDON CANADA SEPT. 6-14 1912 MAY 30 - SEP 14

Usage is 1912-16, 1918-19 and 1921.

Canadian Slogan Usage of 1912, continued

MONTREAL

1655 CHILD WELFARE EXHIBITION 1912 MONTREAL POUR AUG 30 - OCT 22
LE BIEN-ETRE DES ENFANTS MONTREAL OCT. 8/22

Three dies recorded, without identification,
and a fourth probably exists. This appears
as the earliest bi-lingual.

CPSGB and Sessions report MONTREAL 1912 use of slogan 4470, HELP THE KING
EDWARD etc. also used at TORONTO, but Sessions gives no use dates and no
strikes have been seen, so these reports are considered incorrect.

NEW WESTMINSTER

7310 PROVINCIAL EXHIBITION, NEW WESTMINSTER, B.C. JUL 4 - OCT 5
OCT. 1-5 1912

Usage is 1912-14, 1919, 1921 and 1929-30.

OTTAWA

2555 DOMINION EXHIBITION OTTAWA SEPT. 5-16, 1912 JUN 18 - SEP 16

Usage is 1912 only, replaced by slogan 1572
in 1913,

QUEBEC

3160 EXPOSITION PROVINCIALE DE QUEBEC JUN 18 - SEP 3
24 AOUT-1912-3 SEP.

Usage is 1912-13, replaced by slogan 5443
of 1914-15,

REGINA

7320 PROVINCIAL EXHIBITION, REGINA SASK.

Usage is 1912-19, 1921, 1923-24, 1936 and 1946, but closely related to
intervening slogans 7495 of 1926, 7490 of 1927, 7493 of 1928, 7499 of
1929, 7497 of 1930-31, 7345 of 1932 and 1949 and 7505 of 1942.

1912 use is reported by CPSGB, Sessions and Proulx, but none of these
reports indicate dates of the event, nor have any strikes been seen. The
usage is therefore somewhat questionable and requires confirmation.

ST. JOHN

8715 ST. JOHN EXHIBITION AUG 31-SEPT 7 1912 JUL 4 - SEP 10

Usage is 1912 and 1914.

SHERBROOKE

1020 CANADA'S GREAT EASTERN EXHIBITION JUN 18 - SEP 7
SHERBROOKE QUE AUG 31-1912-SEP 7

Usage is 1912-17 and 1922.

Canadian Slogan Usage of 1912, continued

SYDNEY

1300 CAPE BRETON ISLAND EXHIBITION SYDNEY JUL 24 - SEP 26
SEP 24-28 1912

Usage is 1912-16. Proulx lists event dates
SEP 18-20, but correct dates are SEP 24-28.

TORONTO

1150 CANADIAN NATIONAL EXHIBITION TORONTO APR 27 - SEP 9
AUG 24-1912-SEP 9

Usage is 1912-23, 1926-41 and 1949. 1912 use
of 4 dies, originally one blank and no.s 1-3,
but the blank die was later altered to read 4.

745 BROADVIEW BOYS FALL FAIR SEP 19-21 SEP 13 - SEP 21
TORONTO YMCA

Usage is 1912-21 and 1923-27, one die only.

4470 HELP THE KING EDWARD MEMORIAL FUND FOR DEC 9 - JAN 13.13
CONSUMPTIVES

Usage is 1912 into 1913. Four dies A to D.

TROIS RIVIERES

3130 EXPOSITION DE LA VALEE DU ST. LAURENT JUL 7 - AUG 24
TROIS-RIVIERES 19/24 AOUT 1912

Usage is 1912-17, 1919 and 1921. Earliest
JUL 1912 date is unclear.

VANCOUVER

9925 VANCOUVER MID-SUMMER FAIR AUG 10/17 1912 JUL 4 - AUG 17

Usage is 1912-13. Two machines in use,
but only one die known.

VICTORIA

9956 VICTORIA FAIR SEP 24-28 1912 JUN 29 - SEP 28

WINNIPEG

8105 SELKIRK CENTENNIAL WINNIPEG JULY 10/20 1912 MAR 31 - JUL 20

2 unidentified dies, letter positions
differing slightly.

DAWSON

YUKON EXPOSITION AUG 14/17 1912 MAY 26 - AUG 17

A hand stamp, Proulx #23, not a machine cancel and therefore outside the
scope of this study, but noted for reference. Two dies are illustrated
in the Prichard and Andrews proof book, with 1912 usage only.

Canadian Slogan Usage of 1913

The degree to which the introduction of slogans in 1912 was favored is shown by the 1913 increase in offices using them and the total number of them employed, as well as in the number of 1912 slogans that had continued use in 1913.

The number of 1913 using offices grew to 28 and the number of offices using more than one slogan increased from just Toronto to six. The total of 1913 slogans rose to either 39 or 40, the reported Lethbridge 1913 use of slogan 4835 being very doubtful.

Eleven offices had 1913 first slogan use, Brandon, Calgary, Fredericton, Galt, Guelph, Hamilton, Kingston, Nelson, Regina, Saskatoon and Windsor, assuming that reported 1912 Regina use of slogan 7320 was very doubtful. Three 1912 offices that did not repeat in 1913 were Berlin, Montreal and St. John. It is surprising that Montreal had no 1913 usage, although it was resumed in 1914.

All 1912 slogans were from newly issued dies, but several of their same annual events were again advertised in 1913. This creates an interesting research area for collectors, to determine if this continued usage was from new dies or from prior dies re-issued with only the event dates altered. Such a practice was quite feasible, and presented economic incentives attractive enough to warrant applying it for as many years as were practicable.

An effort has been made here to establish these re-issues, but unless strikes of both years are available for comparison, the results are only probable and will require eventual confirmation.

At this time Toronto was known to have had four machines, Vancouver had two and Winnipeg appears to have had three, so that not only multi-die use of certain slogans could exist, but there could be some degree of concurrent use of different slogans in one of these three offices. Such factors are important to specialized collectors, and have been addressed to the extent that data is available.

Another situation that began in 1913 was the carry-over use of a slogan issued near the end of a year, but retained for a period in the early part of the following year, then either retired or possibly re-issued again near the end of that year. An instance of this is Toronto slogan 4470, HELP THE KING EDWARD etc, first issued in DEC of 1912 and in use until mid-JAN of 1913, but not again re-issued in late 1913. Thus, its 1913 use is actually only the short final stage of 1912 use.

Another instance is Toronto slogan 4485, HELP THE MUSKOKA, etc. first issued in October of 1913 and in use into early 1914, then withdrawn until re-issued in late 1914, remaining in use until early 1915. This pattern for the MUSKOKA slogans continued for many years, so that "paired years" usage created two distinct use periods for the slogan each year, one early and one late. Sometimes prior dies were re-issued in the later part of a year and sometimes new dies were issued at that time.

Accordingly, tracing a given office's slogan usage from year to year is often straight forward enough, but sometimes can be rather complex.

Canadian Slogan Usage of 1913 continued

Slogans are either a continuation of prior usage or initiated in 1913, as indicated. Unless otherwise noted, use from one die and dates are 1913.

BRANDON

2570 DOMINION FAIR BRANDON MAN, JULY 15-25, 1913 JAN 20 - JUL 25

Usage is 1913 only, replaced by slogan 8820 in 1914-16

BROCKVILLE

750 BROCKVILLE FAIR AND HORSE SHOW MAR 20 - SEP 5
1913 AUG 30 SEP. 1-3

Part of 1912-17 usage. A new die in a slightly different format.

CALGARY

930 CALGARY INDUSTRIAL EXHIBITION CALGARY, ALBERTA JAN 13 - JUL 5
JUNE 30 - 1913 - JULY 5

Usage is 1913-14 and 1916-18, slogan 927 substituted in 1915 and 1919

170 ALBERTA WINTER FAIR CALGARY NOV. 25-28-1913 SEP 22 - NOV 28

Usage is 1913 and 1915-29. These two 1913 CALGARY slogans were used consecutively

COBOURG

1780 COBOURG ONT. HORSE SHOW AUG 12-16 1913 JUL 2 - AUG 16

Part of 1912-14 and 1919 usage. 1913 is probably 1912 die with dates altered.

EDMONTON

2725 EDMONTON EXHIBITION AUG. 11-16 1913 FEB 8 - AUG 16

Part of 1912-16 and additional usage. 1913 use is from a new die with smaller letters.

FREDERICTON

3665 FREDERICTON EXHIBITION SEPT 15-20 1913 MAY 2 - SEP 20

Usage is 1913 and 1925-28

GALT

3720 GALT HORSE SHOW JUNE 5, 6, 7, 1913 FEB 25 - AUG 6

Usage is 1913-14

GUELPH

4120 GUELPH'S OLD HOME WEEK 1913 JULY 28 - AUG 2 APR 4 - AUG 2

Usage is 1913 only

Canadian Slogan Usage of 1913 continued

HALIFAX

7300 PROVINCIAL EXHIBITION HALIFAX SEPT 3-11 1913 MAY 22 - SEP 11 **
Part of 1912-13 and 1915 usage. 1913 is probably 1912 die with dates altered.

HAMILTON

4173 HAMILTON CENTENNIAL INDUSTRIAL EXPOSITION JAN 16 - AUG 17
AUG 11-16 1913

Usage is 1913 only, replaced by slogan 4190 of 1914

6715 ONTARIO CHRISTIAN ENDEAVOUR CONVENTION MAY 7 - SEP 21
HAMILTON SEPT 18-21 1913

Usage is 1913 only

4450 HELP THE HAMILTON MOUNTAIN SANATORIUM FOR DEC 16 - DEC 31
CONSUMPTIVES

Usage is 1913-15, 1917 and 1924. 1913 use continued until APR 1914, then retired until re-issued in AUG 1914, with use until early 1915.

1913 HAMILTON use of 3 slogans presents a problem. Hamilton had only one machine in 1913, so slogan use should not be concurrent. Sessions lists earliest 6715 as AU 16, last day of 4173, which would establish consecutive use of 3 slogans, but a clear MAY 7 strike of 6715 has been seen, which is concurrent with 4173 use. Possibly 4173 and 6715 were alternated in MAY-AUG, so reports of other 6715 strikes in that period would be helpful.

KINGSTON

5132 KINGSTON TOWNSHIP FAIR, KINGSTON ONT. AUG 21 - SEP 18
SEPTEMBER 17TH & 18TH, 1913

Usage is 1913 only. Listed by Proulx #13 on his listing of hand cancels, but appears as a machine cancel and has been assigned an appropriate number.

LETHBRIDGE

4835 INTERNATIONAL DRY FARMING CONGRESS ? ?

The slogan is known in MAR-NOV of 1912. with no dates showing for the event other than 1912, Sessions, Proulx and CPSGB all report 1913 also, but without dates and Sessions report includes an intervening standard obliterator at the end of 1912, indicating that 1913 use resumed in 1913 after an interruption. 1913 has not been seen and should not exist for a slogan dated 1912, but the several reports require consideration. Any actual 1913 use would be significant.

*** (A most unusual report is a strike dated JAN 14, 1914, well into the subsequent year when the HALIFAX FIREMENS' TOURNAMENT slogan is found used.)

LETHBRIDGE continued

5380 LETHBRIDGE EXPOSITION JUNE 24-28 1913 APR 10 - JUN 28

Usage is 1913 and 1924-26

10430 WESTERN CANADA IRRIGATION CONVENTION JUN 1 - AUG 7
AUG 5, 6, 7, 1913

Usage is 1913 only

As with HAMILTON, there is a concurrency problem with LETHBRIDGE. Having only one machine, the slogan usage should be consecutive, Sessions lists earliest 10430 as JUL 14, well after latest 5380, but a clear JUN 1 strike has been seen, which is concurrent with 5380 use. Possibly 5380 and 10430 were alternated in JUNE, so reports of other 10430 strikes in that period would be helpful.

LINDSAY

5455 LINDSAY CENTRAL EXHIBITION SEPT. 18-20 1913 MAY 6 - SEP 20

Part of 1912-18 and 1926 usage. 1913 is probably 1912 die with dates altered.

LONDON

10460 WESTERN FAIR LONDON CANADA SEPT. 5-13 1913 FEB 22 - SEP 13

Part of 1912-16, 1918-19 and 1921 usage. 1913 is probably 1912 die with dates altered.

NELSON

6035 NELSON FRUIT FAIR 1913 NELSON, B.C. JUN 5 - SEP 25
SEPT. 23, 24, 25

Usage is 1913 only

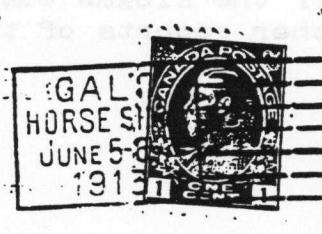
NEW WESTMINSTER

7310 PROVINCIAL EXHIBITION, SEP. 30-OCT. 4 1913 MAY 8 - OCT 4
NEW WESTMINSTER B.C.

Part of 1912-14, 1919, 1921 and 1929-30 usage. 1913 a new die, with the format altered by placing the dates in the 2nd line rather than the 3rd.

An unusually late use of an exhibition slogan occurred at GALT. While the exhibition of 1913 was JUNE 5, 6, & 7, much later strikes are known such as the JUL 31 (with manuscript dateline) and an even later one of AUG 6.

Galt July 31 1913
Deardor Gale



OTTAWA

6785 OTTAWA HORSE SHOW MY 13-17 1913 JAN 27 - MAY 17

Usage is 1913-14

1572 CENTRAL CANADA EXHIBITION OTTAWA SEPT. 5-13 1913 JUN 18 - SEP 13

Usage is 1913, 1916, 1918, 1920-21 and 1923-24, replacing 2555 of 1912. Sessions reports a trial Universal machine in OTTAWA from 1913 and lists slogan 1572 with two different dies and daters. Only International seen, but the report is detailed enough to indicate that a Universal die also exists. He does not list two dies for 1913 slogan 6785.

These two 1913 OTTAWA slogans were used consecutively

QUEBEC

3160 EXPOSITION PROVINCIALE DE QUEBEC MAY 8 - SEP 2
23 AOUT - 1913 - 2 SEP.

Part of 1912-13 usage, replaced by 5443 in 1914-15. 1913 is probably 1912 die with dates altered.

REGINA

790 BUSINESS MEN'S CONVENTION REGINA APR 23 - MAY 7
MAY 5, 6, 7, 1913

Usage is 1913 only

7320 PROVINCIAL EXHIBITION, REGINA, SASK. MAY 28 - AUG 3
JULY 28-AUG 3 1913

Part of 1912-19 and additional usage, although 1912, reported as without dates and not seen, is questionable. 1913 use is probably from a new die

These two 1913 REGINA slogans were used consecutively

SASKATOON

7815 SASKATOON INDUSTRIAL EXHIBITION AUG 6-8 1913 JUN 4 - AUG 8

CPSGB and Proulx do not list any 1913 use, and Sessions does not list SASKATOON at all, since it had an early Universal machine, but a strike of JUN 4, 1913 strike has been seen, indicating that usage was actually from 1913 to 1919 and 1921-22. However, standard obliterator usage is known between JUN 4 and AUG 6, which should not be if the slogan was in normal constant use. Any further reports of this 1913 use would be helpful.

SHERBROOKE

1020 CANADA'S GREAT EASTERN EXHIBITION APR 21 - SEP 6
SHERBROOKE, P.Q. AUG 30 - SEP 6 1913

Part of 1912-17 and 1922 usage. A new die with province changed from QUE. to P.Q.

SYDNEY

1300 CAPE BRETON ISLAND EXHIBITION SYDNEY MAY 8 - OCT 4
SEP 30-OCT 4 1913

Part of 1912-16 usage. 1913 is probably 1912 die with dates altered.

TORONTO

4470 HELP THE KING EDWARD MEMORIAL FUND JAN 1 - JAN 13
FOR CONSUMPTIVES

Part of 1912 into 1913 usage of four dies A-D.

9638 TORONTO HORSE SHOW APRIL 29-MAY 3 1913 MAR 2 - MAY 3

Usage is 1913-14. Four dies A-D.

1150 CANADIAN NATIONAL EXHIBITION TORONTO MAY 7 - SEP 8
AUG 23-1913-SEPT 8

Part of 1912-23. 1926-41 and 1949 usage. Four dies identified 1 to 4

It would be very surprising if the 1913 dies were not those of 1912 with dates altered. and they normally appear to be, although with some minor differences that may be only slight strike distortions. This matter is not yet clearly established and opinions are solicited.

745 BROADVIEW BOYS' FALL FAIR SEPT. 18-20 SEP 8 - SEP 21
TORONTO Y. M. C. A.

Part of 1912-21 and 1923-27 usage, one die only. 1913 is probably 1912 die with dates altered.

4485 HELP THE MUSKOKA FREE HOSPITAL FOR OCT 27 - JAN 12.14
CONSUMPTIVES

Combined with slogans 4530, 4486 and 4380, usage is continuous 1913-45, from multiple dies issued in OCT-NOV each year, used until following JAN.

1913 use of four dies, identified A to D

These five TORONTO 1913 slogans have consecutive use.

TROIS RIVIERES

3130 EXPOSITION DE LA VALLEE DU ST. LAURENT ? - AUG 23
TROIS-RIVERES 18/23 AOUT 1913

Part of 1912-17, 1919 and 1921 usage. 1913 slogan seen on stamp only with no earliest date. 1913 is probably 1912 die with dates altered.

VANCOUVER

9925 VANCOUVER MID-SUMMER FAIR AUG 30 SEPT 6 1913 APR 16 - SEP 6

Part of 1912-13 usage. 1913 format was changed from 4 lines to 5 in a new die. VANCOUVER had two machines, but use appears from one die only

VICTORIA

9950 VICTORIA CARNIVAL WEEK AUG 4-9 1913 JAN 15 - AUG 9

1913 usage only, possibly in place of VICTORIA FAIR slogan of 1912, although the event dates do not coincide.

WINDSOR

10540 WINDSOR FAIR SEPT 15-18, 1913 SEP 2 - SEP 18

1913 usage only.

WINNIPEG

1100 CANADIAN FORESTRY CONVENTION WINNIPEG MAY 15 - JUL 10
JULY 7-10, 1913

1913 usage only.

9455 THE STAMPEDE WINNIPEG CANADA AUG 9-16 1913 MAY 15 - AUG 16

1913 usage only. Two different sized dies.

Winnipeg had two machines in 1912, but a third was added in 1913, making it possible for two dies of 9455 and one die of 1100 to have concurrent use.



NOTES ON CANADIAN SLOGANS IN THE FRENCH LANGUAGE

By Jean-Guy Dalpe

Canadian slogans are unique in that they are in English only, bilingually in English and French, with either language preceding, and French only.

This presents problems for collectors using the alphabetical catalogue, since French first or French only slogans, which have a relationship by subject matter to an English slogan, are often far separated in the alphabetical listing. Additionally, collectors not familiar with French may not recognize the subject matter of French only slogans

An attempt is made here to refer English slogans to separately numbered slogans that are their related French counterparts.

The following English or bilingual English-before-French slogans have a French only or bilingual French-before-English related slogan, as indicated by number.

- 45 ADDRESS YOUR MAIL TO STREET AND NUMBER, see 4767
- 570 BE COUNTED FOR CANADA CENSUS '66 STARTS JUNE 1ST, see 8530
- 707 & 709 BRING BACK CHRIST TO (INTO) CHRISTMAS, see 6358
- 770 BROTHERHOOD WEEK FEBRUARY 15-21 BELIEVE IT LIVE IT SUPPORT IT, see 3650
- 772 BROTHERHOOD WEEK FEBRUARY 18-25 EQUAL OPPORTUNITY FOR ALL, see 8118
- 814 BUY AND USE CHRISTMAS SEALS, see 30
- 835 BUY CANADA SAVINGS BONDS, see 6440
- 848 BUY CANADIAN PRODUCTS, see 38
- 849 BUY CHRISTMAS SEALS, see 32
- 855 BUY CHRISTMAS SEALS, FIGHT TUBERCULOSIS, see 33
- 860 BUY CHRISTMAS STAMPS NOW, see 35
- 890 BUY VICTORY BONDS. see 7190
- 894 BUY VICTORY BONDS TO THE LIMIT OF YOUR ABILITY, see 26
- 895 BUY WAR SAVINGS STAMPS AND HELP RECONSTRUCTION, see 27
- 1260 CANCER CAN BE BEATEN, see 6708
- 1355 CBC 25 YEARS NATIONAL SERVICE, see 7410
- 1663 CHRISTMAS SEALS FIGHT TUBERCULOSIS, see 5340
- 1710 CITIZENSHIP DAY MAY 18, see 5030
- 2100 COMMONWEALTH MINING CONFERENCE CANADA, see 2190
- 2210 CONSERVE CANADA'S WILDLIFE, see 2224
- 2270 CORRECT ADDRESSING SPEEDS DELIVERY, see 50
- 2625 DO NOT PLACE MONEY IN UNREGISTERED MAIL, see 6045
- 2783 EDUCATION WEEK MARCH 2-8, see 8133
- 2985 ENJOY LIVING SWIM SAFELY, see 430
- 3025 ENVELPES SMALLER THAN 4" X 2 3/4 UNACCEPTABLE FOR MAILING, see 6055
- 3105 EXPERIMENTAL FARMS-75 YEARS SERVICE TO AGRICULTURE, see 8215
- 3447 FIGHT TUBERCULOSIS COMBATTEZ LA TUBERCULOSE, see 1820
- 3580 FOR THE GREATEST YEARS OF YOUR LIFE JOIN THE ARMY, see 5253
- 3685 FREEDOM FROM HUNGER WEEK MARCH 17-23, see 5240
- 4265 HAVE STREET ADDRESS ON ALL STATIONARY, see 5745
- 4285 "HEART RESERCH SAVES LIVES SUPPORT YOUR HEART FUND", see 5335

- 4350 HELP FIGHT M.S. MULTIPLE SCLEROSIS, see 1830
4499-4503 HELP THE RED CROSS (VARIOUS FORMATS), see 85
4540 HELP THE EMERGENCY FUND FOR BRITAIN, see 86
4602 HIRE A STUDENT THIS SUMMER, see 2939
5430 LET US NOT DEMOBILIZE PATRIOTISM BUY VICTORY BONDS, see 3468 and 5476
5535 MAIL EARLY AND TAKE ADVANTAGE OF MID-DAY MAILS, see 3218
5542 MAIL EARLY FOR CHRISTMAS, see 7104
5550 MAIL FOR MONTREAL REQUIRES POSTAL ZONE NUMBERS, see 7140
5560 MAIL YOUR CHRISTMAS PARCELS EARLY, see 2412
5565 MAIL YOUR INCOME TAX NOW, see 7103
6005 NATO MINISTERIAL MEETING OTTAWA MAY 1963, see 6765
6015 NAVY LEAGUE OF CANADA DIAMOND JUBILEE 1895-1955, see 5450
6160 1909-1969 ST, JOHN AMBULANCE BRIGADE, see 6155
6465 OBSERVE SUNDAY, see 6475
6470 OBSERVE UNITED NATIONS DAY, see 2060
6855 PARCEL POST INSURANCE \$5.00 FOR 3 CENTS, see 275
6861 PARCEL POST REACHES EVERYWHERE, see 280
6862 PARCEL POST REACHES EVERYWHERE, see 5230
6969-6970 PHILATELIC EXHIBITION EXPOSITION PHILATELIQUE, see 3150
6995 PLACE RETURN ADDRESS ON ALL MAIL, see 4770
6998 PLACE STAMP IN UPPER RIGHT CORNER, see 238
7110 POST OFFICE C.O.D. GIVES SATISFACTION, see 5330
7188 PRE-STAMPED ENVELOPES THRIFTY CONVENIENT, see 3028
7595 REMEMBRANCE DAY CANADIAN LEGION VETCRAFT POPPIES, see 5035
7676 ROYAL CANADIAN ARMY SERVICE CORPS DIAMOND JUBILEE, 1901-61, see 8428
7690 ROYAL CANADIAN NAVY 50TH ANNIVERSARY, 1910-1960, see 5626
7700 ROYAL CANADIAN SIGNALS DIAMOND JUBILEE, 1903-63, see 8430
7830 "SAVE A LIFE" WEEK MAY 12-17, see 8140
8150 SEND YOUR MONEY BY POST OFFICE MONEY ORDER, see 3220
8275 SHARE THE UNITED WAY, see 6870 and 6878
8470 SIXTY YEARS POST FREE BRAILLE FOR THE BLIND, see 8502
8945 SUPPORT NATIONAL CLOTHING COLLECTION OCT. 1-20, see 239
9150 SUPPORT UNICEF, see 89
9445 THE SAFE CIGARETTE IS THE ONE YOU DON'T LIGHT, see 1670 and 1672
9470 THE WORLD UNITED AGAINST MALARIA THROUGH W.H.O., see 5498
9480 THINK ABOUT FIRE WHEREVER YOU ARE, see 5685
9515 3RD COMMONWEALTH EDUC. CONFERENCE OTTAWA AUG 21--SEPT 4, see 9525
9760 UNITED NATIONS 10TH ANNIVERSARY, see 5995
9832 USE POSTAL CODES UTILISEZ CODES POSTALES
9833 USE POSTAL CODES UTILISEZ CODES POSTAUX
9834 USE POSTAL CODES UTILISEZ LES CODES POSTAUX
All three have the same meaning, but only 9834 uses correct French
see incorrect 9880 and correct 9881
10355 WEAR A POPPY ON ARMISTICE DAY, see 7078
10505 WHITE CANE SYMBOL OF THE BLIND, see 5185
10515 W.H.O. NEW HEADQUARTERS BUILDING GENEVA 1966, see 6565
10530 WHY WAIT FOR SPRING DO IT NOW, see 7145
10625 WORK AND PROVIDE WORK WORK TO REDUCE UNEMPLOYMENT, see 9680
10655 WORLD REFUGEE YEAR REMEMBER AND GIVE, see 5215
10660 WORLD SEED YEAR 1961 GOOD SEED PAYS, see 198
10760 YOUR BLOOD SAVES LIVES VOTRE SANG SAUVE DES VIES, see 10305

Additionally, the following French only slogans, which do not directly relate to English slogans, are translated so that members may better understand their subject matter.

- 87 HELP YOUTH GIVE A BOOK TO THE LIBRARY
- 91 HELP CHARITY CAMPAIGN
- 143A RED FEATHER
- 240 SUPPORT YOUR PASSIVE DEFENSE GROUP
- 390 ARE YOU UNABLE TO GIVE (CHARITY CAMPAIGN)
- 645 WELCOME TO CENTENARY FESTIVAL
- 647 WELCOME TO TOURISTS
- 1408 ST. JEAN-BAPTISTE SOCIETY CENTENARY
- 1426 CENTENARY 1867-1967 ALMA P. Q.
- 1625 HORSES FESTIVAL
- 1680 JUBILEE 1914-1964 WELCOME
- 2183 & 2185 STUDENT CONGRESS
- 2598 GIVE YOUR COMPLETE POSTAL ADDRESS TO YOUR CORRESPONDENTS
- 2600 GIVE TO THE FUND FOR HEALTHY AND RED CROSS
- 2604 GIVE IT'S OUR DUTY (CHARITY CAMPAIGN)
- 2868 WELCOME TO CENTENARY FESTIVAL
- 2875 1867 ALMA (P. Q.) CENTENARY
- 2940 BEAUTIFY OUR CITY
- 3130 & 3185 ST, LAURENT VALLEY EXHIBITION
- 3160 QUEBEC PROVINCIAL EXHIBITION
- 3298 YOUTH INTERNATIONAL FESTIVAL
- 3310 FIRST POSTAL FLIGHT MONTREAL-TORONTO JUBILEE
- 3592 FOURTH INTERNATIONAL BOOK FAIR QUEBEC
- 3648 FRAMEXPHIL STEAMER FRANCE (PHIL. EXHIB. ON THE STEAMER "FRANCE".
- 8115 FRANCE WEEK IN QUEBEC
- 8135G DIABETES WEEK
- 8135M YOUNG HOCKEY PLAYERS WEEK
- 8139 NATIONAL HEALTH WEEK
- 8500 BE PROUD OF YOUR SHARE RED FEATHER
- 8515 SUBSCRIBE TO "PRET D'HONNEUR"
- 9255 PLEASE HELP THE MILK FJND
- 9529 THIRD INTERNATIONAL BOOK FAIR
- 9685 TERCENTENARY SEMINAIRE (SCHOOL FOR PRIESTHOOD) DE QUEBEC
- 10265 SAVE YOUTH CONGRESS

"COME TO KENORA TRANS CANADA HIGHWAY OPENING" An "Unlisted" Slogan

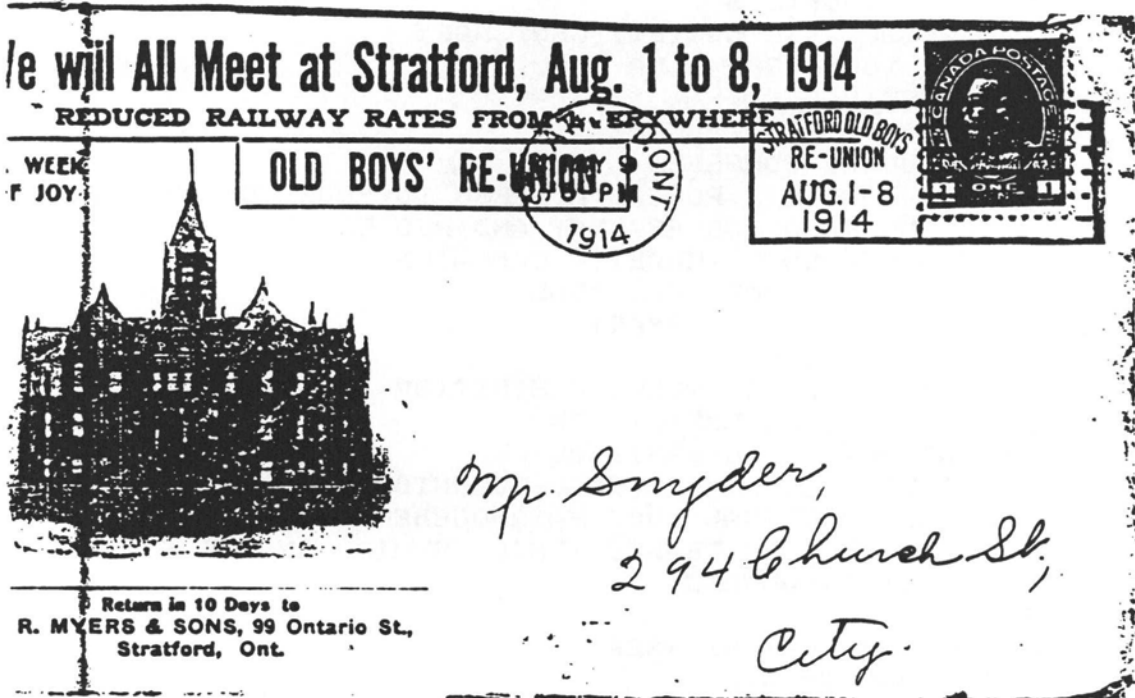
While perusing the "Record of Postal Advertising Die Slugs" or "distribution lists" I came across a reference to the above slogan. Use is attributed to KENORA, with an issue date listed of May 26, 1932. A further annotation "rubber stamp" indicates that this "slogan" was not a machine type. Can any member provide your chairman with any further information or a photocopy of this apparently elusive item.

The slogan supposedly carries the event days of "July 1st & 2nd," and is unlisted in Proulx.

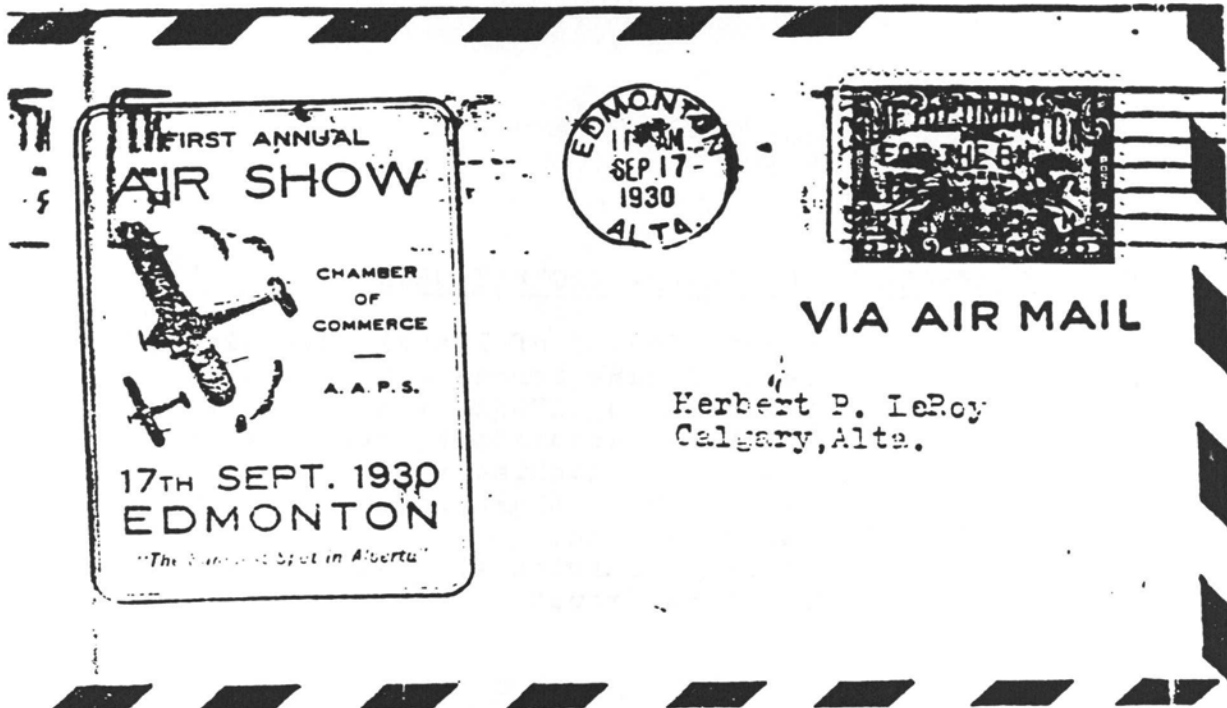
ILLUSTRATED SLOGAN EVENT COVERS

John Robertson provided photocopies of these two fine covers, the top one not previously seen by your chairman.

STRATFORD OLD BOYS RE-UNION AUG. 1-8 1914
STRATFORD ONT. MAY 9 8 PM 1914



COME TO EDMONTON FOR THE BIG AIR SHOW SEPTEMBER 17TH
EDMONTON ALTA. 11AM SEP 17 1930



WHY WAIT FOR SPRING DO IT NOW

Reported usage based on
CPSGB Study Group (1957 only), George Potts (1957-65)

Confirmed usage reported by members as in their collections

OFFICE	Reported	Confirmed
AGINCOURT	1960-65	1961
AMHERST	1958-65	1958-60, 1965
AURORA	1963, 1965	
AJAX	1965	1958, 1960-61
BARRIE	1958-63	1958, 1960-63
BELLEVILLE	1958-65	1960-61, 1963
BRAMPTON	1958-64	1959, 1961, 1963
BRANDON	1958-64	
BRANTFORD	1958-63, 1965	1958-59, 1968
BROCKVILLE	1958-63, 1965	1958, 1961
BURLINGTON	1957-64	1957-61, 1964
CALGARY	1957-65	1957, 1959-61, 1963-64, 1966, 1968
CAMPBELLTON	1953-64	1958-59
CHARLOTTETOWN	1958-65	1958-59
CHATHAM	1958-64	1961, 1966, 1968
CHILLIWAK	1958-65	1958-63
CLARKSON	1965	
COBURG	1958-63	
COLLINGWOOD	1958-63	1958
CORNER BROOK	1958-63, 1965	1959, 1968
CORNWALL	1957-65	1958-65
COURTENAY		1967
DARTMOUTH	1962-63	1962
DAUPHIN	1963-65	
DAWSON CREEK	1959-65	1959-64
DON MILLS	1958-64	1959, 1961, 1963
DOWNSVIEW	1958-65	1958-61, 1963, 1965
DUNDAS	1958-64	1958, 1960-61, 1963-64
EDMONTON	1957-65	1957-64, 1966, 1968
ELLIOT LAKE	1960-63	1960-62, 1965
ESTEVAN		1968
ETOBICOKE	1963-65	
FLIN FLON	1958-65	1959, 1961, 1966
FORT ERIE	1958-64	1958, 1961, 1964, 1966
FORT FRANCIS	1958, 1960-63	1958, 1963-64
FORT WILLIAM	1958-63, 1965	1958-59, 1968
FREDERICTON	1958-65	1958-59
GALT	1958-63, 1965	1958, 1960, 1962
GEORGETOWN	1960-63	1965
GLACE BAY	1958-63	
GRAND PRAIRIE	1961-63, 1965	1961, 1964
GRIMSBY	1961-64	1962
GUELPH	1958-64	1958, 1961, 1964

WHY WAIT FOR SPRING DO IT NOW

OFFICE	Reported	Confirmed
HALIFAX	1957-65	1957-62, 1964, 1968
HAMILTON	1957	1957-60, 1964-66, 1968
HANEY	1963-65	1962-64
ISLINGTON	1960-63	1960, 1962
KAMLOOPS	1958-65	1958-64, 1966
KAPUSKINGKASING	1962-63	
KELOWNA	1958-65	1958-64, 1966
KENTVILLE	1958-64	1958-59
KENORA	1958-64	1958-59, 1966
KINGSTON	1958-64	1958-1960 1963-64 1966
KIRKLAND LAKE	1958-65	1958-59
KITCHENER	1958-65	1958-60, 1962-63
LEAMINGTON	1958-65	1958
LETHBRIDGE	1958-65	1958, 1962, 1966
LINDSAY	1958-65	1958-60, 1968
LONDON	1958-65	1958-62, 1964-66
MEDICINE HAT	1957-65	1957
MIDLAND	1958-64	1964
MONCTON	1957 only, later in French	
MOOSE JAW	1957-65	1958-59, 1961, 1966
NANAIMO	1957-65	1958-64, 1966
NELSON	1958-65	1958-64
NEW GLASGOW	1958-63	1958 1960
NEW MARKET	1958-64	1964
NEW WESTMINSTER	1958-65	1958-64, 1966
NIAGARA FALLS	1958-65	1958, 1960, 1963-65
NORTH BATTLEFORD	1958-65	1958, 1966
NORTH BAY	1958-65	1958-60
OAKVILLE	1958-64	1958, 1960
ORILLIA	1958-64	1958
OSHEWA	1958-65	1958-60, 1962
OTTAWA	1957-65	1957-58 1960-66, 1968
OWEN SOUND	1958-65	1958, 1964
PEMBROKE	1958-65	1958, 1960-61
PENTICTON	1958-64	1958-64, 1967-68
PETERBOROUGH	1958-65	1958-60, 1963-64
PORTAGE LA PRAIRIE	1958-65	1966
PORT ALBERNI	1958-64	1958-60, 1962-64, 1966
PORT ARTHUR	1957-64	1958-60
PORT COLBURNE	1958-64	1958, 1964
PORT CREDIT	1958-63	1958 1960
PORT HOPE	1958-63	1958
POWELL RIVER	1962-65	1963
PRESTON	1958-63	
PRINCE ALBERT	1958, 1960-65	1958, 1966
PRINCE GEORGE	1958-65	1958-64, 1966

WHY WAIT FOR SPRING DO IT NOW

OFFICE	Reported	Confirmed
PRINCE RUPERT	1958-65	1958-64, 1966
RED DEER	1957-65	1958-59, 1961
REGINA	1957-65	1966
RENEW	1958-64	1958, 1964
REXDALE	1959-65	1963
RICHMOND HILL	1958-65	1968
ROXBORO		1966, (1965 IN FRENCH)
ST. CATHERINES	1958-65	1958, 1962, 1964-66
ST. JOHN	1957-63, 1965	1958-60, 1968
ST. JOHN'S	1957-64	1959, 1963
ST. THOMAS	1958-65	1958-59
SARNIA	1958-64	1958, 1962, 1968
SASKATOON	1958-65	1960, 1963-64, 1966
SAULT STE. MARIE	1958-65	1958, 1968
SCARBOROUGH	1958-65	1958-59, 1961, 1963-66
SIMCOE	1958-65	1959
SMITH FALLS	1958-64	1958
STONEY CREEK	1960-64	1964
STRATFORD	1958-64	
SUDBURY	1958-65	1959, 1963
SWIFT CURRENT	1957-65	1958
SYDNEY	1958-63	1958-59
THOROLD	1958-63	1958
TILLSONBURG	1961-63	
TIMMINS	1958-64	1958, 1964
TORONTO	1957-65	1957-66, 1968
WAIL	1958-65	1958-64, 1966
WRENTON	1958-63	
TRURO	1958-63	1958 1960
VANCOUVER	1957-65	1957-66, 1968
VERNON	1958-65	1959-64, 1967
VICTORIA	1958-64	1958-59, 1961-64, 1966, 1968
VICTORIAVILLE		1963 (1959-64 IN FRENCH ALSO)
WALLACEBURG	1958-64	1958, 1965
WATERLOO	1958-63, 1965	1958-59
WELLAND	1958-64	1958-59, 1963, 1968-69
WEST HILL	1961-65	1966
WESTON	1960-65	
WHITBY	1960-64	
WHITE ROCK	1958-65	1958-59, 1961-64
WILLOWDALE	1958-65	1958-59, 1964
WINDSOR	1957-65	1957-58, 1960, 1968
WINNIPEG	1957-65	1957, 1959-60, 1963, 1966, 1968
WOODSTOCK	1958-65	1958, 1960, 1965
YARMOUTH	1958-63	1958-59
YORKTON	1958-65	1958, 1966

POURQUOI ATTENDRE AU PRINTEMPS, DO IT NOW

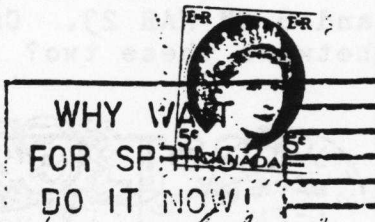
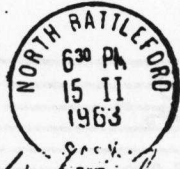
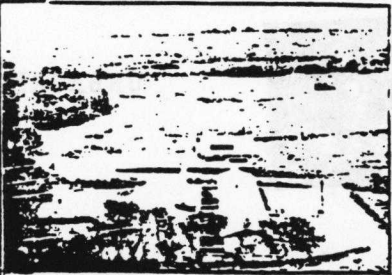
ALMA	1960-63	1959-64
ARVIDA	1958-63	1966
ASBESTOS	1958-63	1959, 1961-65
BATHURST	1958-63, 1965	1958-59, 1964
BELOIEIL	1961-63	
BEAUHARNAIS	1961-63	1961, 1963-64
BELOEIL	1961-63	1961, 1963-64
CAP DE LA MADELEINE	1958-63	1961, 1963-65
CHATEAUQUAY	1961-63	1961, 1963-66
CHICOUTIMI	1957-64	1958-64, 1967
VILLE JACQUES CARTIER	1958 only	1958
CITE DE J. CARTIER	1959-64	1959-66
DORION VAUDREUIL	1964	1964
DRUMMONDVILLE	1958-64	1959-60, 1962-65
EDMUNSTON	1958-64	1958-59, 1961
GRANDBY	1958-64	1958-64, 1966, 1968
GRAND MERE	1958-63	1959-64
HAWKSBURY	1964	
HULL	1958-64	1958-65
JOLIETTE	1958-64	1958-66
JONQUIERE-KENOGAMI	1958-64	1961-64, 1967
LA TUQUE	1958-62	
LACHINE	1959-65	1959-66
LACHUTE	1958-63	1959-64
LA TUQUE		1961-63
LAVAL-DE-RAPIDES	1962-63, 1965	1962-66
LEVIS	1958-64	1958-66
MAGOG	1959-64	1959-64
MONCTON	1957-63, also Eng, 1957	1958-59, 1961, 1968
MONTREAL	1957-65	1957-66, 1968
NORANDA	1958-64	1958-60, 1962-63
OTTAWA	1965	1966
POINTE AUX TREMBLES	1961-63	1961-64
QUEBEC	1957-63	1957-60, 1962-66, 1968
REPENTIGNY	1963	1963
RIMOUSKI	1958-59, 1961-64	1959-67
RIVIERE DU LOUP	1958-59, 1961-63	1959-61, 1963, 1965, 1968
ROUYN	1958-64	1958-64
ROXBORO		1965 (1966 IN ENGLISH)
STE A DE BELLEVUE	1958-63	1959, 1961, 1963, 1965-66
ST EUSTACHE	1959, 1961-63	1959, 1961, 1963-64
ST GENEVIEVE	1961-63	1960-63
ST HYACINTHE	1958-64	1958-64
ST JEAN	1958-64	1958-64, 1966
ST JEROME	1958-63	1958, 1961-63, 1965
ST ROSE		1964-65
ST T DE BLAINVILLE	1958-64	1961-63, 1965-66

POURQUOI ATTENDRE AU PRINTEMPS, DO IT NOW

SEPT ILES	1961-64	1961-64
SHAWINIGAN FALLS	1958	1959-64
HERBROOKE	1958-64	1958-66
LOREL	1958-64	1958, 1960-64, 1966
THETFORD MINES	1958-64	1958-61, 1963-64
TROIS RIVIERES	1958-64	1959-66
VAL D'OR	1958-64	1958, 1960-61, 1963-64, 1966
VALLEYFIELD	1958-63	1959-65
VICTORIAVILLE	1958-63	1959-64 (1963 IN ENGLISH ALSO)

FORT
M
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L

Battleford, Sask.



*The Telephone Employees' Mutual
Services Association of B.C.*

*768 Seymour St.
Vancouver 2, B.C.*

"WHY WAIT FOR SPRING"

The Hungarian Foreign Ministry made diplomatic protests to Canada for use of a certain cancellation mark on the stamps of letters addressed to Hungary. The postmark reads "Why wait for spring? Do it now." Ottawa Officials explained that the cancellation is only part of a general Government program to encourage Canadians to get home repairs and odd jobs done during the winter and avoid the spring rush.

—FROM GREEN ISLE PHILATELY

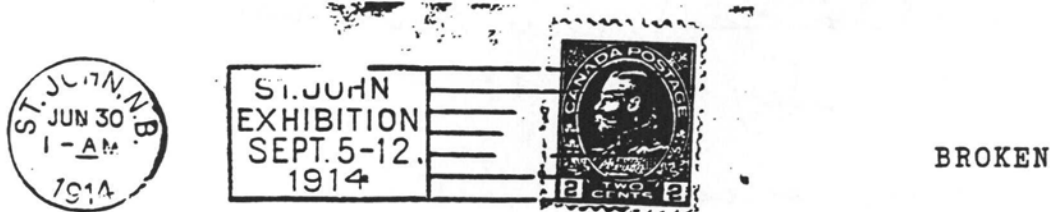
THE 1914 ST. JOHN EXHIBITION, A Damaged Die Discovery

The 1914 ST. JOHN EXHIBITION slogan is one of no real interest. It is reported used as early as March 16 and assumed used through the the end of the exhibition, September 12, which gives it a good 6 months of use from a major city.

While examining a half-dozen examples from my collection I noticed that on one example the middle three killer bars were broken, missing about 1/4" of bar. This I initially attributed to being an incomplete strike as oftentimes happens.

Upon closer examination of my other strikes that every copy exhibited these same broken bars, all copies dated MAR 23 or later. A letter from Dan provided a copy of a clear strike dated MAR 16 showing the killer bars complete and unbroken.

Thus the "damage" occurred sometime between 1 PM MAR 16 and 8 PM MAR 23. Can anyone report a date and condition between these two?



SAVE TIME USE AIR MAIL, An Update

Since the article on this slogan was published in the last issue our first copy of KENTVILLE has come to light. The copy is dated DEC 29 1947 and was found by Dan Rosenblat in an accumulation of "2 x 4's". This strike confirms the CPSGB report.

No other pertinent dates have been reported. However, on page 27 the late date for Die 1 Toronto should be AUG 11 1947.



Slogan 895, BUY WAR SAVINGS STAMPS

In addition to the considerable list of updates for this slogan published in Slogan box 3, the Editor can now add a few more from recent purchases, one of which is quite unusual. These are as follows:

MONTREAL - I use, die 2 latest, APR 29.19 was APR 5 only.
die 3 latest, MAY 12.19 was AP 28

U use, die 3 earliest, JUN 23.19 was JUN 30.

QUEBEC - I use, latest, JUN 14.19 was JUN 17

SARNIA - I use, latest, JUN 27.19 was JUN 22.

TORONTO - I use, die 3, earliest MAR 21.19, was APR 3.

VANCOUVER - I use. Originally reported as one die, APR 23.19 only, and later reported as two dies, die 1, I/SAVINGS over H/HELP,

APR 23.19 and die 2, I over E/HELP, blank dater only. A later report extended die 1 to JU 13.19. Recent purchases clearly confirm two dies, but the original descriptions are not clear enough, as the I/SAVINGS is rather variously between H and E of HELP, rather than definitely over either. It is suggested that die 1 is better described as L/HELP directly under right leg of N/SAVINGS, dates as above, and die 2, L under left side of G/SAVINGS, well right of N/SAVINGS, APR. 14.19 to MAY 26.19. Members should recheck VANCOUVER I usage in light of the above.

U use, latest, JAN 21.20 was DEC 27.19.

The confirmed use of two I dies strongly suggests their replacement by two U dies, so U material should be rechecked with this in mind.

WINNIPEG - I use. die 1, earliest MAR 28.19 was APR 5.

The unusual factor involves the I use of STRATFORD, previously reported as MAY 12.19 to MAY 31.19. The Editor now has a clear full strike of AUG 16.19, not only unusually late I use, but overlaps earliest U use of JUL 19.19 by almost a month. This is the only recorded instances of overlapping usage, since the U machines always replaced the I's.

However, and very oddly, Sessions in his book lists latest I use for this slogan as the same AUG 16.19, not commenting on its lateness, but merely noting "Universal machine in use from 1919."

A possible solution to this really unacceptable overlap might be that an incorrect month was inserted for one day, possibly on a last day of the international use in mid-July. In that event, a day's worth of output with the incorrect AUG 16.19 date may exist, although there was probably no actual I use after at least the JUL 19 earliest reported U use.

Members should recheck all STRATFORD use of this slogan, especially to determine if there is in fact any I use in the period of JUL 19-AUG 16 that might support two reported AUG 16 strikes, failing which the mis-dating concept appears to be the only reasonable answer to the overlap.

Slogan 7595, REMEMBRANCE DAY

John Robertson confirms the probable MOOSE JAW 1966 use, the same die Y as used in 1965. Also a fine new discovery, Orillia use of die H in 1962. No usage of the slogan by Orillia had been previously known.

VANCOUVER

I use 1919, 2 dies - U use, 1 die 1913-20

I use 1919, die 1

L/HELP directly under right leg of N/SAVINGS
was I of SAVINGS over H of HELP



Die 2, L under left side of G/SAVINGS, well right of N/SAVINGS,
was I over E

*to your over
away the part of
month, the part
very much remember me
Mary J. Hunt*

POSTCARD

VANCOUVER B.C.
APR 2 1919

BUY WAR STAMPS AND RECONSTRUCT

*10 Grove
8008 Street
Vancouver
Near 24th
Just a
step from
I will give
ok, and me*

*Mrs. Walter Baboy
Memorial St*

Vancouver Pioneers Association
W. H. ALLEN, Sec.
1032 5th Ave. W. Vancouver, B.C.

VANCOUVER B.C.
MAY 9 8-AM 1919

BUY WAR STAMPS AND RECONSTRUCT

*Mr. Clifford Angus
1035 Davis St.
City*

SLOGANS 2215 AND 2216
 BILINGUAL AND ENGLISH VERSIONS OF
 CONSERVE COAL/CONSERVEZ/LE CHARBON
 CONSERVE COAL/SAVE/ONE TON IN FIVE

DO YOU LOVE A MYSTERY?

If you do, this otherwise ordinary and unexciting W.W. II slogan has a lot of mysteries to offer. On the surface it is a relatively simple multi-office, multi-year slogan in bilingual and English formats. For most of us today, conserving coal has reached the extreme of never seeing or using it, but it must have had enough significance during the war to warrant a slogan in several offices over several years.

The possible, but by no means clearly established use of these slogans is as follows:

OFFICE	1943	1944	1945	1946
CALGARY	X			
CHARLOTTETOWN	X	X	X	X
COLEMAN	X			
EDMONTON	X			
HALIFAX	X	X	X	X
HAMILTON	X	X		
LONDON	X	X	X	X
NEW WESTMINSTER		X		
OTTAWA	X	X	X	X
REGINA	X	X		
SASKATOON	X	X		
ST. JOHN	X	X	X	
TORONTO	X	X	X	X
VANCOUVER	X	X		
VICTORIA	X	X		
WINNIPEG	X			
BEAUCEVILLE		X		
MONTREAL	X	X	X	X
QUEBEC	X	X	X	X

Mystery No. 1, the 1940 usage reports - Proulx indicates English usage in TORONTO and WINNIPEG only in 1940, with no bilingual use, and the CPSGB Study Group reports the same, probably the source of the Proulx listing, since he often used the usually reliable CPSGB report for early data. However, there is no Proof Book documentation to support this, nor strikes seen by us.

It would have been very curious for this slogan to have been introduced in English only in two offices in 1940, then completely abandoned for two years until revived in late 1943 for multiple offices with both formats. That would have indicated minimal early interest, but considerable later, and it is unlikely to have been the one in 1940 and the other in 1943. The 1940 usage is therefore very questionable, and absent a report from any member of actual strikes, we will assume that it did not exist.,

Mystery No. 2, the 1943 usage - Proulx lists 13 English offices with use in 1943, Calgary, Charlottetown, Coleman, Edmonton, Hamilton, London, Ottawa, Regina, Saskatoon, Toronto, Vancouver, Victoria, Winnipeg and for bilingual Montreal only. There are Proof Book receipt strikes for these same 13 English and one bilingual offices, but also two English and one bilingual black-out strikes, with offices obliterated. What were these offices which bring the 1943 English dies to 15 and the bilingual to two?

Black-out use is reported as introduced in late 1943 for the port cities of Halifax, Quebec and St. John on the East coast and Prince Rupert, Vancouver and Victoria on the West coast. There are identified receipt strikes for Vancouver and Victoria, dated just prior to earliest blackout use, and Prince Rupert did not use the slogan. The bilingual black-out must therefore be Quebec, and the two English black-outs must be Halifax and St. John. These three had known use in 1944, but probably can be listed as having 1943 use, not recognized because of black-out cancels.

One may wonder how the blackout offices can all be reported as used in 1944 if some of them were not recognized in 1943. The answer is probably that the longer period of use in 1944 produced a greater number of covers that circumvented the black-out purpose by having return addresses that reveal their point of origin. We have seen such 1944 use of the slogan from Vancouver, Victoria, Halifax, St. John and Quebec.

Mystery No. 3, the 1944-46 usage. Normally, one would expect these dies to have been annually returned and randomly re-issued, but oddly there are no receipt strikes in 1944-45 and only one in 1946. The implication is that these dies were either retained throughout the four years, or if returned in 1944-46--as a diminishing number of using offices suggests, they were not re-issued, but retired. To the extent that some comparison can be made between the usages of offices over the two to four year period, the dies do appear the same in each case except one.

This, plus the absence of annual receipts, strongly suggests that almost all offices kept their own die until they gave up usage in 1944-46. However, this brings us to mystery No 4, the NEW WESTMINSTER and BEAUCEVILLE 1944 use.

If we can assume that the 1943 English usage was actually from 15 offices and the bilingual from two, we account for the dies issued in that year, but the listed 1944 usage includes the additional English New Westminster and the additional bilingual Beauceville.

The New Westminster is not too much of a problem. Four English offices, Calgary, Coleman, Edmonton and Winnipeg appear to have given up use after 1943, so New Westminster could have been re-issued any one of these four available dies, leaving 12 English offices in 1944, using 12 of the 15 1943 dies. The mystery is why there is no New Westminster 1944 receipt strike to indicate the only English re-issue of that year.

We have seen a black-out cover of JAN 21.44 with a Winnipeg corner address, but Winnipeg certainly never used a black-out and the die seems to be that issued to Vancouver, a much more probable point of origin, so Winnipeg use in 1944 is not established.

The Beauceville use is another matter. If there were only two bilingual dies issued in 1943, one for Montreal and the black-out for Quebec, how could a third office use bilingual in 1944 unless a new bilingual was issued to it--in which case, why no 1944 proof or receipt strike. A possible answer is that Beauceville just briefly borrowed either the Montreal or Quebec die in 1944, rather than having it officially returned and re-issued. But why lend a die to so small an office as Beauceville, rather than to one of the Quebec offices that normally used slogans?

Proulx values the Beauceville strike at 6 to 7 times that of the other bilinguals of 1944, indicating scarce and therefore probably short use, which may have been non-concurrent with whichever of the other two bilingual office dies had been borrowed.

In 1945 the English use fell from 12 offices to 6, as Hamilton, New Westminster, Regina, Saskatoon, Vancouver and Victoria dropped out. In 1946 St. John also dropped out, leaving only 5 English users, together with Montreal and Quebec as the bilinguals, Beauceville having been omitted after 1944.

Mystery No. 5 - A single receipt strike is known in 1946, the first since the originals in 1943. It is for Toronto, dated FEB 23.46, indicating a late re-issue of a die to that office. Comparison of Toronto strikes of 1943 to late 1945 appear as the same die, but strikes of MAR 12.46 and NOV 9.46 appear to differ from the 1943-45 use. It may well have been that the Toronto die was much worn by early 1946 and was replaced by one of the several earlier dies available.

Mystery No. 6 - How many tons of coal did they conserve?

Normally, when we publish an office classification, it has been thoroughly researched and provides considerable information, so that members can better assess their holdings and need only report additional details. Here, however, we are publishing something very incomplete and none too helpful. We do so in order to give members the chance to show their own research capabilities and hopefully to provide much more of the answers than we have been able to do.

If you have any material of these slogans, get it out--study it--and see if you can solve any of the mysteries. Then write it up and send us your answers. There will be a prize for the best--a well conserved lump of coal.

ED



CONSERVE COAL
SAVE
ONE TON IN FIVE



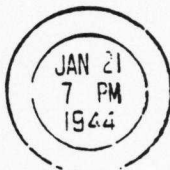
D.



CONSERVE COAL
CONSERVEZ
LE CHARBON



CONSERVE COAL
SAVE
ONE TON IN FIVE



CONSERVE COAL
SAVE
ONE TON IN FIVE



Laren

New dates are reported as follows. The Charlottetown date was reported earlier by William Bartlett and was not included at that time.

CITY	EARLIEST	LATEST
CHARLOTTETOWN	AUG 25 1941	
FREDERICTON		DEC 19 1942
QUEBEC		JAN 26 1943
REGINA		FEB 2 1943
ST JOHN		SEP 30 1942
TORONTO		FEB 19 1943
VICTORIA	DEC 17 1941	

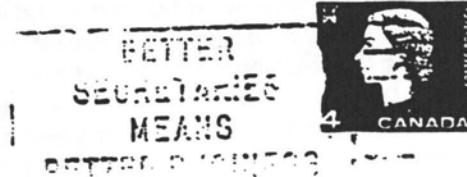
WHERE ARE BETTER SECRETARIES WHEN WE NEED THEM?

The slogan "BETTER SECRETARIES MEANS BETTER BUSINESS" is reported used in Vancouver from 1963 through 1967. Now, I get a lot of kidding about my Texas "twang" but at least in Texas we "were learned" that a subject and a verb are supposed to agree.

Wouldn't that make the correct wording of this slogan BETTER SECRETARIES MEAN BETTER BUSINESS? The fact that this slogan was used for 5 years adds to the humor; or, have I missed something? Perhaps the source of this slogan should have consulted a secretary.

THE UNIVERSITY OF BRITISH COLUMBIA

FACULTY OF APPLIED SCIENCE
OFFICE OF THE DEAN
VANCOUVER 8, CANADA



COMING IN THE NEXT ISSUE: 1914 SLOGAN UPDATE. Send Dan Rosenblat any early/late date information which you may have. Plans call for this to be continued through 1919. Keep Dan informed to keep this list as meaningful as possible, as soon as possible, to reduce update time and expense.
