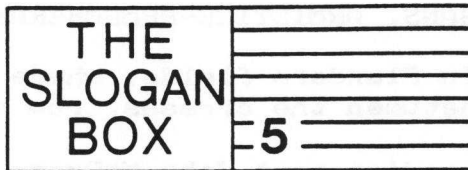


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Newsletter of the BNAPS Machine Slogan Cancel Study Group

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Chairman's Message

The last weekend in October brought a real treat for your chairman. Our Editor, Dan Rosenblat, accompanied his wife to nearby Dallas where she was to attend a convention (how's that for a turnabout?) and Dan and I spent two delightful days discussing slogans, the newsletter, the study group and other items of mutual interest.

Dan is plugging away diligently on the listing of early slogans; the second part is included in this issue. Also in this issue is Dan's update of his POPPY DAY slogan research which was greatly expanded with new data provided by Doug Lingard from the archives in Ottawa.

At the time of this writing I have received renewals from 13 members and can report the addition of 4 new members.

Those renewing are Coutts\*, Fraser\*, Middleton\*, Thorne\* Robertson\*, Lingard\*, Washington\*, Leith, Steinhart, Jeffrey\*, Burega\*, Frampton, and Felton\*. (\* indicates contribution to the financial deficiency in publishing the first 4 issues)

New members to our group are

GUTZMAN, Wally	272 Vinet Av., Dorval PQ H9S 2M6 Internationals XM XI
POORE, Woody	1910 Laurel, Gainsville, TX 76240 General Interest
KITCHEN, Ron	1387 Pearl St., Ottawa, ON K1T 1C6 1912 - 1922, and military slogans XI
HADDEN, Alex	P. O. Box 34461, Sta. "D", Vancouver, BC V6J 4W4 Boy Scout, Girl Guide and Brotherhood Week slogans XM XI

The overwhelming response to my question about how the newsletter should proceed was "continue 'as is' and re-assess dues as necessary." This is what we plan to do. Dan and I are committed to publishing 6 issues a year in the 30 page range. But, Don't wait for Dan and I to fill up the pages. Each of you should be writing an article, if for no other reason than gathering information about your special area of interest.

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 at least as late as 1976, purchase of these poppies was encouraged in many related slogans, variously worded, but with a common theme. Much of the use was by a single office, when a local Veterans group would pay the P.O. a fee to have a slogan made with their own choice of wording. These could be used annually until the die was damaged or wore out, provided that the sponsoring group specifically requested the use each year. It was P.O. policy not to automatically re-issue without such requests, and neglect in making them accounts for many of the usage gaps from year to year.

Between 1929 and 1948, these individual slogans were to a considerable degree pre-empted when the Canadian Legion requested that slogans in the same format be used annually in fifteen of the larger offices. The influence of this organization at the time was such that the P.O. not only agreed to the issuance, but contrary to its normal practice, provided the many dies without charge. This introduced the multi-office standard format, first referencing Armistice Day in 1929-30 and Rememberance Day thereafter. Early usage by thirteen offices was in English, but Montreal used a bilingual format and Quebec a French only.

These slogans have been studied, using the following sources. Official P.O. data (Distribution Lists until 1931 and Proof Book Receipt Strikes until 1955) and the P.O. correspondence file on Poppy Day slogan usage, covering the period 1924-1956. found in the Archives through the great courtesy of Douglas Lingard. Both of these sources are referred to as "documentation". Also the CPSGB Study Group report from Maple Leaves, ending in 1957, and material actually seen. Since usage after 1965 is later than the documentation and report data, such later use is not as well confirmed as the earlier usage.

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

The major multi-office group, with its English, bilingual and French only formats, is classified separately, followed by a detailed classification of single office related slogans, in the chronology of earliest use. The slogan numbers and wording are given, followed by Proulx catalogue data as listed, but it will be seen that much of this catalogue data requires corrections or additions.

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

Classification of the major multi-office group,

1929-30 usage

265, ARMISTICE DAY CANADIAN LEGION VETCRAFT POPPIES

13 named offices with 1929 use, but only 4 are  
also noted as having 1930 use

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

MONTREAL, 1929-30

5034, JOUR DE L'ARMISTICE LEGION CANADIENNE COQUELICOTS VETCRAFT

The catalogue does not list this French only version of slogan 265, so  
it has been assigned an appropriate number, with QUEBEC use in 1929-30

These three formats of the same slogan were the first of the major multi-  
office group, referencing Armistice Day, used in 1929-30 prior to  
adoption of the term Remembrance Day in 1931. The initial issue of the 15  
dies was authorized by the P.M.G on Sept. 21, 1929, for usage from Oct. 15  
to Nov. 11, the 13 English dies being sent to the following offices,  
selected by the Legion:

Calgary, Charlottetown, Edmonton, Halifax, London, Ottawa, Regina, St.  
John, Saskatoon, Toronto, Vancouver, Victoria and Winnipeg. All the dies  
were those appropriate for the Universal cancelling machines, then in  
general use at all major offices.

On the specific request of the Canadian Legion, dies were re-issued to  
the same 15 original using offices for 1930 use from Oct. 15 to Nov. 11.  
The catalogue notation of 1930 use only for Charlottetown, Edmonton,  
Regina and Saskatoon is therefore incorrect, but may have been caused by  
the CPSGB report's failure to include these same four offices in its 1929  
listing.

The 1930 re-issue to Montreal and Quebec was of their own distinctive  
bi-lingual or French only format to each, but the re-issue of the 13  
English dies was random, so that no office used the same English die in  
1930 as in 1929 except Ottawa, which was probably only coincidence.

The sequence of re-issue interchange can be easily traced by minor die  
differences and 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 "POPPY" SLOGANS, ARMISTICE-REMEMBRANCE DAY RELATED SLOGAN GROUP

It is a matter of interest that on Nov. 4, 1930, an organization named Army & Navy Veterans in Canada wrote to the D.P.M.G., protesting use of the slogans referencing the Canadian Legion by Vancouver and Victoria. The organization contended that they were the manufacturers and sellers of poppies in British Columbia, so that, as they wrote, "The Canadian Legion has no right, in the circumstances, to arrogate to itself the right implied in the wording of the stamp."

The D.P.M.G replied apologetically that "it was not at the time realized that the name (Canadian Legion) was not broad enough to cover all those interested in the work." He noted that no complaint had been received in the prior year and it was too late to make any alterations in 1930. adding "Another season it will no doubt be possible to arrange for a wording to be used which will be agreeable to all concerned."

An excellent opportunity to rectify the matter existed in the following year, when new Remembrance Day dies were issued. However, the dispute must have simmered down by then, since the new Vancouver and Victoria dies continued to reference the Canadian Legion.

In 1931 the Canadian Legion had again requested use of the slogans in the same offices, but with Remembrance Day in place of Armistice Day, this name change appearing to have been made official in that year. The name change resulted in the issue of 15 new Universal machine dies, again paid for by the P.O., and also results in the renumbering of the three slogans involved, as follows:

Classification of the major multi-office group,

1931-67 usage

7595, REMEMBRANCE DAY CANADIAN LEGION VETCRAFT POPPIES  
24 unnamed offices, with usage in 1931-43, 1947-49. 1958-62,  
1964 and 1967

7595-A, REMEMBRANCE DAY CANADIAN LEGION VETCRAFT POPPIES  
JOUR DU SOUVENIR LEGION CANADIENNE COQUELICOTS VETCRAFT  
MONTREAL, 1931-33, 1935-41 and 1947-48

5035, JOUR DU SOUVENIR LEGION CANADIENNE COQUELICOTS VETCRAFT  
QUEBEC, 1927, 1931-32, 1935-38, 1940-41 And 1947-48.

1927 QUEBEC use was impossible, as the wording is REMEMBRANCE DAY rather than AMISTICE DAY, and there was no use of either format prior to 1929.

As with slogan 265, letter positions and presence or absence of dashes around POPPIES on the new 1931 English dies permits their separation and tracing of the die interchange that resulted from subsequent random re-issue of prior year dies. This suggests that, with only few possibly coincidental exceptions, these dies rotated from office to office in successive years. See Appendix A for illustrations of the 13 original English dies, designated A to M.



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

Use of the three slogan formats by the same offices continued in 1932-33, including 1933 Quebec use of 5035, although not listed in the catalogue.

There was no usage at all in 1934 and no reason for this odd omission is indicated in any documents. It very possibly resulted simply from an oversight by the Legion in not making their annual request in good time. The catalogue lists 1934 use of 7595, possibly because the CPSGB reported Calgary in 1934, but no documentation supports this report,

Usage of the three slogan formats by the same 15 offices resumed in 1935, but with significant differences in slogan 7595 dies, caused by a change from Universal machine use to the Perfect type in nine English slogan offices. This required issuance of nine new Perfect dies and placed the nine old dies in reserve. The offices with die changes were Calgary, Edmonton, Halifax, London, Ottawa, St. John, Toronto, Vancouver and Victoria. There were no changes in slogans 7595-A or 5035.

A tenth new die was issued in 1939 and an eleventh in 1941, for a total of 11 later dies in addition to 13 originals. The newer dies are not as easily separated as were those of 1931, but 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,

Some proof strikes of these 11 new dies are not clear, so they are illustrated in Appendix B by a mixture of photos of proofs and actual strikes. designated N to X.

Tracing movements of these dies from office to office is hampered when actual strikes are not available and die identification is made from unclear or incomplete proof strikes. Also, after 1955 there were no further proof strikes, so die identification depends entirely on strikes seen. Accordingly, the re-issue sequence listed is based in part on guess work, and occasionally some cannot even be guessed at. and must be indicated in the classification as presently unidentifiable.

Use of the three slogan formats continued in 1936-38, in the same offices and from the same group of dies as in 1935. In 1939 authority was given to issue exactly as in 1938, but the Equipment and Supply Branch replied that Toronto had reverted to Universal machine use and would therefore require a new die. It is unclear why one of the several Universal reserve dies could not have been used, but nevertheless a new die was authorized and issued, designated W, creating a reserve Perfect die.

The reserve Perfect die was not used in 1939, but in 1940, when Sault Ste. Marie requested a POPPY DAY die, authorization was given for Sault to use the reserve Perfect die, increasing the using offices to 16, since Quebec used 5035 in 1940, though the catalogue does not list it. This was the first change since the designation of the original 15 offices.

In 1941 Ottawa was issued a die, designated X, in a recognizably new format, with VETCRAFT in a straight line, rather than arced, and no dashes around POPPIES. Subsequent use of this die can be easily traced from office to office. This increased the number of reserve dies, but the 16 using offices remained as in 1940.

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

The first major change in using offices was in 1942. The war being in progress, the P.O. had directed first usage priority to the BUY VICTORY BONDS slogan. Some offices were required to use the priority slogan in Oct-Nov, to the exclusion of 7595. These were Charlottetown, Saskatoon, Vancouver, Victoria and Winnipeg, but the unused dies were supplied to an equal number of new offices, being Fredericton, Lethbridge, Moose Jaw, New Westminster and Windsor. The total of using offices of slogan 7595 remained the same at 14. The catalogue does not list 1941-42 use of either 7595-A or 5035, but both had such use.

A lesser change in 1943 was re-issue of 7595 to 12 of the 1942 users, but London and Sault had switched to Universals and their dies were sent to Sudbury and Brantford, keeping use at 14. Meanwhile, slogans 7595-A and 5035 had continued to use their individual dies each year in 1935-43.

Usage of all three formats ceased in 1944-46. No reason is stated, but it is probable that the many war-time patriotic slogans took precedence and the observation of Poppy Day was itself subdued by the war.

In 1947 the Legion again strongly requested issue of slogans "throughout the larger points in the Dominion." The P.O. appears to have made the decision as to the using offices and 16 dies of 7595, plus one each of 7595-A and 5035 were issued, the largest number ever used in one year. The 7595 use was a mixture of seven of the newer 11 dies and 9 of the older 13, several of the latter having been in unused reserve since 1933.

The 18 using offices were Brantford, Calgary, Edmonton, Fredericton, Halifax, Lethbridge, London, Montreal, Moose Jaw, New Westminster, Ottawa, Quebec, Regina, St. John, Sault Ste. Marie, Sudbury, Toronto and Windsor, all of which had seen some prior usage.

The 1948 re-issue was authorized as "somewhat along the same lines as last year", but is not specified. However, Saskatoon and Vancouver, not part of the 1947 use, have been seen, but Halifax, New Westminster and Sudbury have not, so it must be assumed that some changes were made. Sudbury is reported by CPSGB, so it may be that Saskatoon and Vancouver were substituted for Halifax and New Westminster. Use was therefore in either 17 or 18 offices, depending on the validity of the Sudbury report.

CPSGB reports 1949 slogan 7595 use at Ottawa only, probably the source of the catalogue's listing of use in that year, but documentation does not support this and it appears very unlikely that such usage took place.

1948 was therefore the end of all 7595-A and 5035 use and the end of 7595 use until an isolated case in 1956, when the local Legion post in Port Alberni, B.C. asked the post-master if use could be made of a slogan to advertise their Annual Poppy Day. On passing the inquiry to Ottawa, he was told that there were several unused Poppy Day dies in reserve and was offered a choice from three available, slogan 10362, last used at Toronto in 1925, 10355, last used at Calgary in 1926 or a reserve 7595 die.

The 7595 was selected, so it came back into use on a single office basis and was re-issued to Port Alberni again in 1958 and in 1961. 1956 use is known to be from die I, but the later use dies have not been identified.

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

Multi-office use of slogan 7595 was revived in 1958-59 at the request of the Legion that 11 Poppy Day dies then remaining in reserve be "sent to the 11 largest Post Offices in English speaking communities." Whether the bi-lingual and French dies were not available, or deliberately excluded, is not known. The nine available dies of 7595 were issued to Calgary, Edmonton, Hamilton (not a previous user), Moose Jaw, Ottawa, Toronto, Vancouver, Windsor and Winnipeg. Moose Jaw, by size, should not have been included, but is noted as "special request".

The other two available Poppy Day dies were the two that had been offered to Port Alberni in 1956, slogan 10355, WEAR A POPPY ON ARMISTICE DAY, which was issued to London in 1958-59 and 10350, WEAR A FLANDERS POPPY ON ARMISTICE DAY, issued to Victoria in 1958-59. That these more than 30 year old dies were still available and usable is rather surprising.

Additionally to the nine slogan 7595 dies listed above as re-issued in 1958, there was also use at Port Alberni of its re-issue of the slogan 7595 that had been used there in 1956, so 1958 use of the slogan was in 10 offices.

There was final multi-office use of 7595 in 1959, to the same 9 offices with 1958 use, although not additionally at Port Alberni, where issue appears as having been by local request only, rather than as part of the multi-office request from the Legion office in Ottawa. London and Victoria were re-issued the two other slogans they had used in 1958.

After 1959, only three offices are known to have used slogan 7595, all three on a local request basis. These include a final Port Alberni re-issue in 1961, a 1962 single year issue to Orillia, its first and only usage, and 1960-67 use at Moose Jaw, a continuation of the special request made in 1958, and by far the latest use of the slogan.

The catalogue states that 7595 was used in 24 offices, in 1931-43, 1947-49, 1958-62, 1964 and 1967. The number of using offices appears as correct, but the documented years of use are 1931-33, 1935-43, 1947-48, 1956 and 1958-67, although 1956 and 1960-67 did not have true multi-office usage.

See Appendix C for a total of 26 offices using the multi-office slogans in the period 1929-67.

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W A N T E D

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For study--Proulx 8105 "SELKIRK CENTENNIAL" 1912 on cover.  
APRIL DATES ONLY. Will purchase or trade for other slogans.  
Don Fraser, 1183 Warsaw Ave., Winnipeg, MB R3M 1C5

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ON COVER, TORONTO NATIONAL BOOK FAIR (P 5915) and BUY AN APPLE  
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TX 76103

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W A N T E D: TORONTO HELP THE MUSKOKA, and general use of  
HELP PREVENT FOREST FIRES. Also OBSERVE SUNDAY, all cities  
and types. Dan Rosenblat, 3612 Wood Duck Circle, Stockton,  
CA 95207

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

Classification of related Poppy Day slogans, not part of the multi-office usage of 265 and 7595, including corrections or additions to catalogue dates and in the chronological order of the earliest confirmed issue dates. The slogan wording is given with its appropriate catalogue number, followed by the usage listed in the catalogue.

10350, WEAR A FLANDERS POPPY ON ARMISTICE DAY  
TRURO 1921-22. MONTREAL 1921-22, VICTORIA 1958-59

Documentation indicates earlier Truro use in 1919, the earliest for "Poppy" slogans, and confirms 1922. CPSGB reports 1921, but there is no real confirmation of a probable 1920 use.

Documentation confirms the Montreal 1921 use from a different die, but 1922 is unlikely, as Montreal used slogan 7078 in that year.

Victoria 1958-59 use confirmed by documentation and as seen. The Montreal die was re-issued to Victoria in 1958-59 as part of the revived multi-office Poppy Day usage of those years.

7078, PORTEZ LE COQUELICOT LE JOUR DE L'ARMISTICE WEAR A POPPY ON  
ARMISTICE DAY  
QUEBEC 1921, MONTREAL, 1922-26

This differs from 10355-A only in that it is French over English, rather than the reverse, and it is really a second bilingual of 10355. The catalogue lists Montreal 1922-26, but documentation indicates 1922 and 1924-26, with no 1923 use. It lists Quebec in 1921, probably because CPSGB did so, but documentation indicates 1922 use only. There must have been two dies, since concurrent 1922 use in both Quebec and Montreal is confirmed.

10355-A, WEAR A POPPY ON ARMISTICE DAY PORTEZ LE COQUELICOT  
LE JOUR DE L'ARMISTICE  
MONTREAL 1922-25

This is the same slogan as 7078, but with the languages reversed. The similarity with 7078 has caused confusion, and documentation indicates Montreal use in 1923 only, Montreal having used 7078 in 1922, this slogan in 1923 and 7078 again in 1924-26.

4797, IN EVERY HOME A POPPY  
OTTAWA 1924

Documentation confirms the catalogue listing of 1924 only.

4180, HAMILTON G.W.V.A POPPY DAY date and year  
HAMILTON 1924-25 and 1927

Documentation confirms catalogue listing of 1924 and 1925, with the dates altered, but indicates that the 1927 die with dates altered was returned unused by Hamilton, since the Hamilton GWVA post had been disbanded. It was then replaced by slogan 4205. There is no record or report of 1926 use. The initials indicate the Great War Veterans Association.



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

Documentation confirms the catalogue listing of 1924-25. 1925 appears as a re-issue of 1924.

10362. WEAR A VETCRAFT POPPY NOV 11TH ARMISTICE DAY POPPY DAY FUND  
TORONTO, 1925

10358, WEAR A POPPY ON NOVEMBER 11TH  
TORONTO 1926

Documentation confirms successive Toronto use of these slogans in 1925-26

10355, WEAR A POPPY ON ARMISTICE DAY  
CALGARY, 1926, LONDON 1958-59

Confirmed 1926 Calgary use follows 1924-25 use of slogan 10356. London 1958-59 use confirmed by documentation and as seen. The Calgary die was re-issued to London in 1958-59 as part of the revived multi-office Poppy Day usage of those years.

4205, HAMILTON VETERAN'S POPPY DAY date and year  
HAMILTON 1927-30

Documentation confirms 1927-30 use, the same die with the dates altered. The slogan was issued in 1927 to replace slogan 4180 after the Hamilton GWVA was abandoned. Note that Hamilton was not included in the offices issued 265 in 1929, so it continued to use this slogan in 1929-30.

5347, LEST WE FORGET WEAR A POPPY NOVEMBER 11TH  
FORT WILLIAM, 1930-33

The catalogue lists 1930-33 use, but documentation indicates earlier use from 1928-29, all reissues of the original die. The office altered machines from Universal to Perfect in 1934, requiring a new die that the sponsors were unwilling to pay for, so usage ceased.

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

Documentation confirms original issue in 1955, with re-issues of the same die until 1968.

5345, LEST WE FORGET BUY A POPPY  
ORILLIA, 1957, 1959-60, 1967, VANCOUVER, 1969

Documentation confirms issue to Orillia of a new die in 1957, reissued in 1958-60, but returned damaged in 1960 and not replaced, so there was no later use. In 1962 the office was issued a reserve die of 7595, used for one year only.

Vancouver did not use this slogan as the catalogue lists, but rather the similar though slightly different slogan 5349 issued later.



10352, WEAR A POPPY  
DUNCAN, 1957-63, 1966-68, 1970-71

A new die was used in 1957 and re-issued in 1958-60. The 1960 use resulted in damage and a new die was used in 1961 and re-issued in 1962-71.

831, BUY A POPPY LEST WE FORGET  
HUNTSVILLE, 1959

Though the catalogue lists 1959 only, documentation indicates that the die was first used in 1957. The sponsoring group forgot to request use in 1958, but it was re-issued in 1959-60.

4497, HELP THE POPPY FUND  
FORT WILLIAM, 1929, OWEN SOUND, 1959-62

The catalogue includes Fort William use in 1929, but this is not confirmed by the documentation and would conflict with Fort William slogan 5347 use. Documentation indicates the die was used at Owen Sound in 1959 and re-issued in 1960-62.

830, BUY A POPPY  
PARRY SOUND, 1956-60, 1962-65

Though the catalogue lists earlier use, documentation indicates that the die was not used until 1959 and re-issued in 1960-65

7597, REMEMBRANCE DAY WEAR A POPPY  
WELLAND, 1959-71, WOODSTOCK 1961-68

The same wording was used in two different slogans, first by Welland and soon after by Woodstock. The Welland die was first used in 1959, but was damaged and replaced by a new die in 1960, re-issued in 1961-64 and again replaced by a new die in 1965, re-issued in 1966-71.

The Woodstock die was first used in 1961, re-issued in 1962-64, when it was damaged and replaced with a new die in 1965, re-issued in 1966-68.

7555, REMEMBER THE DEAD HELP THE LIVING WEAR A POPPY  
DUNNVILLE, 1960, 1962, 1964, 1966

Though the catalogue lists Dunnville use only of this slogan, the wording was first used at Aurora in 1959 only, and then the same wording was used in a new die first issued to Dunnville in 1960, re-issued in 1961-68.

5315, LEGION WEEK (Dates)  
VANCOUVER, 1960-61

Documentation of this slogan is missing, but 1960-61 Vancouver usage is confirmed as seen, 1961 appearing as the 1960 die with dates altered.

10353, WEAR A POPPY NOVEMBER 11TH  
STRATFORD, 1944-45, 1961, 1963-65; 1973 BILING

The catalogue lists use in 1944-45, but neither documentation nor CPSGB reports support this. A new die was used in 1961, omitted in 1962, but re-issued in 1963-71. The 1973 bilingual slogan must have been from a different die.

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

In 1962 The Royal Canadian Legion passed a resolution calling for annual use of a slogan in this wording in Ottawa and Provincial Capital Cities. The P.O. replied that they would agree, providing the Legion paid the \$11.27 each cost of manufacturing the dies. It appears that the Legion was not prepared to do this, so the dies were not issued.

However, an individual in Trenton, Ont. thought well enough of the idea to pay the price for a die with the proposed wording to be issued to Trenton. It had first use in 1962 and the documentation indicates the re-issue in 1963-65. The reported 1969-70 use has not been seen, so it is not confirmed that it existed and if so was a later re-issue of the original die or a new one.

5349, LEST WE FORGET WEAR A POPPY NOVEMBER 11TH  
VANCOUVER, 1964-69

Though the catalogue does not list 1963, documentation indicates that a new die was used in that year and re-issued in 1964-65. 1967-68 has been seen so the reported 1966-69 use is probably correct. However, the 1968 s from a slightly different die than the 1967, with a line under the TH of 11TH, indicating a new die issued in that year.

9095-A, SUPPORT THE POPPY FUND CAMPAIGN, bilingual,  
EDMONTON and SASKATOON - 1970

This is a late bilingual version of slogan 9095, used at Edmonton in 1955-68, and the catalogue reports it as having been used in both Edmonton and Saskatoon in 1970. There is no confirmation of this, but there would have to be two dies in 1970 and there may have been some 1969 use either 9050 or 9050-A.

7596, REMEMBERANCE DAY LE JOUR DU SOUVENIR, bilingual  
MOOSE JAW and WOODSTOCK, 1974-75

Woodstock has been seen for 1976, but the balance of the catalogue report may be correct, indicating concurrent use in two offices and therefore two dies.

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



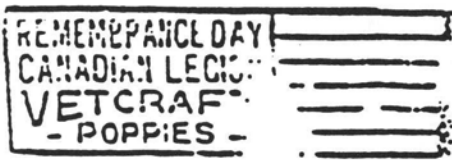
DIE D, HALIFAX



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

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



DIE N, VICTORIA  
1935



DIE O, TORONTO  
1935



DIE P, CALGARY  
1935



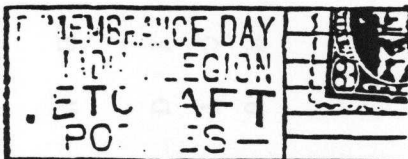
DIE Q, VANCOUVER  
1935



DIE R, HALIFAX  
1935



DIE S, OTTAWA  
1935



DIE T, ST. JOHN  
1935



DIE U, LONDON  
1935



DIE V, SASKATOON  
1935



DIE W, TORONTO  
1939



DIE X, OTTAWA  
1941





POPPY DAY RELATED ARMISTICE DAY-REMEMBRANCE DAY MULTI-OFFICE SLOGANS

Interchanged usage of 13 original and 11 additional dies of slogan 7595

Usage of 13 original dies, designated A to M

DIE	1931	1932	1933	1935	1936	1937	1938	1939	1940	1941	1942	1943	1947	1948	1956	1958	1959	1960	1962
A	CALG	REG	CALG									SOO	TOR						
B	CHAR	SASK	SASK									SUD	OTT	TOR					
C	EDM	VIC	REG									LON	EDM						WIND
D	HAL	OTT	OTT	CHAR	OTT	VIC	HAL	ST.J	VAN	WINN	REG	FRED	FRED						
E	LON	HAL	LON	WINN	CHAR	CAL	ST.J	SASK	SASK	LON	BRANT	WIND	SASK						
F	OTT	TOR	HAL																
G	REG	CHAR	CHAR																
H	ST.J	ST.J	ST.J	REG	ST.J	HAL	OTT	WINN	LON	CHAR									
I	SASK	EDM	VIC																
J	TOR	LON	TOR	SASK	VAN	TOR	EDM	REG	REG										
K	VAN	CAL	VAN																
L	VIC	VAN	WINN																
M	WINN	WINN	EDM																

APPENDIX D continued

Slogan 7579

Interchanged usage of 11 additional dies, introduced in 1935-41, designated N to X

DIE	1935	1936	1937	1938	1939	1940	1941	1942	1943	1947	1948	1958	1959	1960	1961	1962	1963	1964	1965-67
N	VIC	TOR	OTT	TOR	CAL	CHAR	SOO	EDM			ST.J								
O	TOR	REG	SASK	CAL	VAN	CAL	VIC	HAL	N.W.										
P	CAL	WINN	EDM	CHAR	SASK	VIC	EDM	WIND		M.J	REG								
Q	VAN	EDM	LON	VAN	CHAR	HAL	HAL	LETH	M.J.	LETH	LETH								
R	HAL	LON	CHAR	LON	LON	SOO	VAN	M.J.	FRED										
S	OTT	VIC	REG	SASK	EDM	EDM	ST.J	FRED	CAL	HAL	WIND								
T	ST.J	CAL	VAN	REG	HAL	OTT	LON	CAL	EDM	REG	CAL								
U	LON	HAL	ST.J	WINN	VIC	WINN	REG	REG	SUD										
V	EDM	SASK	WINN	VIC	OTT	ST.J	CAL	ST.J		ST.J									
W					TOR	TOR	TOR	OTT	TOR	TOR	HAM			M.J.	M.J.	M.J.	M.J.	M.J.	M.J.
X							OTT	TOR	OTT	EDM	WIND	CAL							

Die identification has not been established for the following confirmed but unseen offices

- 1942, Sault Ste. Marie
- 1943, Halifax, Lethbridge, St. John, Windsor
- 1958, Calgary, Port Alberni
- 1959, Edmonton, Hamilton, Moose Jaw, Ottawa, Vancouver
- 1961, Port Alberni

Canadian slogan usage of 1914

Slogans are either a continuation of prior usage or initiated in 1914, as indicated. Unless otherwise noted, use from one die and dates are 1914.

Slogan use continued to increase in 1914, both in number of using offices and the total number of slogans. Nine offices used slogans for the first time, Belleville, Brantford, Charlottetown, Fort William, Port Arthur, Prince Rupert, St. John, Sault Ste. Marie and Stratford. Montreal resumed the use omitted in 1913, but only four with 1913 use did not repeat in 1914, so net gain in using offices was six, for a total of 34.

Slogans increased to 43 with confirmed usage and two others reported, one at Guelph and one at Ottawa, which are considered to be very questionable

As in 1913, there is concurrent usage of two slogan by a one machine office, in this case Nelson, suggesting that slogan use must have been alternated. Additionally, there is concurrent Toronto use of the single die of the BROADVIEW BOYS' FAIR slogan with the four dies of the CANADIAN NATIONAL EXHIBITION slogan, indicating that one of the C.N.E. dies must have either alternated with or been replaced by the BROADVIEW slogan.

Concurrent usage by Fort William and Port Arthur of slogans with the same wording, advertising the WEST ALGOMA AGRICULTURAL ASSOCIATION, is the first instance of what might be termed multi-office usage. However, the two "sister-cities" continued to later jointly advertise proprietary events, and this practice is not the same as the true multi-office usage, advertising a national matter, introduced with the flag slogans of 1917.

The outbreak of W.W. I in early August of 1914 probably had little or no effect on 1914 slogan usage, even though several of the advertised events took place after the war began. It is unlikely that any of these events were cancelled or slogan usage curtailed, as may have been the case in the later war years, and it was not until 1915 that the first slogan with a war inspired message, NATIONAL PATRIOTIC WEEK, appeared at Winnipeg.

Based on Proulx pricing, the three rarest 1914 slogans were the two from Nelson, 1590 and 9695, and 1560 from Sault Ste. Marie, but otherwise the material is reasonably available.

**BELLEVILLE**

205 ANNUAL CITIZENS' CELEBRATION MAY 27 - JUN 3  
BELLEVILLE JUNE 3, 1914

Usage 1914 only

**BRANDON**

8820 SUMMER FAIR BRANDON, MAN. JULY 20-24 1914 APR 16 - JUL 24

Usage 1914-16, replaces 2570

**BRANTFORD**

693 BRANTFORD OLD HOME WEEK AUG. 9-14, 1914 MAY 13 - AUG 11

Usage 1914 and 1921

1914 SLOGAN USAGE continued

**BROCKVILLE**

750 BROCKVILLE FAIR AND HORSE SHOW MAY 13 - SEP 3  
AUG. 31 SEPT. 1-2 1914

Part of 1912-17 usage, 1913 die with dates altered

**CALGARY**

7335 PROVINCIAL HORSE SHOW CALGARY ALBERTA JAN 2 - APR 18  
APRIL 14-18 1914

Usage 1914 only

930 CALGARY INDUSTRIAL EXHIBITION CALGARY ALBERTA APR 21 - JUL 6  
JUNE 29 - 1914 - JULY 4

Part of 1913-14 and 1916-18 usage, 1913 die with dates altered

4865 INTERNATIONAL IRRIGATION CONFERENCE CALGARY AUG 17 - OCT 9  
CANADA OCT. 5, 6, 7, 8, 9 1914

Usage 1914 only

**CHARLOTTETOWN**

4015 GOLDEN JUBILEE CONFEDERATION CONFERENCE JUN 9 - AUG 20  
CHARLOTTETOWN AUG 18, 19, 20, 1914

Usage 1914 only

**COBOURG**

1780 COBOURG ONT. HORSE SHOW AUG 18-22 1914 JUL 13 - AUG 22

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

**EDMONTON**

2725 EDMONTON EXHIBITION AU 10-15 1914 MAY 18 - AUG 15

Part of 1912-16 and additional usage. 1913 die with dates altered

**FORT WILLIAM - PORT ARTHUR**

**FORT WILLIAM usage**

10410 WEST ALGOMA AGRICULTURAL ASSOCIATION JUN 26 - SEP 18  
SEPT 15-18 1914

**PORT ARTHUR usage**

10410 WEST ALGOMA AGRICULTURAL ASSOCIATION JUN 28 - SEP 18  
SEPT 15-18 1914

1914 usage only. Although both offices used the slogan, in two different dies, this is a "sister-city" usage of proprietary slogans, rather than an earliest multi-office national event usage

1914 SLOGAN USAGE continued

GALT

- 3720 GALT HORSE SHOW JUNE 11, 12, 13 1914 APR 2 - JUN 13  
 Part of 1913-14 usage. 1914 is probably 1913  
 die with dates altered

GUELPH

- 4110 GUELPH SHOW ? ?  
 CPSGB, Proulx and Sessions list 1914 usage, but  
 without indication of event or usage dates. Not  
 seen and the reports are considered incorrect.

- 4115 GUELPH WINTER FAIR 1914 DEC 5-10 NOV 30 - DEC 10  
 Usage 1914-16

HALIFAX

- 4160 HALIFAX FIREMEN'S TOURNAMENT AND SUMMER JAN 5 - AUG 9  
 CARNIVAL AUG 4-9 1914  
 Usage 1914 only

HAMILTON

- 4450 HELP THE HAMILTON MOUNTAIN SANATORIUM JAN 1 - APR 14  
 FOR CONSUMPTIVES JUL 27 - JAN 12.15  
 Part of 1913-15, 1917 and 1924 use. JAN-APR is  
 carryover 1913 use, JUL-JAN is 1914 re-issue.

- 4185 HAMILTON HORSE SHOW JUNE 18, 19, 20 1914 APR 11 - JUN 20  
 Usage 1914 only

- 4190 HAMILTON INDUSTRIAL EXPOSITION JUN 23 - JUL 18  
 JULY 6-16 1914  
 Usage 1914 only, replaces 4173

KINGSTON

- 5143 KINGSTON'S ONLY FAIR CITY FAIRGROUNDS MAY 30 - OCT 1  
 SEPT. 30 - OCT. 1 1914  
 Usage 1914 only

LINDSAY

- 5455 LINDSAY CENTRAL EXHIBITION SEPT 17-19 1914 APR 24 - SEP 19  
 Part of 1912-18 and 1926 use. 1914 is 1913  
 die with dates altered

LONDON

- 10460 WESTERN FAIR LONDON CANADA SEPT 11-19 1914 FEB 18 - SEP 19  
 Part of 1912-16 1918-19 and 1921 use. 1914  
 is 1913 die with dates altered



**MONTREAL**

1340 CARTIER CENTENARY CELEBRATION, CENTENAIRE APR 17 - SEP 13  
 CARTIER MONTREAL SEPT 6-13 1914

Usage 1914 only. 4 dies, two blank and two identified 3 and 4

**NELSON**

9695 TWELFTH ANNUAL NELSON FRUIT FAIR MAR 24 - SEP 25  
 1914 NELSON B.C. SEPT 23, 24, 25

Usage 1914 only, replacing 6035 of 1913

1590 CHAHKO MIKO , NELSON B.C. JULY 13 - 18 1914 APR 19 - JUL 18

Usage 1914 only. Slogans have concurrent use, but as NELSON had only one machine, they must have been alternated.

**NEW WESTMINSTER**

7310 PROVINCIAL EXHIBITION, NEW WESTMINSTER, B.C. MAY 18 - OCT 4  
 SEPT 29 OCT 3 1914

Part of 1912-14, 1919, 1921 and 1929-30 use. 1914 is 1913 die with dates altered

**OTTAWA**

6785 OTTAWA HORSE SHOW MAY 12 - 16 APR 28 - MAY 16

Part of 1913-14 use. 1914 is 1913 die with dates altered

Proulx lists 1914 use of 1570, CENTRAL CANADA EXHIBITION OTTAWA (without dates). If so, it would replace slogan 1572, first used 1913 and again from 1916. However, neither CPSGB nor Sessions list it, so it is considered an incorrect catalogue listing.

**PRINCE RUPERT**

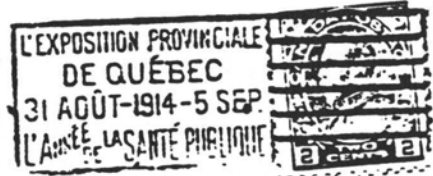
7220 PRINCE RUPERT EXHIBITION OPENS SEPT 30 AUG 18 - SEP 30

Usage 1914-16, 1918 questionable

**QUEBEC**

5443 L'EXPOSITION PROVINCIALE DE QUEBEC JUN 7 - SEP 8  
 31 AOUT 1914 SEP 3 L'ANNEE DE LA SANTE PUBLIQUE

Usage 1914-15, replaces 3160 of 1912-13



**REGINA**

7355 PROVINCIAL WINTER FAIR REGINA FEB 11 - MAR 13  
MARCH 10-13 1914

Usage 1914 and paired years 1915-16

7320 PROVINCIAL EXHIBITION, REGINA, SASK. JUL 6 - JUL 31  
JULY 27-31 1914

Part of 1912-19 and additional use. 1914 is 1913 die with dates altered.

**ST. JOHN**

8715 ST. JOHN EXHIBITION SEPT 5-12 1914 MAR 7 - SEP 12

Part of 1912 and 1914 use. 1914 is 1912 die with dates altered

**SASKATOON**

7815 SASKATOON INDUSTRIAL EXHIBITION AUG 4-7 1914 APR 20 - AUG 7

Part of 1913-19 and 1921-22 use. Appears as a new smaller die with narrower letters

**SAULT STE. MARIE**

1560 CENTRAL ALGOMA EXHIBITION SAULT STE. MARIE JUN 8 - OCT 2  
SEPT. 30 OCT 12

Usage 1914 only

**SHERBROOKE**

1020 CANADA'S GREAT EASTERN EXHIBITION MAY 4 - SEP 12  
SHERBROOKE P.Q. SEPT. 5-12 1914

Part of 1912-17 and 1922 use. 1914 is 1913 die with dates altered

**STRAITFORD**

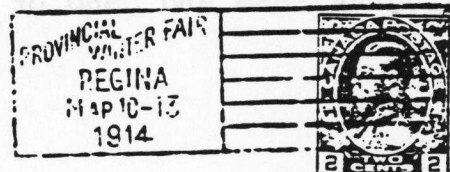
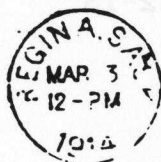
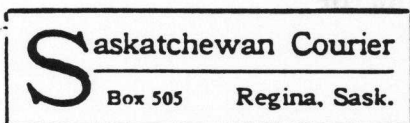
8770 STRATFORD OLD BOYS REUNION AUG 1-8 1914 APR 22 - AUG 8

Usage 1914 only

**SYDNEY**

1300 CAPE BRETON ISLAND EXHIBITION SYDNEY APR 7 - OCT 3  
SEPT 29 - OCT 3 1914

Part of 1912-16 usage. 1914 is 1913 die with dates altered



1914 SLOGAN USAGE continued

**TORONTO**

4485 HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES JAN 1 - JAN 12  
NOV 23 - JAN 23.15

Part of 1913-45 use, 1914 four dies, A to D, are re-issues of original 1913 dies, JAN 1914 is carry-over 1913 use, NOV-JAN is 1914 re-issue

9638 TORONTO HORSE SHOW APR 28 - MAY 2 1914 MAR 18 - MAY 4

Part of 1913-14 use. 1914 four dies, A to D are 1913 dies with dates altered

1150 CANADIAN NATIONAL EXHIBITION TORONTO PEACE YEAR AUG 29 -1914 - SEPT. 14 MAY 23 - SEP 14

Part of 1912-23, 1926-41 and 1949 use. Four new dies with PEACE YEAR, identified A to D.

745 BROADVIEW BOYS' FALL FAIR SEPT 17-19 TORONTO Y. M. C. A. AUG 6 - SEP 19

Part of 1912-21 and 1923-27 use. 1914 is the single 1913 die with dates altered

1914 C.N.E. closed a week later than in 1913, only a few days before BROADVIEW BOYS' FAIR. This resulted in concurrent use of slogans 1150 and 745 in AUG-SEP, It may be assumed that one of four 1150 dies was replaced by the single 745 die in this period.

**TROIS RIVIERES**

3130 EXPOSITION DE LA VALLEE DU ST. LAURENT 24/29 AOUT 1914 APR 18 - AUG 29

Part of 1912-17, 1919 and 1921 use. 1914 is 1913 die with dates altered

**VANCOUVER**

9905 VANCOUVER EXHIBITION SEPT 3-12 1914 APR 18 -SEP 12

Usage 1914 and 1916

Probably a replacement of 1912-13 slogan 9925. Though two machines were available, only one die appears to have been used.

**VICTORIA**

2560 DOMINION EXHIBITION VICTORIA B.C. SEPT 21 -26 1914 MAR 24 - SEP 26

Usage is 1914 only, possibly a replacement of slogans 9956 and 9950 of 1912-13

Canadian slogan usage of 1915

Slogans are either a continuation of prior usage or initiated in 1915, as indicated. Unless otherwise noted, use from one die and dates are 1915

Probably as a result of the war cancelling many annual events, using offices and total slogans decreased sharply in 1915. Seventeen offices with 1914 slogan use did not repeat in 1915, only Owen Sound began use and use was revived in Winnipeg after an absence in 1914. The using offices dropped from 34 to 19, totaling only 24 slogans between them.

The only concurrent use of two slogans by one office was again Toronto use of one die of BROADVIEW BOYS' FAIR with five dies of the CANADIAN NATIONAL EXHIBITION slogan, indicating that one of the C.N.E. dies must have either alternated with or been replaced by the BROADVIEW slogan.

Revived Winnipeg use, after absence in 1914, was NATIONAL PATRIOTIC WEEK, the first directly war-related slogan of the 1914-18 period.

As in prior years, re-issued slogans were very largely prior dies with the dates altered, so the number of new 1915 dies was very small.

**BRANDON**

8820 SUMMER FAIR BRANDON, MAN. JULY 19-23 1915 JUN 25 - JUL 23

Part of 1914-16 use. 1915 is 1914 die with dates altered.

**BROCKVILLE**

750 BROCKVILLE FAIR AND HORSE SHOW 1915 MAY 25 - SEP 8  
SEPT. 6-7-8

Part of 1912-17 usage. 1915 is 1914 die with date altered

**CALGARY**

8590 SPRING STOCK SHOWS CALGARY ALBERTA MAR 22 - APR 23  
APRIL 21-23 1915

1915 usage only

927 CALGARY EXHIBITION CALGARY ALBERTA MAY 5 - JUL 7  
JUNE 30-1915-JULY 7

1915 and 1919 usage, replacing 930 of 1914 and replaced by 930 of 1916

170 ALBERTA WINTER FAIR CALGARY DEC 14-17-1915 OCT 23 -DEC 17

Part of 1913 and 1915-20 usage. 1915 is 1913 die with dates altered

**EDMONTON**

2725 EDMONTON EXHIBITION AUG 9-14 1915 JUL 14 - AUG 14

Part of 1912-16 and additional usage. 1914 die with dates altered

Canadian slogan usage, 1915, continued

**GUELPH**

4115 GUELPH WINTER FAIR DEC 3-9 1915 NOV 23 - DEC 6  
Part of 1914-16 usage. 1915 is 1914 die  
with dates altered

**HALIFAX**

7300 PROVINCIAL EXHIBITION HALIFAX SEPT. 8-16 1915 JUL 11 - AUG 16  
Part of 1912-13 and 1915 usage, 1915 is 1913  
die with date altered

**HAMILTON**

4450 HELP THE HAMILTON MOUNTAIN SANATORIUM  
FOR CONSUMPTIVES JAN 1 - MAR 16  
Usage is part of 1913-15, 1917 and 1924 use.  
JAN is carryover 1914 use,

**LINDSAY**

5455 LINDSAY CENTRAL EXHIBITION SEP. 23-24-25 1915 MAY 27 - SEP 25  
Part of 1912-13 and 1926 use. 1915 is 1914  
die with dates altered

**LONDON**

10460 WESTERN FAIR LONDON CANADA SEPT 10-18 1915 MAR 30 - SEP 18  
Part of 1912-16 1918-19 and 1921 use. 1915  
is 1914 die with dates altered

**OWEN SOUND**

6805 OWEN SOUND FAIR OCT 6,7,8 1915 JUL 2 - OCT 8  
Usage 1915-16

**PRINCE RUPERT**

7220 PRINCE RUPERT EXHIBITION JUN 9 - AUG 29  
Part of 1914-16 usage, 1918 questionable  
1914-15 uses have not been seen, but 1915 is  
probably 1914 die re-issued. The opening date  
shown, if any, is not reported.

**QUEBEC**

5543 L'EXPOSITION PROVINCIALE DE QUEBEC  
28 AOUT-1915-4 SEP L'ANNEE DE L'ELAN  
AGRICOLE APR 29 - SEP 5  
Part of 1914-15 usage. 1915 is 1914 die  
with dates and year slogan altered.



REGINA

7320 PROVINCIAL EXHIBITION REGINA, SASK. JUN 4 - JUL 31  
JULY 26-31 1915

Part of 1912-19 and additional use. 1915 is 1914 die with dates altered.

7355 PROVINCIAL WINTER FAIR MARCH 14-17 1916 DEC 13 - MAR 18.16

Part of 1914, paired years 1915-16 and 1917 usage. 1915-16 paired year use began in late 1915 and continued into early 1915. 1915-16 is 1914 die with date altered.

SASKATOON

7815 SASKATOON INDUSTRIAL EXHIBITION MAY 15 - AUG 5  
AUG 3-4-5 1915

Part of 1913-19 and 1921-22 use. 1915 is 1914 die with date altered.

SHERBROOKE

1020 CANADA'S GREAT EASTERN EXHIBITION MAY 25 - SEP 11  
SHERBROOKE P.Q. SEPT. 4-11 1915

Part of 1912-17 and 1922 use. 1915 is 1914 die with dates altered

SYDNEY

1300 CAPE BRETON ISLAND EXHIBITION SYDNEY JUL 15 - SEP 24  
SEP. 21-24 1915

Part of 1912-16 usage. 1915 is 1914 die with dates altered



Mr F. L. Green,

Greenwood, Ont.

Canadian slogan usage of 1915 continued

TORONTO

4485 HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES JAN 1 - JAN 23  
NOV 15 - JAN 18.16

Part of 1913-45 use, 1915 five dies, A to E, A-D are re-issues of 1914 dies, with die E added, JAN 1915 is carry-over 1914 use, NOV-JAN is 1915 re-issue

1150 CANADIAN NATIONAL EXHIBITION TORONTO MAR 3 - SEP 13  
AUG 28-1915-SEPT. 13

Part of 1912-23, 1926-41 and 1949 use. Five dies 1-5, 1-4 are 1914 dies with dates altered and 5 is a new die.

745 BROADVIEW BOYS' FALL FAIR SEPT. 16-18 SEP 10 - SEP 18  
TORONTO Y. M. C. A.

Part of 1912-21 and 1923-27 use. 1915 is the single 1914 die with dates altered

As in 1914, C.N.E. closed only a few days before BROADVIEW BOYS' FAIR opened, so there is concurrent use of slogans 1150 and 745 in September, It may be assumed that one of five 1150 dies was replaced by the single 745 die in this period.

TROIS RIVIERES

3130 EXPOSITION DE LA VALLEE DU ST. LAURENT 21/26 AOUT 1916

Part of 1912-17, 1919 and 1921 use. 1915 is 1914 die with dates altered

WINNIPEG

5965 NATIONAL PATRIOTIC WEEK WINNIPEG, CANADA JUN 12 - JUL 10  
JULY 1-10 1915

1915 usage only. Although Winnipeg had two maxhines, usage appears from one die only.



Canadian slogan usage, 1916

Slogans are either a continuation of prior usage or initiated in 1916, as indicated. Unless otherwise noted, use from one die and dates are 1916

Halifax, Hamilton, Quebec and Winnipeg did not repeat in 1916, but Moose Jaw had first use and Ottawa and Vancouver resumed use. Using offices decreased to 18 from 19, but the slogans used increased to 25 from 24.

The only concurrent use of two slogans by one office was again Toronto use of one die of BROADVIEW BOYS' FAIR with five dies of the CANADIAN NATIONAL EXHIBITION slogan, indicating that one of the C.N.E. dies must have either alternated with or been replaced by the BROADVIEW slogan.

**BRANDON**

8820 SUMMER FAIR BRANDON, MAN. JULY 11-22 1916 JUL 5 - JUL 22

Part of 1914-16 use. 1915 die with dates altered.

**BROCKVILLE**

750 BROCKVILLE FAIR AND HORSE SHOW 1916 SEPT. 4-5-6 JUN 23 - SEP 6

Part of 1912-17 use. 1915 die with dates altered.

**CALGARY**

150 ALBERTA HORSE AND CATTLE SHOWS CALGARY FEB 26 - APR 15  
APRIL 10-15 1916

1916 usage only.

930 CALGARY INDUSTRIAL EXHIBITION CALGARY ALBERTA MAY 17 - JUL 5  
JUNE 29-1916-JULY 5

Part of 1913-14 and 1916-18 use. Replaces 1915 slogan 927 with a new die, not the 1914 slogan 940 die with dates altered.

170 ALBERTA WINTER FAIR CALGARY DEC 12-15-1916 NOV 8 - DEC 15

Part of 1913 and 1915-20 use. 1915 die with dates altered.

**EDMONTON**

2725 EDMONTON EXHIBITION JUL 10-15 1916 MAY 27 - JUL 15

Part of 1912-16 and additional use. 1915 die with dates altered.

**GUELPH**

4115 GUELPH WINTER FAIR DEC 1-8 1916 OCT 3 - DEC 8

Part of 1914-16 use. 1915 die with dates altered.

**LINDSAY**

5455 LINDSAY CENTRAL EXHIBITION SEP. 21-22-23 1916 JUN 28 - SEP 23

Part of 1912-18 and 1926 use. 1915 die with dates altered.

Canadian slogan usage, 1916 continued

LONDON

10460 WESTERN FAIR LONDON CANADA SEPT 8-16 1916 MAR 16 - SEP 16

Part of 1912-16 1918-19 and 1921 use. 1915 die with dates altered.

MOOSE JAW

5800 MOOSE JAW STAMPEDE JULY 11-14 1916 - U use ? - JUL 14.

1916 usage only.

OTTAWA

1572 CENTRAL CANADA EXHIBITION OTTAWA  
SEPT. 9-16 1916. - U use JUN 15 - SEP 16

Part of 1913, 1916, 1918, 1920-21 and 1923-24 use. All known use is from the trial Universal machine introduced in 1913. but I use very probably exists as in 1913. 1916 U die is 1913 U die with the dates altered.

6895 PATRIOTIC MOTOR SHOW OTTAWA JAN 1 - JAN 19.17  
JAN 15TH TO 19TH 1917 - U use

Known use is from the trial Universal machine introduced in 1913. but Sessions reports I use also. Proulx lists 1917 only, but Sessions lists 1916 without a specific date. Highly probable the dies were issued in late 1916, with use extending into early 1917.

OWEN SOUND

6805 OWEN SOUND FAIR SEPT 12-13-14 1916 - U use APR 27 - SEP 14

Part of 1915-16 use. 1915 die with dates altered.

PRINCE RUPERT

7220 PRINCE RUPERT EXHIBITION OPENS JUN 22 - SEP 24

Part of 1914-16 use. 1914-15 uses have not been seen, though 1916 is probably 1915 die re-issued, but with no date following OPENS.

REGINA

7355 PROVINCIAL WINTER FAIR REGINA MAR 14-17 1916 JAN 1 - MAR 18.16

Part of 1914 and paired years 1915-16 usage. 1915-16 paired year use began in late 1915 and continued into early 1916. 1915-16 is 1914 die with date altered.

7320 PROVINCIAL EXHIBITION REGINA, SASK. ? - AUG 6  
JULY 24-29 1916

Part of 1912-19 and additional use. 1916 has not been seen, but is probably 1915 die with dates altered.



**SASKATOON**

7815 SASKATOON INDUSTRIAL EXHIBITION AUG 1-4 1916 MAY 5 - AUG 4  
U use

Part of 1913-19 and 1921-22 use. 1915 die with dates altered.

**SHERBROOKE**

1020 CANADA'S GREAT EASTERN EXHIBITION JUL 28 - SEP 9  
SHERBROOKE P.Q. SEPT. 2-9 1916

Part of 1912-17 and 1922 use. 1915 die with dates altered.

**SYDNEY**

1300 CAPE BRETON ISLAND EXHIBITION SYDNEY AUG 15 - OCT 6  
OCT. 3-6 1916

Part of 1912-16 use. 1915 die with dates altered.

**TORONTO**

4485 HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES JAN 1 - JAN 18

Part of 1913-45 use. Early 1916 is carry-over 1915 use of five dies, A to E. Late 1916 use is as slogan 4530. (see below)

1150 CANADIAN NATIONAL EXHIBITION TORONTO APR 3 - SEP 11  
AUG 26-1916-SEPT. 11

Part of 1912-23, 1926-41 and 1949 use. Five 1915 dies 1-5 with dates altered.

745 BROADVIEW BOYS' FALL FAIR SEPT. 21-23 SEP 16 - SEP 23  
TORONTO Y.M.C.A.

Part of 1912-21 and 1923-27 use. 1915 die with dates altered. Probable concurrent use of 1150 and 745 in September, with one 1150 die replaced or alternated with the 745 die in this period.

4530 HELP THE TORONTO FREE HOSPITAL FOR CONSUMPTIVES DEC 4 - FEB 7.17

Part of 1913-45 MUSKOKA use in its 1916-19 TORONTO HOSPITAL format. 5 new dies. A to E, JAN-FEB 1917 is 1916 carry-over use,

**TROIS RIVIERES**

3130 EXPOSITION DE LA VALLEE DU ST. LAURENT AUG 2 - AUG 28  
21/26 AOUT 1916

Part of 1912-17, 1919 and 1921 use. 1315 die with dates altered.

**VANCOUVER**

9905 VANCOUVER EXHIBITION AUG 14-19 1915 JUN 30 - AUG 19

Part of 1914 and 1916 use. 1914 die with dates altered.



1912 slogan usage updates

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

Earliest JUL 18, was JUL 24

1913 slogan usage updates

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

Earliest AUG 20, was AUG 21

OTTAWA - 1572 - CENTRAL CANADA EXHIBITION OTTAWA SEPT. 5-13 1913

Reported use of this slogan from a trial Universal machine, in addition to the International use reported, is confirmed. Slogans can be separated by dater format and the fact that the top line of the I use is arced, while that of the U use is straight. Known U use dates are AUG 5 - AUG 23. but use was probably concurrent with that of the I die.

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

Earliest MAR 22, was APR 21, Latest SEP 11, was SEP 6

TORONTO - 1150 - CANADIAN NATIONAL EXHIBITION

It is now clearly established that 1913 usage of 4 dies are the 1912 dies with dates altered and that there is considerable later re-issue of prior dies of this slogan with only dates altered. Subsequent annual classifications will indicate these.

Slogan 895 updates

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HAMILTON - A problem has come to light in regard to this usage. CPSGB reports have a small number of illustrations and checking these recently disclosed a HAMILTON I use of JUL 22, an update to our revised JUN 4. This drew attention to our reported earliest U use of MAY 23, which seems impossible in light of the JUN-JUL late I use. However, U use is absolutely confirmed as seen on JUN 25, JUN 28 and JUL 14, all earlier than the clearly illustrated latest I of JUL 22, though all later than the prior JUN 4 latest report.

Members are asked to check their material and report any late I use in JUN-JUL and any early U use in MAY-JUL that can help to confirm or deny this peculiar over-lapping of the two dies.

TRURO C use earliest JUL 28, was AUG 15

VICTORIA U use earliest JUN 28, was JUL 8

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W A N T E D: HAVE POSTAL ADDRESS ON ALL STATIONERY (4255) on cover or piece, all cities, years. HAVE FAITH IN THE WEST (4245) on cover and piece. PROTECT THE BIRDS AND HELP THE CROPS (7250A) on piece and cover, all cities and years. GOVERNMENT MOTOR HIGHWAY (4070) all cities, on cover and piece. Jeff Switt, 3962 Belford Av. Fort Worth, TX 76103

The following early/late date updates are provided by Bob Thorne:

	EARLY	LATE
HAMILTON Die 1	AUG 9, 41	NOV 7, 41
HAMILTON Die 2	DEC 22, 41	FEB 13, 43
LONDON	MAY 29, 42	
REGINA		FEB 11, 43
TORONTO		FEB 23, 43

Bob has also discovered box break flaws for HAMILTON Dies 1 and 2 and for OTTAWA. These are similar in nature to the box breaks in the ENLIST NOW flag slogan (Richardson #53, Proulx #2995) in which a major portion of the box is completely missing.

Damage understandably occurs near the end of the service life of the slogan die. Early dates known so far for the breaks:

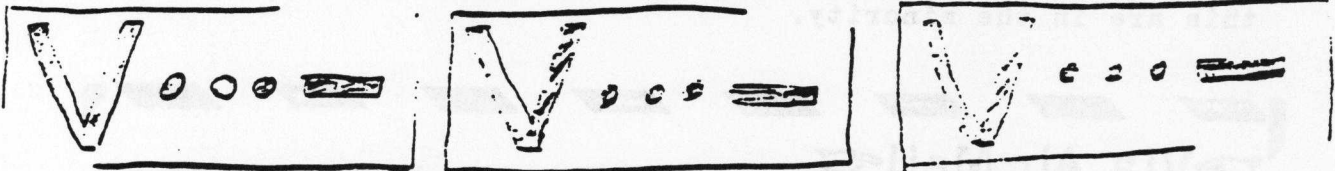
HAMILTON Die 1	OCT 18, 41
HAMILTON Die 2	FEB 1, 43
OTTAWA	JAN 20, 43

Please check your collections with these breaks in mind and report any earlier dates to your chairman or to Bob. And, congratulations to Bob for his sharp-eyed observations.

HAMILTON Die 1

HAMILTON Die 2

OTTAWA

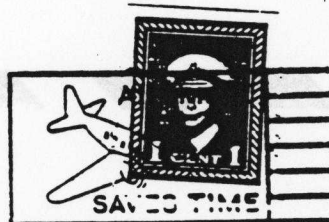


AIR MAIL SAVES TIME, Coleman, Alberta

(Proulx 128)

Walter Purkis, writing in the June, 1945 issue of Popular Stamps, quoted Coleman Postmaster F. H. Graham who reported that this slogan went into use at Coleman on April 17; that the die slug was ordered especially for Coleman; that it was owned by that office; and that it would be used "at different times to promote the growth of Canada's Air Mail Service. The illustration of the aircraft, a "modern twin propeller machine . . . is an exact picture of the machines used by the T.C.A.."

Both Proulx and CPS of GB report use 1945, 1946 & 1947.



This attractive illustrated slogan is commonly found on first flight covers dated DEC 10 from five cities: CALGARY, EDMONTON, REGINA, SASKATOON and WINNIPEG. However commercial use on other dates can be found in theory from the last days of November, 1928 to early in January, 1929.

The Distribution List reveals the following information:

CITY	RECEIVED	RETURNED
CALGARY	NOV 30 1928	JAN 4 1929
EDMONTON	NOV 30 1928	JAN 7 1929
REGINA	NOV 29 1928	JAN 5 1929
SASKATOON	NOV 30 1928	JAN 8 1929
WINNIPEG	NOV 29 1928	JAN 3 1919

It is not difficult to put together a set of these on first flight covers, and with a little searching a collector can find covers with nice full strikes (Figure 1). Use on commercial mail is another matter, and nice clear strikes on such mail are much scarcer (Figures 2 & 3).

Figure 1. A typical first flight cover, CALGARY to REGINA, December 10, 1928. However well inked, full impressions like this are in the minority.



Figure 2. A less common commercial cover, EDMONTON to CRANBROOK. A better than average strike, somewhat incomplete at right. The yellow one cent Admiral adhesive makes the postmark easily read. December 22, 1928.

Returns in 10 days to  
**E. N. MOYER COMPANY Limited**  
CANADA'S SCHOOL FURNISHERS  
10187 104th Street  
**EDMONTON, ALBERTA**



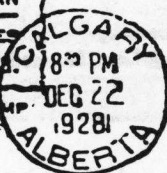
Mr. F. W. Burgess  
Cranbrook School Board,  
Cranbrook - B. C.



**"EVERYTHING FOR THE SCHOOL"**

Figure 3. A strike as good as they come. CALGARY to CRANBROOK commercial usage, December 22, 1928.

**DICKINSON THE STAMP MAN**  
MANUFACTURER OF MARKING DEVICES  
809-1st St. East-Phone M2105-Calgary, Alta.  
THIS IMPRESSION IS MADE WITH A RUBBER STAMP



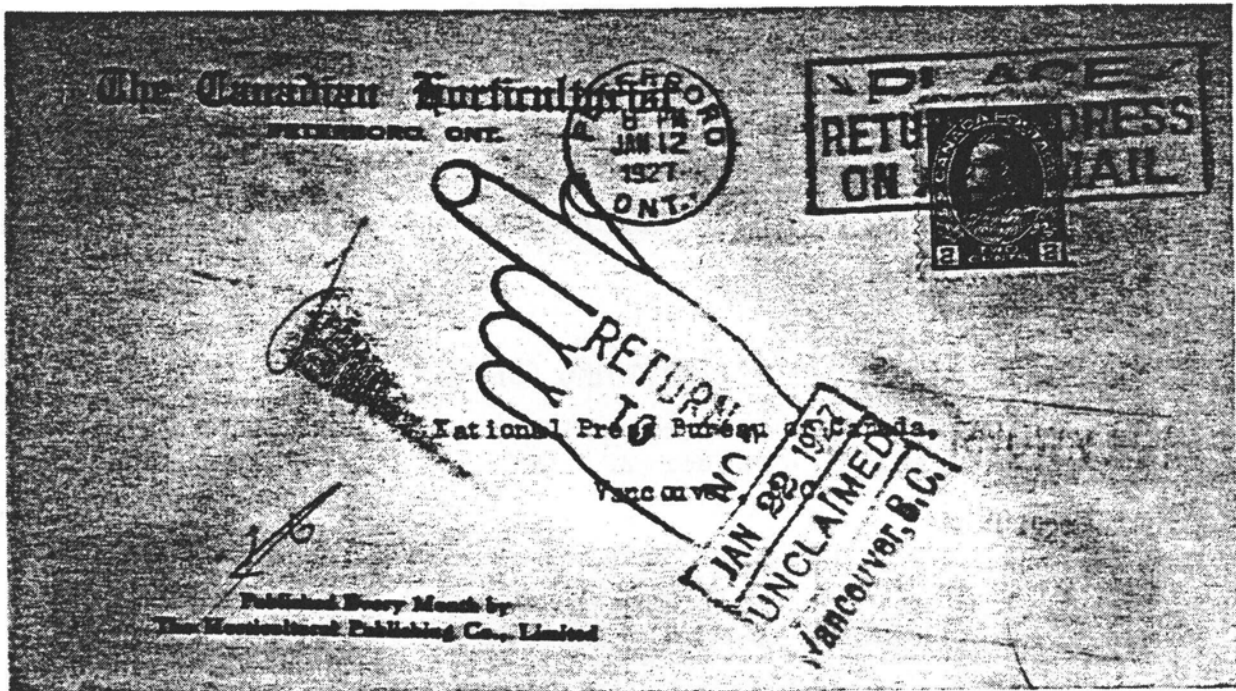
*bits black  
Cranbrook  
B.C.*



There are many post office instructional slogans which have seen prolific use. And for the most part, they are not as interesting of an area to collect when compared to event slogans, topical slogans or illustrated slogans. This article illustrates an approach to building a more interesting collection of these slogans.

Figure 1 is a cover from Peterboro bearing a strike of PLACE RETURN ADDRESS ON ALL MAIL, January 12, 1927. What makes this cover more interesting is that it was undeliverable and bears three different markings to this effect: 1) NOT KNOWN; 2) NOT IN DIRECTORY; and 3) UNCLAIMED RETURN TO.

Figure 1.



This last marking with the large pointing finger aimed at the printed return address demonstrates the value of the slogan's message. Had there been no return address, then the letter would have been sent to the Dead Letter Office (D.L.O.), opened to determine the identity of the sender and subsequently returned. This additional activity, and its manpower expense, was a financial burden the post office wants to keep at a minimum, especially when one considers the burden that thousands of letters, undeliverable daily, could cause the post office.

Figure 2 bears a strike of AVOID DELAY ADDRESS MAIL TO STREET AND NUMBER from Winnipeg, July 6, 1953. Here is an example of a greeting card from someone who forgot to address the greeting.

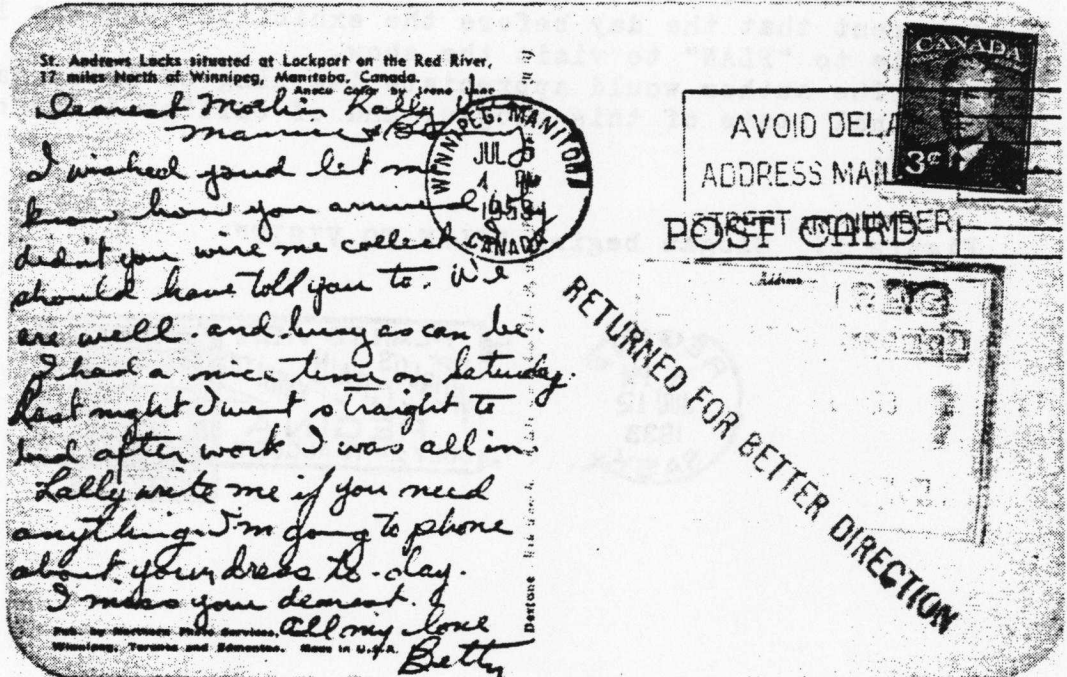


ADDING INTEREST TO SLOGAN COLLECTING, Cont'd.

The card was marked RETURNED FOR BETTER DIRECTION when the missing address was noticed. However the card was also lacking a return address, so it was sent to the Winnipeg D.L.O. where it probably received the WINNIPEG DESPATCH BRANCH boxed marking. Such non-deliverable, non-returnable mail was supposed to be destroyed; however, this card survived most likely falling into the hands of a collector at the D.L.O.

These are just two examples of how to make a more interesting collection out of an uninteresting area.

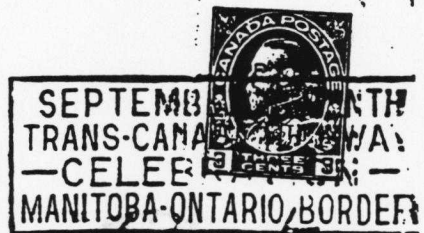
Figure 2



FROM THE COLLECTION OF Don Fraser:

The **Barrett** Company  
LIMITED

WINNIPEG MAN.



Miss Mary Burke  
424 N. MURRAY ST  
Madison  
U.S.A. Wisconsin

PLAN TO VISIT WORLD'S GRAIN EXHIBITION REGINA JULY 24 TO AUGUST 5  
An Altered Die Discovery Jeffrey Switt

This slogan was issued to Regina on April 11, 1933, according to the Distribution List, and subsequently returned on August 10 of the same year.

Figure 1 is an example of the normal slogan impression which begins with the wording, "PLAN TO VISIT." It is dated July 12.

Figure 2 is a lovely cacheted cover for the exhibition and is dated July 23, the day before the event. Notice that the words "PLAN TO VISIT" have been removed from the slug. It is apparent that the day before the exhibition was too late to ask people to "PLAN" to visit the show.

The author would appreciate learning of later dates of the original state of this slogan, and of earlier dates of the altered state.

Figure 1. Slogan begins "PLAN TO VISIT"



HOTEL KITCHENER  
REGINA  
SASKATCHEWAN



JULY 24 to AUGUST 5  
1933

*Mr. J. J. Dorney  
c/o Dr. T. J. Hoo  
Hamilton  
Ontario*

Figure 2. "PLAN TO VISIT" removed

From the Distribution Lists

Beginning with this issue, pages from the "RECORD OF POSTAL ADVERTISING DIE SLUGS" or distribution lists will be reproduced, in alphabetical order.

RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Amherst N.S.

SLUG READING	ISSUED	RETURNED	REFERENCE ON PAGE
"Buy War Savings Stamps and help Reconstruction"	1919	✓	
"Drive to the Right"	1923	✓	
"Post your mail when ready and ensure early handling"	10-9-23	7-2-25	
"Insure your parcels at the Post Office"	14-1-25	24-10-27	
"Nova Scotia Provincial Exhibition at Amherst N.S. Aug. 28 <sup>th</sup> Sept. 4 <sup>th</sup> 1926"	30-6-26	22-9-26	
"Register all letters of value"	19-10-27	10-6-32	
"Post Office C.O.D. Speeds Business"	25-1-28	21-10-32	
"Do not place money in unregistered mail"	26-9-12	9-5-33	
"Route Traffic Through Canadian Ports"	2-3-33	18-3-33	x
"Post Office Money Orders cover the globe - Use them"	27-4-33	28-7-33	
"Parcel Post Reaches Everywhere"	21-7-33	30-4-33	
"Register all letters of value"	12-4-34	15-9-34	

RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Bellefille Ont.

SLUG READING	ISSUED	RETURNED	REFERENCE ON PAGE
"Annual Citizens Celebration, Bellefille June 3, 1914"	1914	✓	
"Victory Loan 1919 the bridge from War to Peace"	1919	✓	
"Mail early and take advantage of midday mails"	10-9-23	✓	
"Insure your parcels at the Post Office"	10-12-23	✓	
"U.K.L. celebration at Bellefille, Ont. June 16-19 <sup>th</sup> 1924"	1924	✓	
"Old Boys Reunion and Peace celebration Bellefille, Ont. Aug. 1 <sup>st</sup> to 5 <sup>th</sup> 1925"	1925	✓	
"Bellefille Fair Sept. 1-2-3-4"	1925	✓	
"Your Postman sells stamps"	15-1-25	✓	
"Post Office Money Orders cover the globe use them"	3-8-26	24-10-27	
"Register all letters of value"	19-10-27	1-2-28	
"Place Return Address on All Mail"	25-1-29	20-11-29	
"Mail Early and Take Advantage of Midday Mails"	18-11-29	27-4-34	

# RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Brandon, Man.

SLUG READING	ISSUED	RETURNED	EXPENSES ON PAGE
"Summer Fair Brandon Man July 11-22, 1916"	1916	✓	
"Save your money Buy War Savings Certificates"	1917	✓	
"Buy War Savings Stamps and Help Reconstruction"	1919	✓	
"Buy Victory Bonds All Canada is your Security"	1919	✓	
"Provincial Exhibition of Manitoba July 25 <sup>th</sup> to 30 <sup>th</sup> "	1921	✓	
" " " " " 24 - 29 "	1922	✓	
"Provincial Exhibition of Manitoba, Brandon July 1-7, 1923"	1923	✓	
"Use Postal Notes good at 10000 places in Canada"	12-9-23	✓	
"Mail your Christmas parcels early"	23-10-23	✓	
"Send your money by Post Office Money Order"	4-12-23	✓	
"Mail early and take advantage of midday mail"	21-1-24	✓	
"See Brandon Winter Fair Mar 3 <sup>rd</sup> to 7 <sup>th</sup> 1924"	1924	✓	
"Visit the Provincial Exhibition Brandon <sup>June July</sup> 30 <sup>th</sup> to 4 <sup>th</sup> "	1924	✓	
"Give your change of address to the Postmaster"	5-5-25	✓	
"Visit the Provincial Exhibition Brandon June 29 July 3"	1925	✓	
"Goldstream Guards Band Brandon Exhibition June 25 to July 2"	Apr 1926		
"Place return address on all mail" (over)	10-7-26	25-7-27	
"Parcel Post reaches everywhere" (glob)	10-7-26	26-11-28	
"Australian National Band at Brandon Exhibition July 4 <sup>th</sup> - July 8 <sup>th</sup> "	7-5-27	9-7-27	
"Register all letters of Value"	19-7-27	12-9-27	
"Invest in Post Office Savings Bank"	19-7-27	23-4-28	
"Insure your parcels at the Post Office"	27-9-27	23-4-28	
"Visit the Provincial Exhibition Brandon July 2 <sup>nd</sup> to 3 <sup>rd</sup> "	12-5-28	12-7-28	
"Post Office C.O.W. Speeds Business"	23-4-28	26-11-28	
"Cancel Post Reaches Everywhere"	23-4-28	8-5-31	
"Advise Correspondents of your correct Address"	26-11-28	8-5-30	
"Get your mail when ready and enclosed early standing"	26-11-28	8-5-30	
"Visit the Provincial Exhibition Brandon July 1 - July 5"	20-5-29	15-7-29	
"Visit the Provincial Exhibition Brandon June 30 July 4 <sup>th</sup> "	1-5-30	24-4-31	
"Post Office C.O.W. Speeds Business"	8-5-30	8-5-31	
"Insure your parcels at the Post Office"	8-5-30	8-5-31	
"Visit the Provincial Exhibition Brandon June 29 <sup>th</sup> to July 3 <sup>rd</sup> "	30-4-31	7-8-31	
"Place Return Address on all mail"	8-5-31	7-8-31	
"Advise Correspondents of your correct Address"	7-8-31	30-5-32	
"Cancel Post Reaches Everywhere"	7-8-31	20-7-33	
"Observe Sunday"			14-4-32

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RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Brandon, Man.

SLUG READING	ISSUED	RETURNED	IMPRESSIONS ON PAGE
"See The Flying Postman at your Theatre"	22-3-32	28-3-32	
See Canada Marching in Provincial Exhibition Brandon July 4th-8th.	23-6-32	11-7-32	
"Register all letters of value"	23-2-33	22-7-33	
"Advise correspondents of your correct address"	23-2-33	8-7-33	
"Your friend will appreciate a letter. Write to-day"	25-4-33	6-7-33	
"Observe Sunday"	8-5-33	5-7-33	
"Visit the Provincial Exhibition, Brandon July 3-July 7"	11-5-33	8-7-33	
"Your Postman sells stamps"	11-7-33	25-8-33	
"Send your money by Post Office Money Order"	9-8-33	4-10-33	
"Insure your parcels at the Post Office"	4-10-33	13-11-33	
"Mail your Christmas parcels early"	7-11-33	30-12-33	
"Parcel Post Reaches Everywhere"	3-1-34	29-3-34	
"Observe Sunday"	19-3-34	11-4-34	
"Write often and keep the family together"	4-4-34	30-7-34	
"Visit the Provincial Exhibition, Brandon, July 2-July 6"	8-5-34	7-7-34	
"Register all letters of value"	30-7-34	26-11-34	
"Mail your Christmas parcels early"	19-11-34	16-1-35	
"Your Postman sells stamps"	11-1-34	22-2-35	
"Post Office L.O.D. Speeds business"	22-2-35	23-4-35	
"Observe Sunday"	1-5-35	1-5-35	
"Visit the Provincial Exhibition, Brandon July 1-July 5"	14-5-35	15-7-35	



# RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Brantford, Ont.

SLUG READING	ISSUED	RETURNED	REVISIONS ON PAGE
"Help to win the War buy War Savings Certificates"	1917	✓	
"Buy War Savings Certificates and Help Reconstruction"	1919	✓	
"Brantford Old Home Week Aug - 1-6: 1921"	1921	✓	
"Sick Children's Benefit Brantford Announces Sept 14-16, 1922"	1922	✓	
"Address your mail to street and number"	10-9-23	11-1-27	
"Your Postman Sells Stamps"	15-1-25	11-1-27	
"Post Office C.O.D. speeds business"	7-1-27	1-2-29	
"Stamp out Tuberculosis, Buy Christmas Seals"	17-11-27	26-6-28	
"Support Girls Camp, Subway 9th, 10th, Temple Theatre"	27-1-28	26-6-28	
"Brantford Industrial Exposition June 11th to 16th, inclusive"	17-4-23	13-6-28	
"Insure your parcels at the Post Office"	25-1-29	Advised return.	
"Buy a Dominion Government Annuity Book Postmaster for Booklet"	17-5-29	5-7-29	
"Buy a Dominion Government Annuity Book Postmaster for Booklet"	26-9-30	19-11-30	
"Invest in Post Office Savings Bank"	5-9-33	12-10-33	
"Mail early. Be sure your gifts arrive in time"	5-11-33	27-12-33	
"Your friend will appreciate a letter - write today"	1-2-34	3-3-34	
"Stamped envelopes save time and money"	12-4-34	11-7-34	

# RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Brockville, Ont.

SLUG READING	ISSUED	RETURNED	REVISIONS ON PAGE
"Brockville Fair and Horse Show Sept. 4-5-6, 1916"	1916	✓	
"Save your money, buy War Savings Certificates"	1917	✓	
"Victory Loan 1919 the bridge from War to Peace"	1919	✓	
"Insure your parcels at the Post Office"	10-9-23	✓	
"Mail early and take advantage of midday mails"	6-2-24	✓	
"Post Office Money Order covers the globe use them"	29-4-25		
"Brockville R. Union, a week of joy" July 18-24, 1926."	1926		
"Register all letters of value"	1926	19-11-26	
"Place return address on all mail"	5-1-27	21-10-27	
"Your Postman Sells Stamps"	19-10-27	1-2-29	
"Parcel Post Passes Everywhere"	25-1-29	27-5-32	
"Centenary Celebration Brockville, Ont July 11th and 12th, 1936"	20-2-30		
"Buy a Dominion Government Annuity Book Postmaster for Booklet"	24-9-30	2-12-30	