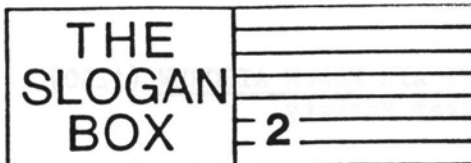


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NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

VOLUME 3 - NUMBER 2 - WHOLE NUMBER 13

APRIL 1990

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CHAIRMAN'S MESSAGE

Decisions, decisions...

It's the last weekend in April, and I'm down to the wire on getting out the next issue of the Slogan Box. But then I have the chance to take a long weekend and visit our Editor, have an enjoyable time talking slogans, and attend WESTPEX in San Francisco. What will I do?

Since you are receiving the April Slogan Box in May, my decision was an obvious one...and I had a great time. Dan afforded your Chairman the hospitality that one in this highly paid position deserves. And to see all that Dan has accomplished with his computer is, in his favorite term, mind blowing.

Our visit to WESTPEX included a two hour meeting of the rejuvenated California BNAPS regional group. There I met study group member Preston Pope in an all-too-short visit.

Work on the next slogan publication is well under way by Dan, and will cover the years 1920 to 1930. It is planned that this book will also be published by BNAPS and introduced at BNAPEX '90 in Galveston, Texas.

The next issue will include a bonus if all goes as planned. Dan is also in the process of reorganizing all the published data on the Air Mail slogans, along with new information, to be published in an extra issue this year. If any member has any unreported discoveries or updates, please write to your editor so this special air mail issue can be as complete and accurate as possible.

The Slogan Bank, under the operation of John Robertson, is well stocked, but not seeing much activity. Why not bundle up a handful of spare covers and send them to John for exchange. I think you will be pleased with the results. And don't forget: mark each cover on the front with three initials, arrange in alphabetical order, and include return postage.

CAN YOU QUALIFY AIR FORCE AIRCREW (1290)
Another Vancouver Variety

Cec Coutts

Vancouver use only. A comparatively short lifespan was plagued by damage.

ERD: NOV 24, 1956 LRD: FEB 28, 1958

Fig. 1: Die is intact
December 14, 1956

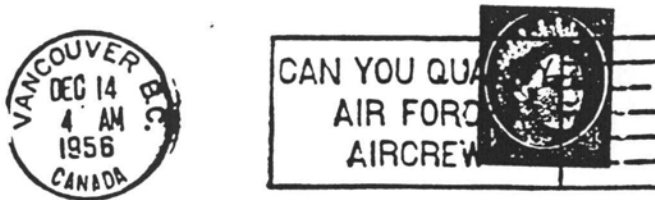


Fig. 2: Minute break in the vertical frame line left of "CAN"
December 22, 1956

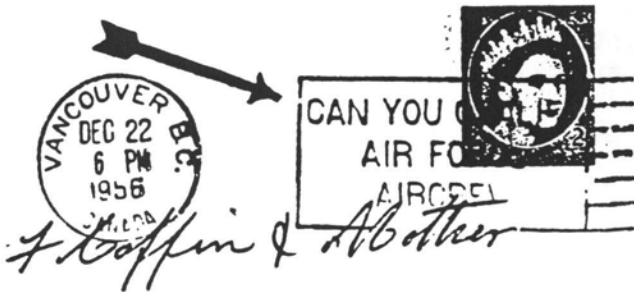


Fig. 3: About Feb. 5, 1957 the right vert. frame line shows a break halfway down. By April 1957 additional damage is seen to the "FY" of "QUALIFY." Killer bars 3 and 4 are showing wear

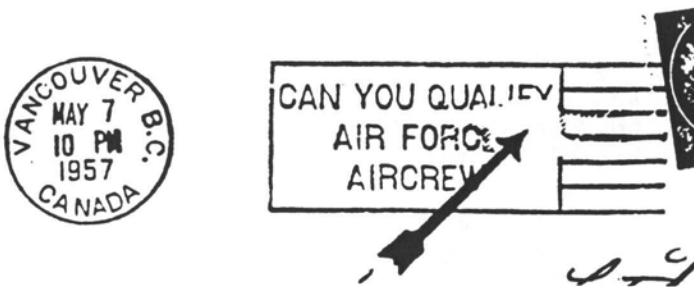
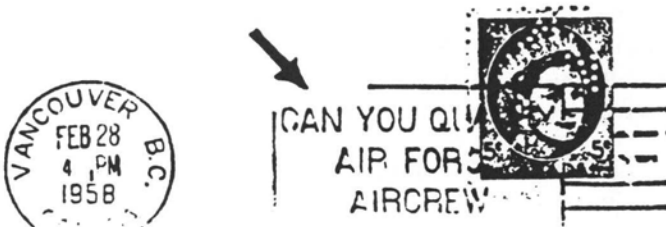


Fig. 4: By February 8, 1958 the lower left corner of the box is missing. Killer bars are now extensively damaged/worn.



Fig. 5: The latest date Feb. 28, 1958 shows the upper left corner of the box broken away. Intact up to February 16.



Between May 1957 and February 1958 the "E" of "FORCE" disappears and reappears inconsistently leading to the belief that this is an inking problem.

NOTES ON A POPPY DAY

S L O G A N

In issue 5 the Editor published a revised summary of Poppy Day usage, on page 8 of which he discussed slogan 4180, HAMILTON G.W.V.A. POPPY DAY. He stated that the catalogued 1924-25 usage was correct, 1925 being the 1924 die with dates altered, and 1926 use omitted.

However, he pointed out that the catalogued 1927 use was incorrect. There was official documentation that the 1925 die had its dates altered for 1927, then sent to Hamilton, but returned unused, since the original sponsor group, Hamilton Great War Veterans Association, had been disbanded and was extinct in that city.

Nevertheless, the letter indicates that another Veterans Association wished to sponsor a slogan reading HAMILTON VETERANS POPPY DAY, and an order was at once placed for this, to become slogan 4205, with use in 1927-30. The document upon which this premise was based is illustrated on the following page. It certainly seems to imply, although not to specifically state, that the G.W.V.A. die would not be used in 1927 and the Distribution List shows it sent on October 17 and returned on the 21st.

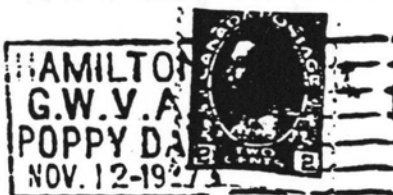
In the course of compiling data for a forthcoming 1920-30 slogan usage Hand Book, the Editor has been in correspondence with one of our U.K. members, Leonard Harris, who was the Chairman of the CPSGB Slogan Study Group which published its 1912-57 findings in Maple Leaves in the mid-1950's. Harris has kindly made available copies of all of his original records on which this publication was based and the Editor found that these included a report of 1927 usage of the G.W.V.A, slogan 4150, in addition to the replacement slogan 4205.

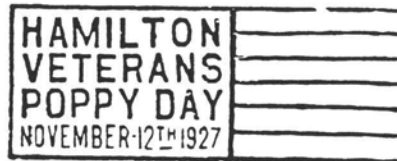
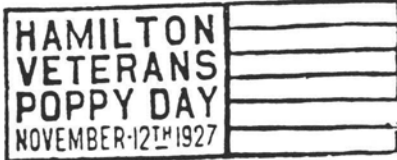
This report is probably the basis for the catalogue listing, since there is considerable evidence that Proulx made use of the CPSGB reports, though he does not in any way acknowledge them, nor was he in direct touch with Harris.

Based on the illustrated document, the Editor informed Harris that this report must have been a misread date. To his great surprise, Harris replied that the report was based on an item in his own collection and enclosed a photocopy clearly dated October 19, 1927 (see illustration below).

Recall that the Distribution List indicates that the die was sent from Ottawa to Hamilton on October 17, probably arriving on the 18th, and was received back by Ottawa on October 21st. This did permit its use on at least October 18-19 and possibly the 20th also, so the Harris strike of October 19th fits nicely into this short and unexpected possible period.

The Editor makes no apologies for having stated that there was no 1927 use of slogan 4180, since the documented letter was good grounds for so believing, but is nevertheless delighted to be able to rectify the error and set the record straight. Harris is to be congratulated on having an example of this very rare usage, as is any other member who may also be so fortunate. It would be a matter of much interest to know of any other strikes, together with their dates, which must be within a two or three day period.





ADMINISTRATIVE BRANCH

NOV 8 1927

POST OFFICE DEPT.



IN ANY FURTHER CORRESPONDENCE
ON THIS CASE PLEASE QUOTE
NO.

Post Office Department, Canada

EQUIPMENT AND SUPPLY BRANCH

OTTAWA, October 27th, 1927.

The Secretary,
Post Office Department,
Ottawa, Ontario.

Dear Sir:-

Subject:-Die Slug "Hamilton Veterans
Poppy Day."

Referring to previous correspondence and to your "108115-27" of the 10th October, I beg to advise you that on forwarding the slug asked for to the Postmaster at Hamilton, he immediately requested that a slug reading,-

"Hamilton Veterans Poppy Day
November 12, 1927"

be supplied instead of the one reading,-

"Hamilton G.W.V.A. Poppy Day
November 12, 1927"

for the reason that the G.W.V.A. is extinct in Hamilton.

A new slug was immediately prepared and forwarded to the Postmaster at Hamilton with the request that he collect the sum of \$15.00 for the new slug and \$3.00 for changing the dates of the previous slug from the officials of the Association concerned.

There is herewith eight impressions of the new slug furnished, for your file.

Yours very truly,

T.P. Murphy
Supt. Equipment and Supply.

CANADIAN NATIONAL EXHIBITION

Source data for this article is largely from official Distribution Lists and the Proof and receipt strike records, plus material in the Rosenblat and Switt collections and helpful reports from other members of our Slogan Study Group. In addition, acknowledgment must be given to a series of articles on the Canadian National Exhibition which appeared in TOPICS in 1959, written by Lloyd W. Sharpe. These articles will be frequently quoted in the following work.

The forerunners of 1901

In 1896 rapid cancelling machines, combining daters and various formats of obliterators, were introduced in Canada at Toronto and Montreal. These were first used with patriotic flag obliterators, but in 1901 the Canadian P. O. experimented in permitting event advertising with postal machine slogans. Sponsors of Toronto's Canadian Exposition, then the name of what eventually became the Canadian National Exhibition, together with the Provincial Exhibition at Victoria, took advantage of this and created the first usage of what would become slogan 1150.

Illustrations of the six 1901 dies of the Canadian Exposition slogan, in two formats, are shown below, through the courtesy of the Switt collection.



The 1st die group, 1st usage, 1912-13

1912 usage

In 1912 the Post Office re-adopted its earlier policy of permitting civic events or causes to be advertised through the use of postal slogans. Sponsors of these events were required to pay the cost of having the die or dies made. The C.N.E. was among the first of many events to take advantage of this opportunity.

The duration of the Exhibition was normally 15 to 17 days, but as short as 13 days in 1918. The time between the issue date of the slogans and the close of the event was quite lengthy in the earlier period, but as use of other slogans grew, the available time between issue and event was narrowed considerably.

The exact date of first 1912 usage is not known, but it can be assumed that all dies were introduced simultaneously. The earliest report is Sharpe's, who states that he had seen April 23, 1912. Usage has not been recorded after the last day of the events, and the dies were probably always withdrawn at that time.

Toronto had four International cancelling machines in 1912, and slogan dies advertising the Exhibition were ordered for all four. Their wording read CANADIAN NATIONAL/EXHIBITION/TORONTO/AUG.24-1912-SEP.9, in a box at the left of the rectangular die and a seven line obliterating grid at the right.

For identification purposes, all C.N.E. dies issued prior to 1930 had designations inserted in the left of the grid. In 1912 three of them were numbered 1 to 3, but in error the fourth die was left blank. This was not considered to be satisfactory, so at some time in May the blank die was altered by inserting a numeral 4 in its grid. Sessions notes in "Early Rapid Cancelling Machines" that a standard wavy line obliterating machine was used on May 28, 1912, well after the April issue of the slogans. It was probably brief replacement use on one machine while the blank die was being altered.



1st die group format

It has not been considered necessary to illustrate all the identified dies used prior to 1930, since they can easily be separated, but at least one example of each of the different die groups of this period will be illustrated to indicate format differences.

Some references imply that five dies were issued, since numbers 1 to 4 and blank had been seen, but this contradicts the use of only four machines. Jeffrey Switt has compared the blank die and that numbered 4, clearly showing them as identical except for the presence or absence of the numeral, as illustrated below.



Comparison of the two states of the fourth die.

There was no 1912 Toronto use of other slogans prior to the closing of the Exhibition on Sept. 9th, so use of C.N.E. slogans in this year did not have to be interrupted and was probably continuous on all machines, once alteration of the fourth die was completed. However, in later years there is clear evidence that one or more C.N.E. dies had to be alternated during concurrent use of other slogans.

The 1st die group, 1st usage, 1912-13

1913 usage

1913 saw the first instance of an important form of die alteration used for many years later. The die manufacturer could make slight changes in the die's event date line, so original dies could be re-issued for the same annual event, even if in a different year with differing dates. This was an economic advantage for sponsors, since the cost of such changes was only about a fifth of that of a new die, and the C.N.E. sponsors made extensive use of the process through the remaining usage.

Therefore, 1913 C.N.E. slogans were all struck from the same four dies that were first issued in 1912, but with the date line only altered to read AUG.23-1913-SEP.8.

Sharpe, among others, reports use of a blank die in 1913, as in 1912, in addition to dies 1 to 4, but these reports are incorrect, as the only blank die ceased to exist when the numeral 4 was added to it in 1912.

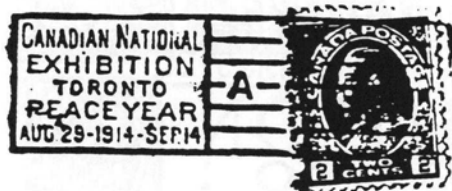
Earliest reported 1913 use is again Sharpe's of March 21st, but this is probably incorrect, as it would have meant concurrent use with four dies of slogan TORONTO HORSE SHOW, recorded from at least March 2nd and probably continuing until the last day of the Horse Show on May 3rd. C.N.E. has been seen dated May 5th, and May 4th may exist, but anything earlier than the Horse Show close is most unlikely.

The next 1913 Toronto slogan use after the C.N.E. was the single die use of BROADVIEW BOYS' FALL FAIR. Its earliest known use is Sept. 8th and slightly earlier use is probable, suggesting that one machine was diverted for use of the BROADVIEW slogan, beginning while the Exhibition was still in progress.

The 2nd die group, 1914 only

1914 usage

1914 was the centennial anniversary of the treaty concluding the War of 1812 and so marked 100 years of peaceful relations between the United States and Canada. C.N.E. took this as a theme and were prepared to pay for new dies which would incorporate the theme, rather than re-issue the 1913 dies with dates altered.



2nd die group format

The four new International dies were similar to the prior issue, except that the wording was increased to five lines, reading CANADIAN NATIONAL/ EXHIBITION/ TORONTO/ PEACE YEAR/ AUG.29-1914-SEP.14. Dies had grid identification as before, but with letters A to D, rather than numerals. When C.N.E. opened in August, World War I had begun and the PEACE YEAR line appeared somewhat inappropriate.

Earliest reported 1914 use is not until May 23rd, but was probably earlier, since the preceding slogan use of the TORONTO HORSE SHOW ended on May 2nd and C.N.E. use may have begun the following day if the new dies were available.

The single die use of the following BROADVIEW slogan is recorded from at least August 6th, so clearly one of the C.N.E. dies must have been either replaced by or alternated with BROADVIEW for over a month.

As they did for 1913, Sharpe and others report use of a blank die in 1914, and since these were not re-issues of the 1913 dies, it is theoretically possible that a fifth blank die existed, but it seems very improbable.

1915 usage

The specially worded 1914 dies could not be later re-used in any fashion and had to be discarded, but the 1913 dies had been retained and were altered to reflect the 1915 dates, reading AUG.28-1915-SEP.13. Identification of course was in the original numerals, rather than letters. However, a fifth machine had been added at Toronto in early 1915, so one new die, identified as 5, was introduced.

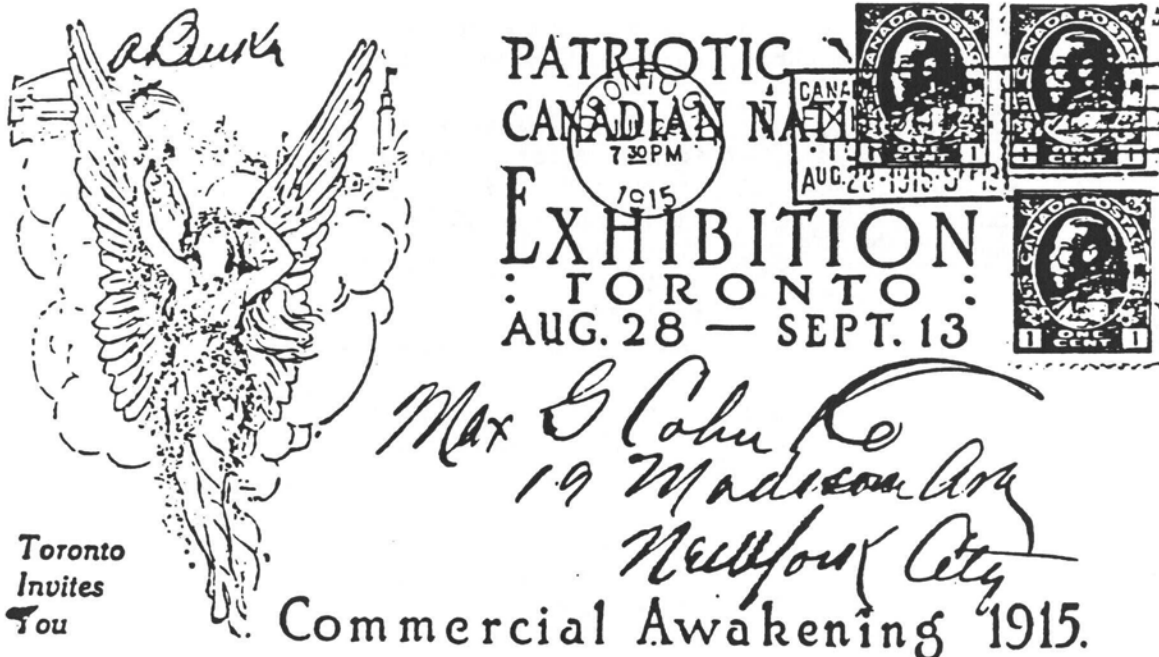
Unusual use is illustrated, with dies 1 and 2, both dated 8:00 P.M. on the same day and both effectively cancelling the two stamps paying Empire rate postage and War Tax, so the reason for running it through a second machine is not obvious.



Use of 1915 dies 1 and 2 on the same cover.

Since Toronto Horse Show had no slogan use in 1915, possibly cancelled because of the war, C.N.E. slogans could begin much earlier than before. Earliest reported is March 3, and could have begun in February. This means that the slogan had use extending over seven and a half months, and coupled with the fact that there was a fifth die, it is therefore somewhat more common than any prior usage. The BROADVIEW BOYS' FALL FAIR slogan is again known while C.N.E. slogans were still in use, indicating diversion of one machine to its use from late August or early September.

For 1915, only Sharpe reports a blank die in addition to dies 1 to 5, but it can only be assumed that reports of this nature are the result of seeing a strike where the identification was so unclear as to appear absent.



An especially attractive 1915 cachet with C.N.E. slogan, Switt collection.

The 1st die group, 2nd usage, 1915-17, continued

1916 usage

The five dies used in 1915 were again re-issued in 1916 with the dates altered to read AUG.26-1916-SEP.11. Earliest reported use is March 29 by Sharpe, which is quite possible, since as in 1915 there was no other Toronto slogan use in March with which it might conflict.

Once again the following BROADVIEW single die usage is known prior to the close of C.N.E., indicating diversion of one of the machines for a short period.

1917 usage

In spite of considerable use in four of the five prior years, the dies were still servicable enough in 1917 to be re-issued with the dates altered to read AUG.25-1917-SEP.10. However, their earliest usage was considerably later than in all prior years, since there was extensive Toronto use of five of the various flag format national War Savings appeals in the early part of the year. These would certainly have had priority over the Exhibition usage.

Earliest reported use is not until June 1st, less than three months prior to the opening of the Exhibition, and since use of two of the flag slogans is recorded until May 31st, the reported June 1st is very probably the actual first day.

However, three flag slogans are known to have had some use until as late as September-October, so alternating use of these with the C.N.E. slogans in June-September must have taken place. Recorded use of dies 2 and 3 appears rather less than that of dies 1, 4 and 5, so possibly three machines were dedicated to C.N.E. use and the others alternated between C.N.E. and the three flag slogans.

Additionally, there was the normal need to alternate one die with the BROADVIEW slogan, at least in early September if not in August.

The 3rd die group, 1918 only

1918 usage

While the 1917 dies do not exhibit any significant signs of wear, they must have been considered unservicable for 1918 continuation, since a third die group of five new International dies was introduced in that year, continuing to carry the identification numbers 1 to 5 in the grid.



3rd die group format

These new dies used exactly the same four line wording as in the past, the date line reading AUG.26-1917-SEP.7, but their appearance was flag-like, with wavy top and bottom lines, rather than rectangular.

Earliest reported use is May 18, but could well have been earlier, since Toronto used only one of the 1918 flag formats and that not until well after the C.N.E. closed, so there was no slogan conflict that could have prevented somewhat earlier use.

Again, there was the normal need to alternate one die with the BROADVIEW slogan in August-September.

The 4th die group, 1919-21

1919 usage

This year saw the major change-over throughout Canada from International machines to new Universals, requiring slogan using offices to either abandon their slogans or to replace the dies, since the International dies could not be employed in the Universal machines.

Also, major early 1919 use of slogan 895, BUY WAR SAVINGS STAMPS AND HELP RECONSTRUCTION, replaced the flag-format government appeal slogans used in 1917-18. Toronto used at least four and possibly five International dies of 895 in Feb-June and their use appears to have had priority over the normal early use of the C.N.E. slogans, precluding re-issue of 1918 International C.N.E. dies in that period.

The Toronto 895 International dies were replaced in late June by five new Universal dies with the same wording. These appear to have continued to take priority over the C.N.E. slogan use until early August. Accordingly, the C.N.E. International dies could not be re-issued, even though they had experienced only one year of use, but had to be replaced by new Universal dies.

These five new Universal C.N.E. dies were very similar to those that they replaced, having the same flag-like format, numeral identification and four-line wording, with the date line reading AUG.23.1919 SEP.6. A minor format change was that the year numerals were not framed by mid-line dots, but by a bottom-line dot in front and nothing after it.



4th die group format

It is a peculiar that the use of die identification numerals was continued, since five new 1919 Universal dies issued for the HELP THE MUSKOKA slogans omitted these numerals, and a common policy on this would have appeared more likely.

Earliest reported use of August 5th is confirmed as actual date of issue by a note in the Distribution List. Since this was less than three weeks before the Exhibition opened, total use was for no more than 33 days and the relative scarcity of 1919 strikes is attributable to this much shortened period of use.

During this shorter use period, it appears that the C.N.E. slogans were given priority over the Universal dies of slogan 895, issued on June 11th, as there is no recorded use of them during the C.N.E. use period and they were probably entirely withdrawn in favor of C.N.E. Also, the gap between closing C.N.E. and opening the BROADVIEW event was slightly longer than usual, so BROADVIEW slogan use, not recorded until Sept. 8th, may have been delayed until C.N.E. closed. The various VICTORY BOND 1919 slogans were not introduced until late September, so there was no conflict between C.N.E and these.



Dater type 1



Dater type 2

During the 1912-18 period, all dater use with C.N.E. slogans had been of the standard International style hubs, reading TORONTO, ONT. above, with the year date below. The change to Universal machines also brought about a dater change and the 1919-20 dater use is uniformly from a style reading TORONTO above, ONT. below and the year below the month date and time in the indicea. This style, and earlier and later dater usages, are assigned numbers for future reference, the Internationals of 1912-18 being type 1 and the Universals introduced in this year being type 2.

The 4th die group, 1919-21, continued

1920 usage

The five new Universal dies issued in 1919 were re-issued in 1920 with the dates altered to read AUG.28.1920 SEP.11. Toronto's 1920 use of slogan B95 ceased in January, other slogan advertised local events all took place after C.N.E. closed and only one of the major multi-office slogans in which Toronto would later participate was introduced. Nevertheless, earliest reported C.N.E. issue is not until July 30. Even assuming somewhat earlier issue, the absence of any conflict with other usage makes it somewhat odd that the C.N.E. SLOGANS were not issued earlier, as was the previous custom to the extent that no conflict existed.

The BROADVIEW event did not open until eleven days after C.N.E. closed, so even if one Exhibition die was alternated, it may have been only for a short period. All dater usage continued as type 2.

1921 usage

The 1920 dies were once again altered to read AUG.27.1921 SEP.10 and re-issued. The earliest reported use is somewhat sooner than in 1920, being June 14th, but earlier in the year Toronto had begun regular use of three dies of a slogan reading REGISTER LETTERS OF VALUE and use of this slogan is recorded during the C.N.E. slogan use period, so at least some C.N.E. dies must have alternated with it, as well as possible late alternation with BROADVIEW.



While the type 2 dater style used in 1919-20 continued, at least in the earlier 1921 use, all strikes after mid-July show a type 3 dater, reading TORONTO, ONT. above and TERM'L STN. A. below. There were probably multiple daters of the same type to accommodate the five machines, but their differences are very slight and no effort has been made to separate them.

Dater type 3

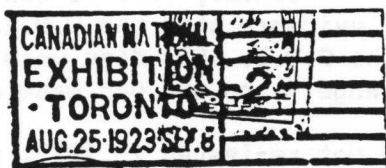
The 5th die group, 1st usage, 1922-23 and 1926

1922 usage

While 1921 dies did not show wear, they were replaced in 1922, possibly because the closing date, SEP.9, reverted to a single digit after two years of double digits, and this may have caused problems in altering the date line.

In any event, five new dies were issued in 1922. They reverted to the rectangular, rather than flag-like format of the two prior groups, but with the same wording as before, the dates reading AUG.26-1922-SEP.9. The year is again framed in mid-line dots and identification numerals 1 to 5 were retained.

Earliest reported use is May 31st and all use may have been without alternation, since the REGISTER slogan is not recorded after March and there was no BROADVIEW usage in 1922. Dater type 2 is not known in 1922, but type 3 continued together with a new type 4 format reading TORONTO, ONT. above and POSTAL TERM'L 'A' below.



5th die group format with dater type 3

Dater type 4

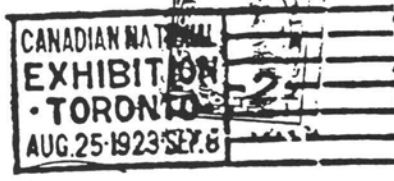
The 5th die group, 1st usage, 1922-23 and 1926, continued

1923 usage

1922 dies were altered for re-issue with the date line reading AUG.25-1923-SEP.8. The official Distribution Lists began giving specific dates of slogan issue in 1923, so the earliest C.N.E. use can be confirmed as May 28th. Additionally, in this year the P.D. began slogan advertising of its various Postal Exhibits at many major Exhibitions and two dies of VISIT POSTAL EXHIBIT and one die of FROM POSTAL EDUCATIONAL EXHIBIT had concurrent Toronto use with the normal C.N.E. slogans, so there must have been alternation between these eight dies during the entire period.

In addition to these, Toronto began use in August (no date given) of the multi-office slogan HAVE STREET ADDRESS ON ALL STATIONERY and the resumed BROADVIEW event slogan was issued August 31st. Therefore, from August to early in September, up to ten dies may have been alternating, since all five C.N.E. dies have been seen at some time in the year, indicating that none of them were entirely omitted.

Two of the dies suffered slight damage in 1923. Part of the lower right leg of the X of EXHIBITION in die 2 broke off between June 21 and June 30. This break was not repaired and continued on through the rest of the use of the die.



Early die 2 use with X unbroken

Later die 2 use with X broken



Enlargement of the broken "8".

In the case of die 3, shortly after its issue the numeral 8 of the closing date broke in such a way that it appears as a 3. The very early use is without the break, but it shows on all use from June 9. This damage was of course automatically repaired when the dates were altered in the next usage.

Both dater types 3 and 4, as used in 1922, were also used in this year.

1924-25 non-usage



1924 use of POSTAL EXHIBIT slogan

For reasons that neither Sharpe nor any other authority has explained, there was no C.N.E. slogan usage during these two years. Normally it might be assumed that C.N.E. was not held in this period, but this is refuted for 1924 by the fact that the two 1923 P.O. slogans, advertising the Postal Exhibit at C.N.E., were re-issued in 1924, with dates

altered. This appears as clear evidence that the C.N.E. was held in 1924, and there can be no question that the C.N.E. 1923 dies were available, since they were re-issued in 1926, but very strangely, no use was made of them in 1924-25.

The postal slogans were not re-issued in 1925, probably indicating that C.N.E. was not held in that year, but their use resumed in 1926, together with that of the the C.N.E. slogans.

The 5th die group, 1st usage, 1922-23 and 1926, continued

1926 usage

The C.N.E. was revived in 1926 and five retained 1923 dies were altered for re-issue, with date lines reading AUG.28-1926-SEP.11. Issue date is documented as June 24th. The two Postal Exhibit slogans previously used in 1923-24 were also re-issued with altered dates for concurrent alternating use with C.N.E. slogans.

Additionally, there was alternation with the multi-office slogan POST OFFICE C.O.D. SPEEDS BUSINESS, issued to Toronto August 17th, and the BROADVIEW slogan issued on August 23rd.



The earliest Universal style dater type 2 was revived in 1926, joined by a continuation of dater type 4 and a new type 5, reading TORONTO above and ONTARIO below. Sharpe also reports C.N.E. use of another new type 6, reading TORONTO. ONTARIO above and POSTAL TERMINAL 'A' below.

Dater type 5 Dater type 6

The 6th die group, 1st usage 1927-28

1927 usage

Five new dies were issued in 1927, though at least some of the prior 5th group were servicable enough to be retained for re-issue in 1929. The 6th group was of only three dies, probably because by 1927 slogan use reached a point where using C.N.E. dies in all five machines, even with alternation, was excessive.



These dies were similar to the preceding group, rectangular with the same four line wording and with numeral identifications 1 to 3 in the grid. The date line format was changed, placing the year date at the end of the line, rather than in the middle, and it read AUG.27 TO SEPT.10-1927.

6th die group format

Date of issue is documented as July 6th, but although the concurrent Postal Exhibit slogans had been discontinued, Toronto still had at least intermittent continued use of several major multi-office slogans issued in 1926, so even the smaller group of C.N.E. dies must have had some alternation.

Dater use is only recorded for types 5 and 6, but Sharpe also reports type 4 and the use of three different daters is consistent with the use of three dies.

1928 usage

The three 1927 dies were re-issued in 1928 with date lines altered to read AUG.24 TO SEPT.8-1928. Date of issue is documented as June 18th. All dater usage seen, whether normal or for special flights posted or received at the Exhibition P.O. Branch, is type 6, although Sharpe also reports type 4.

A major feature of the 1928 Exhibition was a series of Special Air Mail Flights to and from Toronto and seven other major cities. To facilitate handling of this mail, the P.O. opened an Exhibition Post Office branch on the Exhibition Grounds and advertised the flights in a special mailing, a copy of which is illustrated on the following page, together with one of the several varieties of cacheted covers, both English and bilingual, that were available.

The 6th die group, 1st usage 1927-28, continued

1928 usage continued

Although the first Canadian Air Mail stamp was not issued until a month later, a five cent air mail rate had been established just before these flights took place and the flown covers were normally franked with the five cent Laurier value of the 1927 Confederation commemorative issue.

CANADIAN NATIONAL EXHIBITION POST OFFICE

GOLDEN JUBILEE YEAR. Toronto,
August 23, 1928.

In replying to correspondents, you will no doubt wish to take advantage of Special Air Mail Flights leaving the Exhibition Grounds for (1) Hamilton, London and Windsor, and (2) Kingston, Ottawa, Montreal and Quebec, at 10.00 A.M. Wednesday, August 29th.

These mails close at the Exhibition Post Office, International Pure Food Building, at 9.30 A.M. The rate of postage is 5¢ for the first ounce and 10¢ for each additional ounce. Envelopes should be endorsed "Via Air Mail, Toronto Windsor, or Toronto-Montreal, etc." as the case may be.

W. E. LEMON,
Postmaster.

Advertising of 1928 Special Air Mail Flights to and from the Exhibition Grounds.

VIA AIR MAIL
To London 218-25 .60

TORONTO ONT.
AUG 29
10 AM
1928
POSTAL TERMS

CANADIAN NATIONAL EXHIBITION TORONTO

GOLDEN JUBILEE FLIGHT
1928

SPECIAL AIR MAIL SERVICE CANADIAN NATIONAL EXHIBITION TORONTO TO LONDON

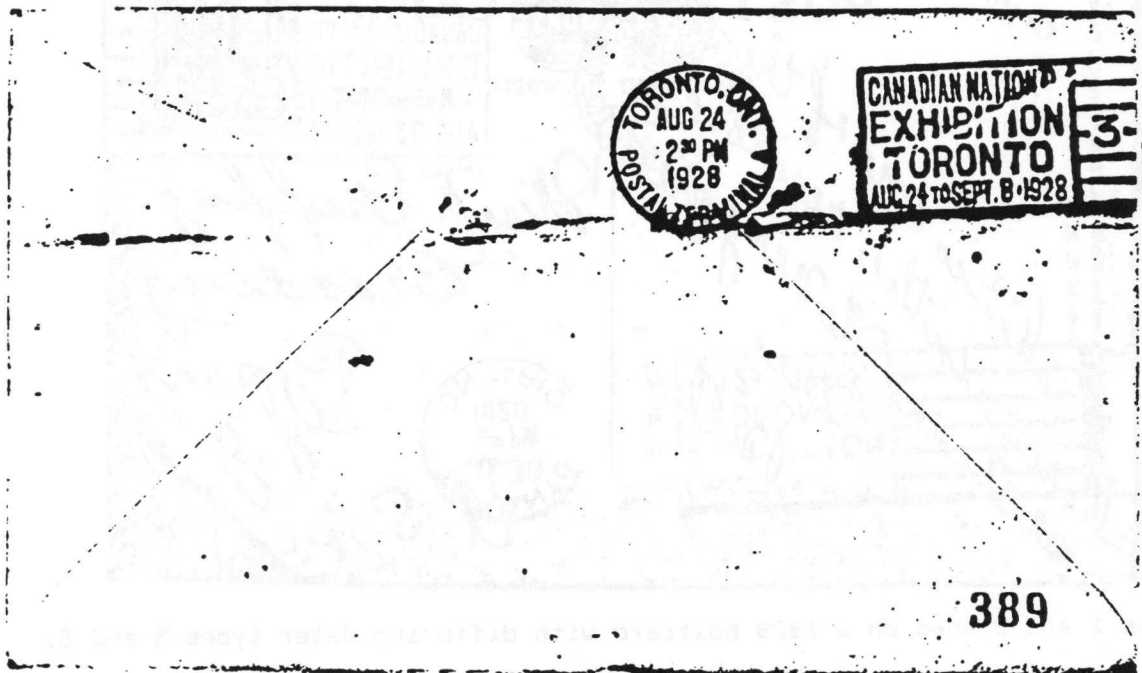
*No receipt from
Cunnington
Mass.
U.S.*

One of several cachets used on 1928 Air Mail Service to and from the Exhibition Grounds.

The 6th die group, 1st usage 1927-28, continued

1928 usage continued

In addition to use on outgoing flights, the slogan was also used as a back-stamp receiving mark for the incoming flights.



The slogan as a receiving mark on a numbered cover flown from Ottawa.

The 5th die group, partial 2nd usage in 1929-31

1929 usage

1929 die usage is peculiar and the reasons for it are unclear. The 5th group of five dies, issued in 1922 and re-issued in 1923 and 1926, had been replaced by the 6th group of three dies issued in 1927 and re-issued in 1928.

However, in 1929 this 6th group was replaced, although only temporarily until 1930, by re-issue of the first three dies of the 5th group, numbered 1 to 3, the rest being probably also available, but unused because of the 1927 decision to reduce the total number of dies to three.

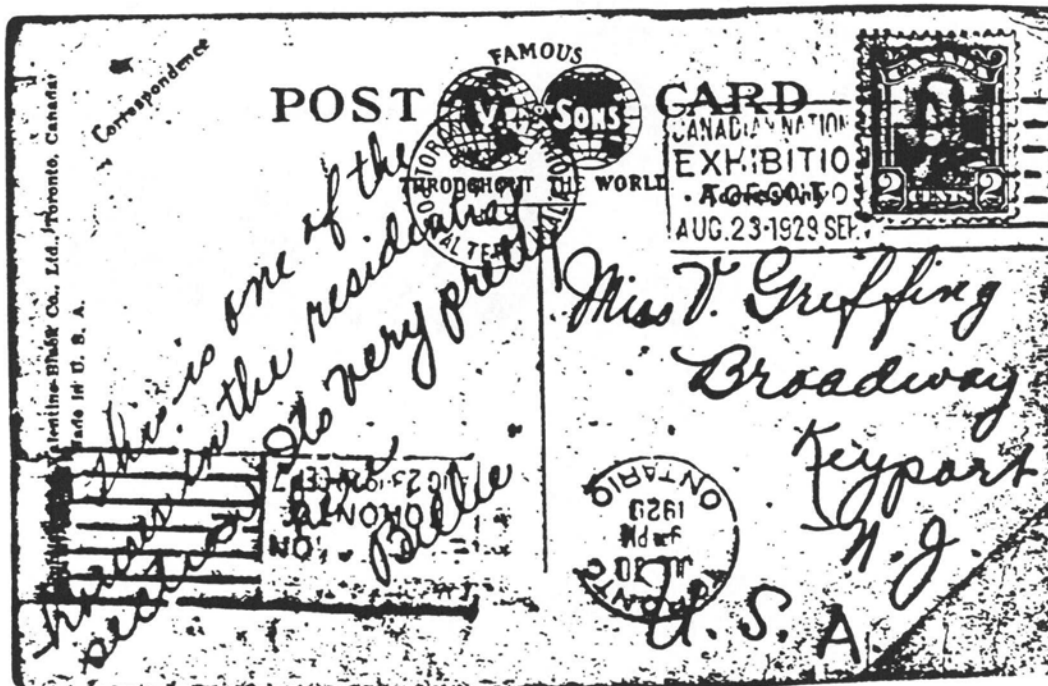
This raises the questions of why the 5th group was replaced in 1927, when it was demonstrably still fit for further service, and why the 6th group was replaced in 1929 when at least two of its three dies would be subsequently re-issued in 1930.

The three re-issued dies of the 5th group had their dates altered to read AUG.23-1929-SEP.7, retaining their "year in the middle" date line format. The date of issue is documented as July 11.

Most dater use seen for all three dies is type 5, but a postcard is illustrated on the following page with strikes of both die 1 with dater type 6 and die 2 with type 5. Additionally, Sharpe reports use of the revived type 2, indicating three daters for three dies.

The 5th die group, partial 2nd usage in 1929-31. continued

1929 usage continued



Dies 1 and 2 used on a 1929 postcard with differing dater types 5 and 6.

The 5th die group, partial 2nd usage in 1929-31. continued, together with

The 6th die group. partial 2nd usage, 1930 and

The 7th die group, 1930-37 and partial in 1938

1930 usage

In 1930 Toronto began changing from Universal machines, used since 1919, to new Perfect machines, but the switch-over was probably not completed until the end of 1931, so dies of both types were used in 1930-31, which created an unusual mixture of die groups in these years.

A first issue of 1930 C.N.E. dies is documented as three on June 21st, all previously issued Universals, but from two different preceding die groups. These were dies 1 and 3 of the 6th group, last used in 1928, and die 2 of the 5th group's 2nd usage in 1929. Just why this odd mixture is unclear, but a possible reason is that there were problems in altering the dates for the other two 1929 dies.



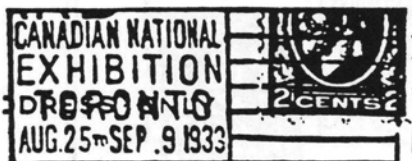
1930 use of die 2. with unrepaired X

In any event, Die 2 had its date line altered to read AUG.22-1930-SEP.6, while dies 1 and 3 had their date lines altered to read AUG.22 TO SEPT.6-1930. The constant break in the lower right leg of X of EXHIBITION in die 2, originating in 1923, was still present in 1930.

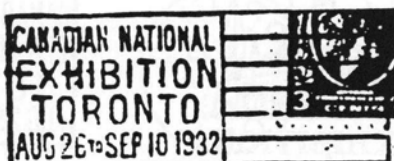
Oddly, there followed issue of three new Perfect dies, not replacing the original three, but as additions, since the Universals were not returned until the Exhibition ended and they have been recorded well after the issue of the Perfects.

1930 usage of die groups 5, 6 and 7, continued

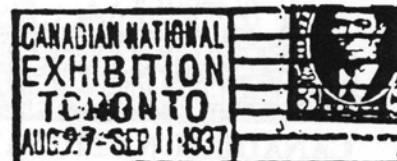
The three new Perfect C.N.E. dies were issued on July 22nd, a full month following the Universals. They were again very similar to the prior types, rectangular with a four line format, the date line reading AUG.22 TO SEPT.6 1930. However, they do differ from the prior dies in that TORONTO is not framed by dashes and they show no identification, but can be separated by letter positions. They were also only 2 inches wide, rather than 2 1/4 inches as before. To distinguish them from the numeral identified dies, they are designated A to C as illustrated below.



Die A



Die B



Die C

This year represents the only instance of C.N.E. using six dies in one year, during the period from July to early September. Daters 5 and 6 have been recorded for the Universals and a revived type 2 style for the Perfects.

The 5th die group, partial 2nd usage in 1929-31 and

The 7th die group, 1930-37 and partial in 1938, continued

1931 usage

C.N.E slogan die use returned to three only in 1931, but since Toronto still had at least one Universal machine in that year, the use was of the 1930 Universal die 1 of the 5th die group and of two of the three 1930 Perfect dies of the 7th group, those designated B and C. The three dies were issued on July 8 and had date lines altered to read AUG.28 TO SEP.12-1931, the T of SEPT used in both die groups in 1930 being dropped to make room for the extra digit of the closing date.

Dater use has been seen as type 2 for the Perfects and also reported as type 6 for the Universal.

The 7th die group, 1930-37 and partial in 1938 only

1932 usage

By 1932 Toronto had completely converted to Perfect machines and use of all Universal dies terminated, leaving only the three Perfect dies the 7th group. Since the Distribution Lists for Toronto ceased in 1931, the actual issue date cannot be documented from the List, but the Proof Book receipt strikes are dated June 28 and Sharpe reports a quite possible one day earlier of June 27.

The dates were altered to read AUG.26 TO SEP.10 1932. All dater use seen or reported is type 2.

The 7th die group, 1930-37 and partial in 1938 only, continued

1933 usage

As in 1932, the prior dies were re-issued with the dates altered to read AUG.25 TO SEP. 9 1933. Receipt strikes are dated June 23, which is also Sharpe's earliest report. All daters seen or reported are type 2.

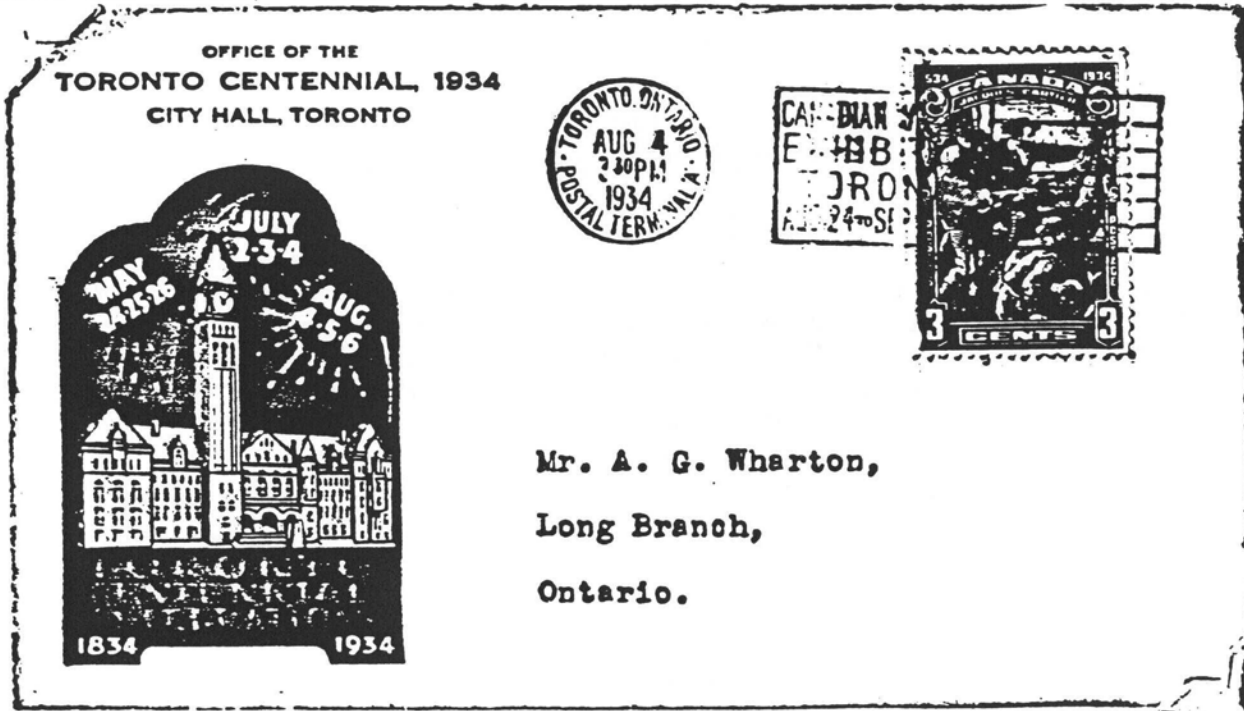


Miss Margaret Childs
 55 MacKay St.
 Toronto.

An attractive 1933 C.N.E. cover with C.N.E. cancel, from the Switt collection.

1934 usage

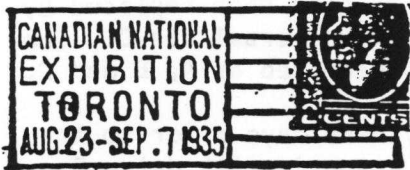
As in the two prior years, the three dies were re-issued. Receipt strikes are dated June 27. Dates were altered to read AUG.24 TO SEP. 8 1934. Dater type 2 is known, but so is a revival of type 6, as shown by a cover with the 1934 Toronto Centennial cachet, franked with a 1934 Jacques Cartier commemorative.



Mr. A. G. Wharton,
 Long Branch,
 Ontario.

The 7th die group, 1930-37 and partial in 1938 only, continued

1935 usage



Revised date line on 1935 dies

The three 7th group dies were once again re-issued with date lines altered, but rather more extensively than usual, since the "TO" between the dates was replaced by a dash, so the line reads AUG.23-SEP.7 1935 on all three dies. The receipt strikes are dated June 13, considerably earlier than Sharpe's reported June 27. Only dater 2 is recorded.

1936 usage

The prior dies were again re-issued, with the dates altered to AUG.28-SEP.12 1936 in the manner of the 1935 alteration. The receipt strikes are dated July 4, prior to any earlier reports. All dater use is type 2.

1937 usage

All three prior dies were again re-issued, for the seventh and the last time as a group, as only one would be further re-issued in 1938, due to machine type changes.

The receipt strikes are dated August 14, as is Sharpe's earliest report. This was the first time that the issue was in the same month as the Exhibition opened, but this policy was to follow for most of the rest of the usage. It probably indicates that the Toronto slogan use had become so extensive that the Exhibition could not be afforded the usage time that it had previously enjoyed.

The date lines read AUG.27-SEP 11 1937 and again only dater 2 is recorded.

The 8th die group, partial 1938, complete 1939-41, partial 1949

1938 usage

In this year Toronto once again began to switch machine types from the Perfects introduced in 1930 to a second Universal type, that company being now a part of the Pitney Bowes organization. It would appear that only one Perfect machine was retained in 1938, since only the Perfect die C was re-issued. Two new new Universal dies were issued, designated for this year as "new A" and "new B".

These were similar in format to the earlier dies, but the lettering is somewhat taller and wider and they are 2 1/8 inches wide, rather than the former 2 inches. The receipt strikes are dated August 15, only 11 days prior to opening, so that usage was for only 24 days. The date lines read AUG.26-SEP.10 1938. The two new dies are recorded with dater type 5 and the re-issued die with type 6.

The two new Pitney-Bowes Universal dies are illustrated below.



New die A



New die B

The 7th die group, 1930-37 and partial in 1938 only, continued

1939 usage

By 1939 the last of the Perfect machines appears to have been replaced by the new Universals, so the 1938 die C was replaced by a new Universal die C. The three dies of this 1938-39 group can therefore again be designated as A, B and C.

The receipt strikes are dated August 16, now only nine days prior to the opening, and the date lines read AUG.25-SEP.9 1939. All usage is with dater 5.



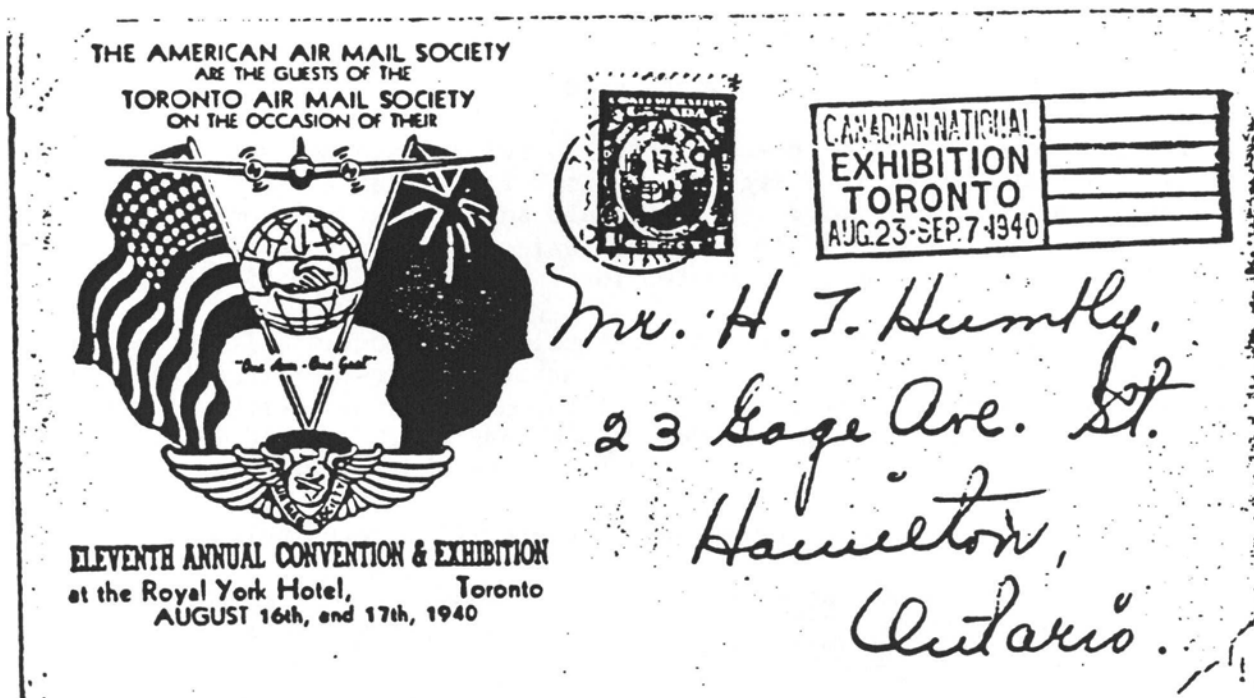
New die C

The 8th die group, partial 1938, complete 1939-41, partial 1949, continued

1940 usage

The three Universals were re-issued with dates altered to AUG.23-SEP.7 1940 and the receipt strikes are dated August 3, giving the slogans slightly more usage time than in 1938-39. All usage is with dater 5.

An attractive cover with die C is illustrated, showing a full color cachet prepared for a meeting of the American Air Mail Society in Toronto as guests of the Toronto Air Mail Society. This cover would be even more desirable if it had been cancelled with slogan 195, AMERICAN AIR MAIL SOCIETY CONVENTION TORONTO AUG.16-17, probably the only Canadian slogan ever advertising an event involving an American group.



The 8th die group, partial 1938, complete 1939-41, partial 1949, continued

1941 usage

The three prior dies were again re-issued, the dates altered to AUG.22-SEP.6 1941. The receipt strikes are omitted from the proof book, so their date cannot be given, but the issue was certainly much earlier than in immediately prior years, since earliest use is reported as June 7 and recorded as June 9. Again all usage is with dater 5.

1942-48 non-usage

Sharpe states that from 1942 until 1946 the Exhibition grounds had been taken over by the Canadian Armed Forces, and that as early as in 1941 it was used as a POW staging point before prisoners were sent off to regular camps. However, he is unable to account for either the failure to renew the Exhibition in 1947-48, or if it was held in those years, the failure to issue slogans, even though some of the 1941 dies were available, since they were later used in 1949.

The 8th die group, partial 1938, complete 1939-41, partial 1949, continued

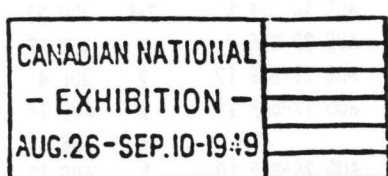
and the 9th die group, 1949 only.

1949 usage

The slogan use was revived in 1949, for the last time. Two of the 1941 dies, B and C, were still available and re-issued, but a new third die, designated "new A" was issued, all with the date line AUG.25-SEP.10 1949. The new die was in a different format, three lines reading CANADIAN NATIONAL/-EXHIBITION-/dates. The receipt strikes are dated August 8 for the re-issues and August 10 for the new die.

Usage has been seen with both dater 5 and a new dater type 7, reading TORONTO, ONTARIO above and CANADA below in smaller letters.

The author has not been able to ascertain how long the Exhibition continued to be operated after 1949, or why there was no later slogan advertising, but would appreciate any information in this regard that members in the Toronto area may be able to furnish.



9th die group format



Dater type 7

CANADIAN NATIONAL EXHIBITION

SLOGAN 1150

USAGE AND DATA CHART

YEAR	DIE GROUP	USAGE	NO. OF DIES	MACH. TYPE	IDENT. or DESIGNATION	C.N.E. DATES	DATER TYPES	FIRST USE	DAYS USED	COMMENT OR QUESTION
1912	1st	1st	4	I	1-3 & blank	AUG 24-SEP 9	1	APR 25	137	Blank die altered to 4 in May
1913	1st	1st	4	I	1 to 4	AUG 23-SEP 8	1	MAY 5	126	
1914	2nd		4	I	A to D	AUG 29-SEP 14	1	MAY 23	114	Longest use, with 5th machine added
1915	1st	2nd	5	I	1 to 5	AUG 28-SEP 13	1	MAR 3	194	
1916	1st	2nd	5	I	1 to 5	AUG 26-SEP 11	1	MAR 29	166	
1917	1st	2nd	5	I	1 to 5	AUG 25-SEP 10	1	JUN 1	102	
1918	3rd		5	I	1 to 5	AUG 26-SEP 7	1	MAY 18	112	
1919	4th		5	U	1 to 5	AUG 23-SEP 6	2	AUG 5	33	Shortest usage prior to 1937-39
1920	4th		5	U	1 to 5	AUG 28-SEP 11	2	JUL 30	44	
1921	4th		5	U	1 to 5	AUG 27-SEP 10	2-3	JUN 14	89	
1922	5th	1st	5	U	1 to 5	AUG 26-SEP 9	3-4	MAY 31	102	
1923	5th	1st	5	U	1 to 5	AUG 25-SEP 8	3-4	MAY 28	104	
1924				No use						Postal Exhibit slogan use indicates that C.N.E. was held, but no slogan use. Reason for non-use not known.
1925				No use						
1926	5th	1st	5	U	1 to 5	AUG 28-SEP 11	2-4-5-6	JUN 24	80	
1927	6th	1st	3	U	1 to 3	AUG 27-SEP 10	4-5-6	JUL 6	67	Die use reduced to 3 until 1930 Why replace 5th group with 6th in 1927 when 5th was reusable in 1930?
1928	6th	1st	3	U	1 to 3	AUG 24-SEP 8	4-6	JUN 18	83	
1929	5th	2nd	3	U	1 to 3	AUG 23-SEP 7	5-6	JUL 11	59	Why replace 6th group with 5th in 1929 when 6th was reusable in 1930?
1930	5th	2nd	1	U	2	AUG 22-SEP 6	5-6	JUN 21	78	Combined use of 6 dies 3 dies used until 1949.
	6th	2nd	2	U	1 and 3		5-6	JUN 21	78	
	7th		3	P	A to C		2	JUL 22	47	
1931	5th	2nd	1	U	1	AUG 28-SEP 12	6	JUL 8	67	
	7th		2	P	B and C		2	JUL 8	67	
1932	7th		3	P	A to C	AUG 26-SEP 10	2	JUN 28	75	
1933	7th		3	P	A to C	AUG 25-SEP 9	2	JUN 23	79	
1934	7th		3	P	A to C	AUG 24-SEP 8	2-6	JUN 27	74	
1935	7th		3	P	A to C	AUG 23-SEP 7	2	JUN 13	87	
1936	7th		3	P	A to C	AUG 28-SEP 12	2	JUL 4	71	
1937	7th		3	P	A to C	AUG 27-SEP 11	2	AUG 14	29	
1938	7th		1	P	C		6	AUG 15	27	
	8th		2	PB U	New A-B	AUG 26-SEP 10	5	AUG 15	27	
1939	8th		3	PB U	A to C	AUG 25-SEP 9	2	AUG 16	25	Shortest period of use.
1940	8th		3	PB U	A to C	AUG 23-SEP 7	5	AUG 3	36	
1941	8th		3	PB U	A to C	AUG 22-SEP 6	5	JUN 7	94	
1942-46				No use						C.N.E. grounds used by military Reason for non-usage not known.
1947-48				No use						
1949	8th		2	PB U	B & C	AUG 25-SEP 10	5 & 7	AUG 8	34	
	9th		1	PB U	New A		5	AUG 10	32	

STATISTICAL SUMMARY OF DIE USAGE

Slogan usage in 29 years between 1912 and 1949. 3 dies used in 15 years, 1927-29, 1931-41 and 1949. 4 dies used in 3 years, 1912-14. 5 dies used in 10 years, 1915-23 and 1926. 6 dies used in one year, 1930. Therefore. total of collectable die usages by year is 113.

A total of 33 dies were used, 13 Internationals, 13 Universals, 3 Perfects and 4 Pitney-Bowes Universals.

BRITISH COLUMBIA CENTENNIAL SLOGANS

Slogan 720, BRITISH COLUMBIA CENTENARY, 1858 - 1958
Slogan 728, BRITISH COLUMBIA 1858 - 1958 A CENTURY TO CELEBRATE
Slogan 515, B.C.'S CENTENNIAL CITY

British Columbia attained its Centennial Year in 1958, but preparations for it began in 1957, including first issue of two commemorative slogans. These were each to be used at 15 B.C. offices, in both years. This would normally have required issue of 30 dies, two for each office, re-issued in 1958.

However, whether in the interest of economy, or simply because more extensive use was considered to be a conflict with higher priority slogans, a scheme was devised to use only three dies of each of the two slogans, both pairs rotated on a regular monthly or half-monthly schedule to a circuit of five offices. The three circuits totalled 15 using offices, each circuit having its own rotation schedules for each slogan in each year, but establishing gaps for other slogan use.

Circuit A called for both slogans to rotate monthly between three major and two lesser offices, VANCOUVER, VICTORIA, NEW WESTMINSTER, NANAIMO and PORT ALBERNI. 1957 use began MAR 23, so the offices selected to begin rotation of each slogan, NEW WESTMINSTER for slogan 720 and NANAIMO for slogan 728, retained them only until MAR 30. Thereafter, rotation was based on calendar months from April through November. The 1958 use began FEB 1, so the offices all had a full month's usage in that year.

An exception to this circuit's standard 1957 rotation was scheduled in the cases of NANAIMO and VICTORIA. VICTORIA was to have used slogan 720 in May, before sending it on to NANAIMO in June. However, NANAIMO was a one machine offices that planned to use slogan 4340, HELP FIGHT ARTHRITIS, during the first two weeks of June, so VICTORIA was instructed to retain the die for six weeks, May 1 through June 15, before sending it to NANAIMO for a shortened June 16-30 period.

During this late use in VICTORIA, on June 10, 1957, the circuit A die of slogan 720 cracked rather badly in the upper left corner, but it was continued in use through the balance of the year. All 1957 circuit A use from June 10 clearly shows the broken left and upper frame lines. In spite of having been reasonably servicable for much of 1957, the broken die was replaced in 1958. This new 7th die, which was assigned to circuit B in 1958, is easily recognizable as having the original wording, but in clearly narrower letters.

Circuits B and C each included five smaller offices, but rotated dies more frequently at half-month intervals, from the 1st to the 15th and from the 16th to the end of each month. However, as with circuit A, the 1957 lead-off offices retained their dies only from MAR 23 to MAR 31.

Circuit B offices were KAMLOOPS, NELSON, PRINCE GEORGE, PRINCE RUPERT and TRAIL. The circuit C were CHILLIWACK, KELOWNA, PENTICTON, VERNON and WHITE ROCK.

A listing of the schedule for the three circuits, for both slogans in both years, also shows the recorded or reported use, indicating the various discrepancies between scheduled and actual, to the extent that they can be determined from the known usage available.

There is insufficient reported usage by offices and dates to determine exactly how well the schedules were adhered to, but there is evidence of some considerable deviation. All of circuit A use seems to have been reasonably maintained, except for a few reported instances where transfer to the next office was a day or two late. However, there is enough evidence to conclude that both 1957 and 1958 circuit B and C schedules, for both dies, were disrupted by offices that retained a die well beyond its designated transfer date.

These instances threw the schedules off by various periods, in one case accumulated into a month and a half of distortion. This seems to have resulted in some offices having use well after their scheduled dates and others, either at the end of the circuit or in mid-year, being deprived of their entire scheduled using period.

While the slogans are not especially attractive, or interesting in themselves, the careful scheduling of usage by circuits for their entire two year life is unusual, and differences between the way the schedules were adhered to has some fascination. The following listings indicate the probable re-schedules that may have been required because of the extended rententions, but especially in the case of circuit C, recorded use is insufficient to establish these other than approximately.

There is probably considerable material in collector's hands, and if enough reports of these were available, evaluating the true usage would be a matter of real interest.

Just why DAWSON CREEK was not included in the 720-728 usage is unknown, but it used a related slogan 515, B.C.'S CENTENNIAL CITY, during 1958 only, appearing as from a single die with recorded use from at least April until October.

The author is indebted to William Topping of Vancouver for furnishing the documents upon which the article is largely based.



BRITISH COLUMBIA
CENTENARY
1858 - 1958



The broken 1957 die of slogan 720.



BRITISH COLUMBIA
CENTENARY
1858-1958



nt of 720

SLOGANS 720-728, CIRCUIT A, 1957 USE

SLOGAN 720 - MAR 23-NOV 30, 1957

SLOGAN 728 - MAR 23-NOV 30, 1957

OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE	OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE
NEW WESTMINSTER	MAR 23-31	MAR 23-31	NONE	NANAIMO	MAR 23-31	MAR 28	NONE
PORT ALBERNI	APR 1-30	APR 4-29	NONE	VANCOUVER	APR 1-30	APR 2-30	NONE
VICTORIA	MAY 1-JUN 15 Scheduled to retain slogan to JUN 15, while NANAIMO used a local slogan	MAY 1-JUN 12	NONE	NEW WESTMINSTER	MAY 1-30	MAY 2-31	NONE
NANAIMO	JUN 16-30	JUN 24-27	NONE	PORT ALBERNI	JUN 1-30	JUN 5-26	NONE
VANCOUVER	JUL 1-31 Retained slogan one day into AUG.	JUL 4-AUG 1	JUL 1-AUG 1	VICTORIA	JUL 1-31	JUL 3-23	NONE
NEW WESTMINSTER	AUG 1-31	AUG 5-28	AUG 2-31	NANAIMO	AUG 1-31	AUG 1-31	NONE
PORT ALBERNI	SEP 1-30	SEP 4-28	NONE	VANCOUVER	SEP 1-30	SEP 7-17	NONE
VICTORIA	OCT 1-31 Retained slogan two days into NOV.	OCT 7-NOV 2	OCT 1-NOV 2	NEW WESTMINSTER	OCT 1-31	OCT 11-31	NONE
NANAIMO	NOV 1-30	NOV 14-30	NOV 3-30	PORT ALBERNI	NOV 1-30	NOV 18-29	NONE

SLOGANS 720-728, CIRCUIT A, 1958 USE

SLOGAN 720 - FEB 1-NOV 30, 1958

SLOGAN 728 - FEB 1-NOV 30, 1958

VANCOUVER	FEB 1-28	FEB 18	NONE	VICTORIA	FEB 1-28	FEB 14-28	NONE
NEW WESTMINSTER	MAR 1-31	MAR 2-28	NONE	NANAIMO	MAR 1-31	MAR 4-19	NONE
PORT ALBERNI	APRIL 1-30	APR 2-30	NONE	VANCOUVER	APR 1-30	APR 18-28	NONE
VICTORIA	MAY 1-30	MAY 8	NONE	NEW WESTMINSTER	MAY 1-30	MAY 5-29	NONE
NANAIMO	JUN 1-30	JUN 5-30	NONE	PORT ALBERNI	JUN 1-30	JUN 5-JUL 1	JUN 1-JUL 1 Retained slogan one day into JUL.
VANCOUVER	JUL 1-31 Retained slogan one day into AUG.	JUL 3-AUG 1	JUL 1-AUG 1	VICTORIA	JUL 1-31	JUL 2-31	JUL 2-31
NEW WESTMINSTER	AUG 1-31 Retained slogan two days into SEP.	AUG 5-SEP 2	AUG 2-SEP 2	NANAIMO	AUG 1-31	AUG 2-SEP 2	AUG 1-SEP 2 Retained slogan two days into SEP.
PORT ALBERNI	SEP 1-30 Retained slogan one day into OCT.	SEP 4-OCT 1	SEP 3-OCT 1	VANCOUVER	SEP 1-30	SEP 4-29	SEP 3-30
VICTORIA	OCT 1-31	OCT 4-30	OCT 2-30	NEW WESTMINSTER	OCT 1-31	OCT 4-NOV 1	OCT 1-NOV 1 Retained slogan one day into NOV.
NANAIMO	NOV 1-30	NOV 6-29	NONE	PORT ALBERNI	NOV 1-30	NOV 3-29	NOV 2-30

SLOGANS 720-728. CIRCUIT B, 1957 USE

SLOGAN 720, MAR 23-NOV 30, 1957

SLOGAN 728, MAR 23-NOV 30, 1957

OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE	OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE
NELSON	MAR 23-31	MAR 24-30	NONE	TRAIL	MAR 23-31	MAR 25	NONE
PRINCE GEORGE	APR 1-15	APR 4-11	NONE	PRINCE RUPERT	APR 1-15	APR 4	NONE
KAMLOOPS	APR 16-30	APR 22	NONE	NELSON	APR 16-30	APR 23	NONE
TRAIL	MAY 1-15	MAY 5-30	MAY 1-30 Retained slogan through MAY 30, extending schedule by half a month.	PRINCE GEORGE	MAY 1-15	MAY 6-14	NONE
PRINCE RUPERT	MAY 16-31	NONE	JUN 1-15 Re-schedule half a month ahead.	TRAIL	MAY 16-31	NONE	NONE
NELSON	JUN 1-15	JUN 28-JUL 6	JUN 16-JUL 15 Probably re-scheduled to JUN 16-30, but probably retained slogan to JUL 15, extending this schedule by a full month.	PRINCE GEORGE	JUN 1-15	JUN 4-28	JUN 1-30 Retained through JUNE 30, then to KAMLOOPS for unscheduled JUL 1-15 use, extending schedule by a month and a half.
PRINCE GEORGE	JUN 16-30	JUL 18-26	JUL 16-31 One month ahead of schedule.	KAMLOOPS	UNscheduled	JUL 8-17	JUL 1-20
KAMLOOPS	JUL 1-15	AUG 6-11	AUG 1-15 One month behind schedule.	TRAIL	UNscheduled	JUL 22-30	JUL 21-31
TRAIL	JUL 16-31	AUG 24-26	AUG 15-31 One month behind schedule.	PRINCE RUPERT	JUN 16-30	NONE	AUG 1-15 A month and a half ahead of schedule.
PRINCE RUPERT	AUG 1-15	NONE	SEP 1-15 One month behind schedule.	NELSON	JUL 1-15	AUG 19-29	AUG 16-31 A month and a half ahead of schedule.
NELSON	AUG 16-31	SEP 19	SEP 16-30 One month behind schedule.	PRINCE GEORGE	JUL 16-31	SEP 7-10	SEP 1-15 A month and a half ahead of schedule.
PRINCE GEORGE	SEP 1-15	OCT 7	OCT 1-15 One month behind schedule.	KAMLOOPS	AUG 1-15	SEP 26	SEP 16-30 A month and a half ahead of schedule.
KAMLOOPS	SEP 16-30	OCT 16-30	OCT 16-31 One month behind schedule.	TRAIL	AUG 16-31	OCT 7-15	OCT 1-15 A month and a half ahead of schedule.
TRAIL	OCT 1-15	NOV 8-15	NOV 1-15 One month behind schedule.	PRINCE RUPERT	SEP 1-15	OCT 28-30	OCT 16-31 A month and a half ahead of schedule.
PRINCE RUPERT	OCT 16-31	NOV 27	NOV 16-30	NELSON	SEP 16-30	NOV 7-10	NOV 1-15 A month and a half ahead of schedule.
NELSON	NOV 1-15	Probably omitted		PRINCE GEORGE	OCT 1-15	NOV 19-21	NOV 16-30 A month and a half ahead of schedule.
PRINCE GEORGE	NOV 16-30	Probably omitted		KAMLOOPS	OCT 16-31	Probably omitted	
				TRAIL	NOV 1-15	Probably omitted	
				PRINCE RUPERT	NOV 16-30	Probably omitted	

SLOGANS 720-728, CIRCUIT B, 1958 USE

SLOGAN 720, FEB 1-NOV 30, 1958

OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE
KAMLOOPS	FEB 1-15	NONE	NONE
TRAIL	FEB 16-28	NONE	NONE
PRINCE RUPERT	MAR 1-15	MAR 5-14	NONE
NELSON	MAR 16-31	MAR 18-APR 1	MAR 16-APR 1 Retained slogan one day into APR.
PRINCE GEORGE	APR 1-15	APR 8-11	APR 2-15
KAMLOOPS	APR 16-30	APR 19-MAY 15	APR 16-MAY 15 Retained die to MAY 15, extending following schedule by half a month.
TRAIL	MAY 1-15	MAY 20-29	MAY 16-30
PRINCE RUPERT	MAY 16-31	JUN 10	JUN 1-15
NELSON	JUN 1-15	JUN 26	JUN 16-30
PRINCE GEORGE	JUN 16-30	NONE	Omitted As next KAMLOOPS is back on schedule, unreported PRINCE GEORGE probably omitted.
KAMLOOPS	JUL 1-15	JUL 2-12	NONE
TRAIL	JUL 16-31	JUL 17-31	NONE
PRINCE RUPERT	AUG 1-15	AUG 17	AUG 1-17 Retained die at least two extra days.
NELSON	AUG 16-31	AUG 26-SEP 5	AUG 18-SEP 5 Retained die at least five extra days.
PRINCE GEORGE	SEP 1-15	NONE	Omitted NELSON used die to at least SEP 5 and KAMLOOPS from at least SEP 9, so unreported PRINCE GEORGE use must have been omitted.
KAMLOOPS	SEP 16-30	SEP 9-16	SEP 6-16 Use is short and ahead of schedule, so TRAIL probably retained it a full month, re-establishing the schedule that followed.
TRAIL	OCT 1-15	SEP 22-OCT 10	SEP 17-OCT 15 Received die early, but retained as scheduled.
PRINCE RUPERT	OCT 16-31	NONE	NONE
NELSON	NOV 1-15	NOV 4-14	NONE
PRINCE GEORGE	NOV 16-30	NOV 21-28	NONE

SLOGAN 728, FEB 1-NOV 30, 1958

OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE
NELSON	FEB 1-15	NONE	NONE
PRINCE GEORGE	FEB 16-28	FEB 17-MAR 1	FEB 16-MAR 1 Retained die one day into MAR.
KAMLOOPS	MAR 1-15	MAR 2-15	MAR 2-15
TRAIL	MAR 16-31	MAR 24-31	NONE
PRINCE RUPERT	APR 1-15	APR 7	NONE
NELSON	APR 16-30	APR 18-MAY 5	APR 15-MAY 5 Retained die five days into MAY, shortening PRINCE GEORGE use but not otherwise altering the schedule.
PRINCE GEORGE	MAY 1-15	MAY 15	MAY 6-15
KAMLOOPS	MAY 16-31	MAY 21-31	NONE
TRAIL	JUN 1-15	JUN 5-13	NONE
PRINCE RUPERT	JUN 16-30	JUN 21-26	NONE
NELSON	JUL 1-15	JUL 7-16	NONE
PRINCE GEORGE	JUL 16-31	JUL 21-25	NONE
KAMLOOPS	AUG 1-15	AUG 3-12	NONE
TRAIL	AUG 16-31	AUG 21-29	NONE
PRINCE RUPERT	SEP 1-15	NONE	NONE
NELSON	SEP 16-30	SEP 25-26	NONE
PRINCE GEORGE	OCT 1-15	OCT 3-13	OCT 1-14 KAMLOOPS early use OCT 15 is recorded
KAMLOOPS	OCT 16-31	OCT 15-NOV 3	OCT 15-NOV 3 Received die one day early, retained it at least three days into NOV.
TRAIL	NOV 1-15	NOV 5-20	NOV 4-20 Received die at least three days late, retained it at least five days after schedule.
PRINCE RUPERT	NOV 16-30	NOV 24	NOV 21-30 Received die at least five days late.

SLOGANS 720-728, CIRCUIT C. 1957 USE

SLOGAN 720, MAR 23-NOV 30, 1957

SLOGAN 728, MAR 23-NOV 30, 1957

OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE	OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE
WHITE ROCK	MAR 23-31	MAR 25-28	NONE	PENTICTON	MAR 23-31	MAR 23-25	NONE
KELOWNA	APR 1-15	APR 2-10	NONE	VERNON	APR 1-15	NONE	NONE
CHILLIWACK	APR 16-30	NONE	APR 16-25 Must have released die early, as it is recorded at PENTICTON APR 26.	WHITE ROCK	APR 16-30	MAY 2	APR 16-MAY 2 Retained die two days into MAY.
PENTICTON	MAY 1-15	AP 26-MAY 14	AP 26-MY 15 Unscheduled early use recorded APR 26.	KELOWNA	MAY 1-15	NONE	MAY 3-15
VERNON	MAY 16-31	MAY 21-JUN 3	MY 16-JU 3 Retained die three days into JUN.	CHILLIWACK	MAY 16-31	MAY 28	NONE
WHITE ROCK	JUN 1-15	NONE	JU 4-15	PENTICTON	JUN 1-15	JUN 3-15	NONE
KELOWNA	JUN 16-30	JUN 28-29	NONE	VERNON	JUN 16-30	JUN 24	NONE
CHILLIWACK	JUL 1-15	JUL 2-13	NONE	WHITE ROCK	JUL 1-15	JUL 4	NONE
PENTICTON	JUL 16-31	JUL 24-30	NONE	KELOWNA	JUL 16-31	NONE	NONE
VERNON	AUG 1-15	AUG 1-6	NONE	CHILLIWACK	AUG 1-15	AUG 5-7	NONE
WHITE ROCK	AUG 16-31	AUG 31	NONE	PENTICTON	AUG 16-31	NONE	NONE
KELOWNA	SEP 1-15	SEP 9	NONE	VERNON	SEP 1-15	SEP 3-9	NONE
CHILLIWACK	SEP 16-30	SEP 17-19	NONE	WHITE ROCK	SEP 16-30	NONE	NONE
PENTICTON	OCT 1-15	OCT 7-10	NONE	KELOWNA	OCT 1-15	NONE	NONE
VERNON	OCT 16-31	OCT 22	NONE	CHILLIWACK	OCT 16-31	NONE	NONE
WHITE ROCK	NOV 1-15	NOV 5-6	NONE	PENTICTON	NOV 1-15	NONE	NONE
KELOWNA	NOV 16-30	NONE	NONE	VERNON	NOV 16-30	NONE	NONE

SLOGANS 720-728, CIRCUIT C. 1958 USE

SLOGAN 720, FEB 1-NOV 30, 1958

SLOGAN 728, FEB 1-NOV 30, 1958

OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE	OFFICE	ORIGINAL SCHEDULE	REPORTED	PROBABLE RE-SCHEDULE
CHILLIWACK	FEB 1-15	NONE	NONE	WHITE ROCK	FEB 1-15	NONE	NONE
PENTICTON	FEB 16-28	FEB 18-27	NONE	KELOWNA	FEB 16-28	NONE	NONE
VERNON	MAR 1-15	*MAR 12-13	NONE	CHILLIWACK	MAR 1-15	MAR 12-15	NONE
WHITE ROCK	MAR 16-31	MAR 26-APR 2	MAR 16-APR 2	PENTICTON	MAR 16-31	MAR 17-28	NONE
		Retained die two days into APR.		VERNON	APR 1-15	APR 2	NONE
VERNON	Unscheduled	APR 3-13	APR 3-15	WHITE ROCK	APR 16-30	APR 18	NONE
	Unscheduled use in place of KELOWNA, then sent to PENTICTON early in place of CHILLIWACK.			KELOWNA	MAY 1-15	MAY 2-15	NONE
KELOWNA	APR 1-15		Omitted	CHILLIWACK	MAY 16-31	MAY 10-30	NONE
CHILLIWACK	APR 16-30		Omitted	PENTICTON	JUN 1-15	JUN 11	NONE
PENTICTON	MAY 1-15	APR 25-MAY 16	APR 15 - MAY 16	VERNON	JUN 16-30	JUN 17-28	NONE
	Received die half a month early, in place of CHILLIWACK, and retained through scheduled use plus one day.			WHITE ROCK	JUL 1-15	JUL 2-11	NONE
VERNON	MAY 16-31	MAY 22	NONE	KELOWNA	JUL 16-31	JUL 25-AUG 1	JUL 16-AUG 1
WHITE ROCK	JUN 1-15	JUN 4-5	NONE		Retained die one day in AUG.		
KELOWNA	JUN 16-30	JUN 16-27	NONE	CHILLIWACK	AUG 1-15	AUG 4-12	AUG 2-15
	An unconfirmed report of KELOWNA use			PENTICTON	AUG 16-31	NONE	NONE
	JUL 14-21, if correct, would mean KELOWNA kept the die for six weeks, with unrecorded CHILLIWACK-PENTICTON JUL use omitted.			VERNON	SEP 1-15	SEP 3-15	NONE
CHILLIWACK	JUL 1-15	NONE	NONE	WHITE ROCK	SEP 16-30	SEP 19-26	NONE
PENTICTON	JUL 16-31	NONE	NONE	KELOWNA	OCT 1-15	OCT 6	NONE
VERNON	AUG 1-15	AUG 1-6	NONE	CHILLIWACK	OCT 16-31	OCT 9-21	NONE
WHITE ROCK	AUG 16-31	AUG 25-26	NONE	PENTICTON	NOV 1-15	NONE	NONE
KELOWNA	SEP 1-15	SEP 6-OCT 6	SEP 1-OCT 15	WHITE ROCK	Unscheduled	NOV 15-28	NOV 15-30
CHILLIWACK	SEP 16-30	NONE	OMITTED?		This use suggests that die was sent from PENTICTON to WHITE ROCK, omitting VERNON.		
PENTICTON	OCT 1-15	NONE	OMITTED?	VERNON	NOV 16-30	NONE	NONE
VERNON	OCT 16-31	NONE	OMITTED?				
	Early OCT KELOWNA use, coupled with late OCT WHITE ROCK use, suggests that unreported CHILLIWACK-PENTICTON-VERNON use was omitted.						
WHITE ROCK	NOV 1-15	OCT 18-NOV 13	OCT 15-NOV 15				
	Received the die OCT 15, in place of VERNON, and retained it as scheduled to NOV 15.						
KELOWNA	NOV 16-30	NOV 25-27	NONE				

Slogan 2155

A major part of slogan research depends on being able to separate multiple dies of the same slogan, whether they be those used by a single office in multiple machines or those used by several offices simultaneously. Especially in the latter case, this ability permits tracing the movements of a given die as it was transferred from office to office in the frequent random re-issue process.

Since dies in the early decades of use were individually made by hand, minor but observable differences in letter shapes, sizes and placement was bound to occur. A relatively keen eye, aided by the superimposing of acetate transparencies, makes this process relatively easy, if enough clear strikes are available.

Detailed classifications that have been published in the Slogan Box attest to considerable success in relation to slogans issued from 1912 until about the mid-1950's, but problems have existed with later usage.

A very good case in point is slogan 2155, COMPASS DIRECTIONS NECESSARY ON MAIL FOR CALGARY, originally issued in 1947, with use extending to 1968. In Slogan Box issue 3, the Chairman published an article on this slogan, illustrating and describing seven different dies recorded with partially concurrent, partially consecutive use from 1947 to 1956, indicating that initial use was from three Perfect machine dies which were eventually all replaced at various intervals.

The article notes that the study of the dies of the later use was not yet completed. The problem pertaining to the later use was that there appeared to have been only two observably different dies, with consecutive use from 1956 on, although the earliest of these had a distinctive break that seemed to come and go.

Since there had always been use of three concurrent dies previously, the use of only one at a time, and the almost impossible appearance and disappearance of the break, were both illogical. The only answer was that there must have been multiple dies, but it was quite impossible to detect differences other than between the two consecutive dies and the presence or absence of the break.

The problem was left unsolved until we recently received from the Archives copies of a requested file on this slogan. It indicates that in 1956 Calgary switched from Perfect to Pitney Bowes Universal machines, and requested three new dies to replace now unusable Perfect dies that had been in use. The first group of three of these turn out to be what had been thought was only one die, with a break that came and went. In fact, one die sustained minor damage, but remained usable, and two remained intact, but they were all so completely similar that they could not be separated.

The file also indicates that these three eventually all wore to the point where they required replacement at various intervals, and that the first replacement of these, and ten further replacements that are documented between 1963 and 1968, were what we had considered all to be our second die. Thus, what had appeared as only two dies was in fact not less than 14, in two groups, one of three and one of eleven.

However, the file contains both P.O. purchase orders and invoices from Pritchard. Andrews Co., still at that time the major supplier of slogan dies after some forty years. Careful reading of the invoices discloses that they had billed the P.O. for an extra charge, over and above the cost of the individual dies. This extra was attributed to the cost of making what they termed "a master die".

This indicates that the old days of manufacturing each die individually by hand had ended, and a process had evolved whereby--for an order of multiple dies--a master die was engraved and as many individual dies as needed were struck from the master, as well as any later replacements that were required. This explains why dies from this period on could be produced with such absolute similarity that their separation becomes impossible, unless one of them develops recognizable constant signs of wear.

VANCOUVER EXHIBITION RELATED SLOGANS

Collecting Fair and Exhibition slogans has always been a favorite specialty area, but few of these happenings provide so diversified a group of different slogan formats, for what was essentially the same event, as can Vancouver.

A major summer Fair or Exhibition at Vancouver appears to have originated with the erection of an Exhibition Building at Hastings Park in 1909, for first use in 1910. Its organizers were among the earliest to take advantage of the 1912 P.O. policy of permitting affairs of this nature to sponsor advertising postal slogans.

Slogan 9925, VANCOUVER MID-SUMMER FAIR in four lines, was issued in 1912 and a new five line die was used in 1913. In 1914 the event's name was altered, requiring a new die, 9905 reading VANCOUVER EXHIBITION. Though the war did not interrupt the event, and it was held in 1915, there was no slogan use in that year, but the 1914 die was re-issued in 1916, with dates altered.

Perhaps because Flag slogans took priority at the time, slogan advertising was again omitted in 1917-18, but resumed in 1919. The name of the event changed again, requiring a new die, slogan 9910 reading VANCOUVER FAIR. Two dies were issued, since by then Vancouver had at least two Universal machines.

It is rather odd, but this was the last sponsored slogan advertising of the Exhibition until 1926. However, the Exhibition had other postal advertising in 1923-26, during which period the Post Office annually issued slogans drawing attention to Postal Exhibits at numerous Exhibitions, including that at Vancouver.

Two of these Postal Exhibit slogans, 3705 - FROM POSTAL EDUCATION EXHIBIT VANCOUVER EXHIBITION and 10080 - VISIT POSTAL EXHIBIT VANCOUVER EXHIBITION, were first issued in 1923 and re-issued in 1924-26, each using its original die with the dates successively altered. The catalogue lists the four year use of 10080 under that single number, but gives numbers 3706 and 3707 to the 1924 and 1925 use of 3705. Since the catalogue omits it, the confirmed 1926 use of this slogan has been assigned the appropriate number 3708.

A third Postal Exhibit slogan, 8030 - SEE POSTAL DEMONSTRATION VANCOUVER EXHIBITION, was added in 1924 and its die was re-issued in 1925-26 with the dates altered. The catalogue lists 1924 use only of 10060 - VISIT POSTAL EDUCATIONAL EXHIBIT VANCOUVER EXHIBITION (no dates), but no documentation supports this. It appears unlikely that there would have been as many as four of these slogans used in any year and 10060 is probably a mis-reading of either 3706 or 10080.

The catalogue lists a 4th Postal Exhibit slogan 10060 in 1924 only, reading VISIT POSTAL EDUCATIONAL EXHIBIT VANCOUVER EXHIBITION 1924, with no event dates. Neither reports or documentation support this, and a fourth format in one year only seems very unlikely. It was probably a confusion with either 10080 or 3706.

Resumption of sponsored use in 1926-29 referred to specific program events, rather than to the Exhibition itself. There were two slogans each in the years 1926-29, 4280 - HEAR THE FAMOUS COLDSTREAM GUARD BAND AT VANCOUVER EXHIBITION and 8065 - SEE THE GREAT INTERNATIONAL STAMPEDE VANCOUVER EXHIBITION in 1926, 2179 - CONFEDERATION PAGEANT EXHIBITION and 10680 - WORLD'S CHAMPIONSHIP STAMPEDE EXHIBITION in 1927, 7673 - ROYAL AIR FORCE BAND EXHIBITION and 4800 - IN OLD JAPAN CANADA'S PACIFIC EXHIBITION in 1928 and 3085 - EXHIBITION CHAMPIONSHIP STAMPEDE and 10595 - WINTER GARDEN REVUE VANCOUVER EXHIBITION in 1929

1928 slogan 4800 was the first to use the term PACIFIC in describing the scope of the Exhibition, but with no further slogan advertising after 1929 until 1950, it is not known how often this term continued in use, but it is known that in 1947 the Exhibition name was formally changed to the PACIFIC NATIONAL EXHIBITION.

Sponsored slogan advertising was resumed in 1950, with the issue of a single four line die of slogan 6825, reading PACIFIC NATIONAL EXHIBITION, which was then re-issued annually until 1952, with the dates altered each year. This was replaced in 1953 by a single new three line format, with the same wording.

In 1954 a further single new die was used, with a five-line format reading SEE IT ALL AT THE PACIFIC NATIONAL EXHIBITION, creating slogan 8015, but this did not appear to be satisfactory, since it was replaced in 1955 by a four-line slogan extending the entire width of the die, without a grid. This created slogan 405, reading A WORLD TO SEE AT THE PACIFIC NATIONAL EXHIBITION.

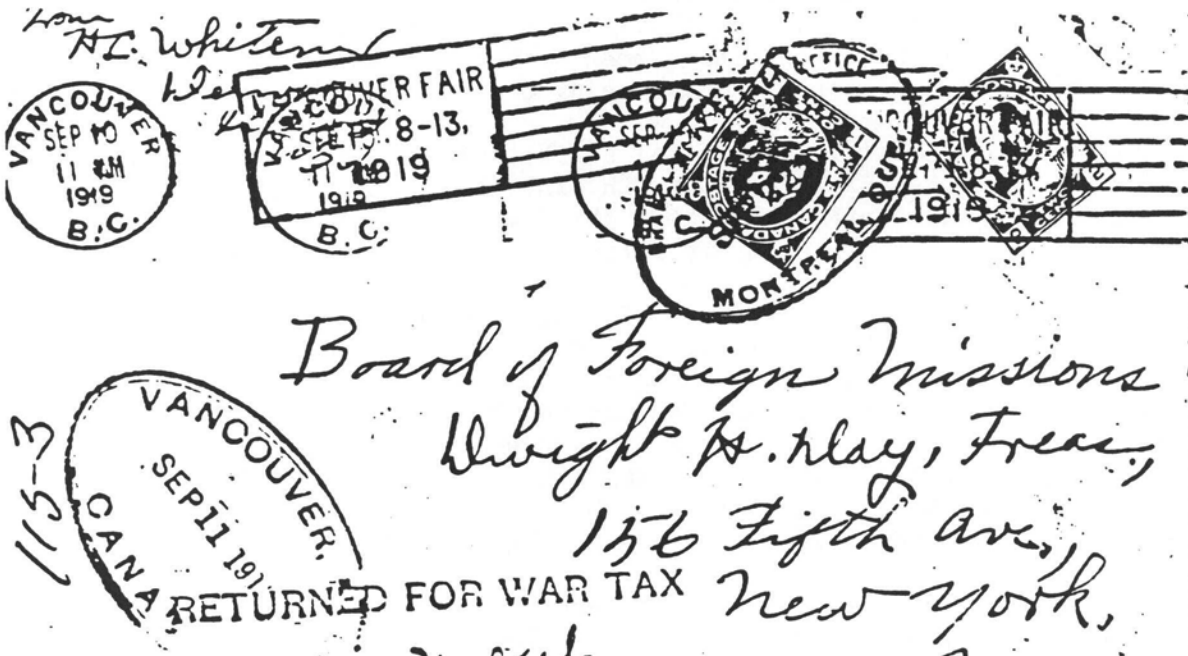
However, like its predecessor, it too was replaced after only one year of use. and the 1956 issue was from a new four-line full width die, slogan 10195, reading VISIT THE PACIFIC NATIONAL EXHIBITION. This was the final wording change of the English only slogan and was continued until 1969. The 1956 die was re-issued in 1957-58, with dates altered, then replaced in 1959 by a smaller die, with a grid at the right, but the same four-line wording in narrower letters.

The 1959 die appears to have been successfully re-issued for an eleventh year of use in 1969, but a very similar new die has also been recorded from at least 1963 to 1969, indicating two concurrent dies in use during that period.

In 1970 a new die was issued in a bilingual format, probably reflecting the policy then being adopted of bilingual slogan usage throughout Canada. It is slogan 10250-0, reading VISIT-VISITEZ PACIFIC NATIONAL EXHIB. AUG 22-SEPT 7 L'EXPO NATIONALE PACIFIQUE 22 AOUT AU 7 SEPT. The lengthy wording was again the full width of the die, without a grid, but even so EXHIBITION had to be abbreviated.

The catalogue lists it for 1970 only, and no later use has been seen, but the Exhibition continued to operate into the early 1980's at least. It may still continue in some version, but many of its old buildings were condemned in 1982 and there was agitation from adjoining residential areas to greatly reduce its scope.

The reader who has bothered to count the number of different slogan numbers listed above, as pertaining to the Vancouver Exhibition under its various names, will find that there were 22, a rather remarkable number of totally related, yet distinctively worded, slogan varieties. Combined, they make a most interesting thematic slogan collection, extending over 59 years from 1912 to 1970.



Both dies of 1919 slogan 9910 used on the same cover. The Cecil Coutts collection. Page 32

Illustrations of some of the 1912-29 usages



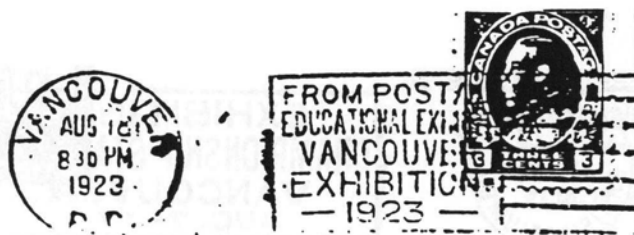
Slogan 9925, 1912-13



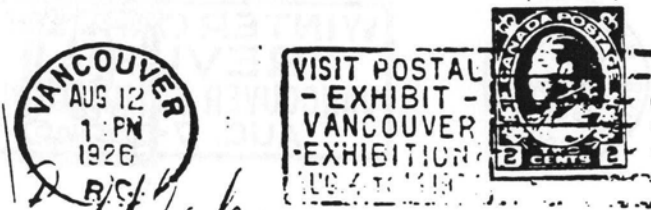
Slogan 9905, 1914



The two dies of the 1919 slogan 9910



Slogan 3705, one of three Postal Exhibit formats of 1923-26

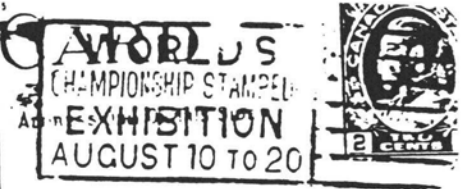
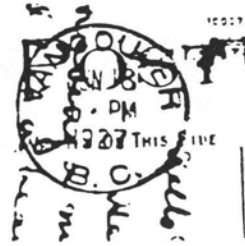
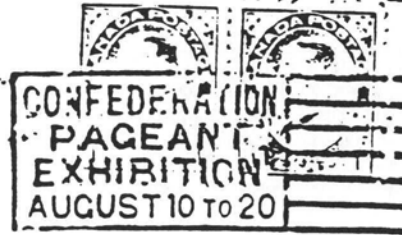


Slogan 10080, one of three Postal Exhibit formats of 1923-26

Illustrations of some of the 1912-29 usages



Slogans 4280 and 8065 of 1926



Slogans 2179 and 7673 of 1927



Slogan 7673, 1928



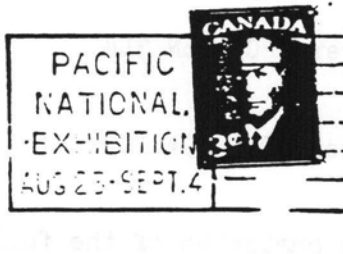
Slogan 3085, 1929



Slogan 10595, 1929

VANCOUVER EXHIBITION SLOGANS continued

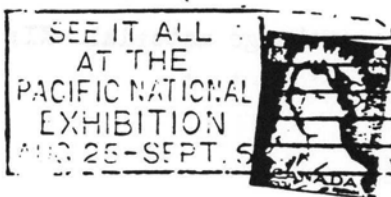
Illustrations of some of the 1950-59 usages



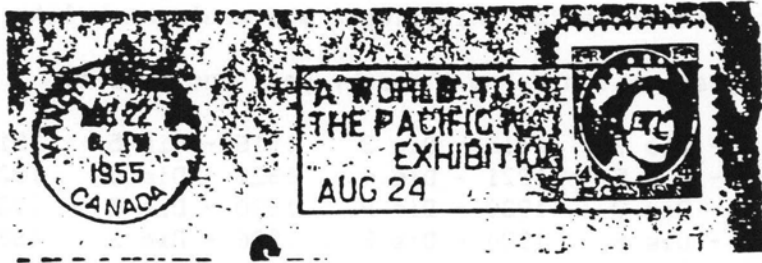
Slogan 6825, 1950-52



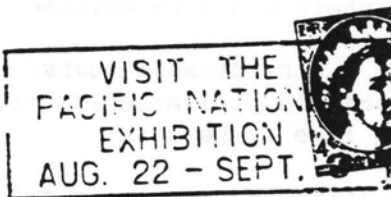
Slogan 6825, 1953



Slogan 8015, 1954



Slogan 405, 1955



Slogan 10195, 1956-58



Slogan 10195, 1959-69
Page 35

MEMBERSHIP UPDATE

We welcome two new members to the Slogan Study Group.

Michael Sagar 2831 W. 45 Avenue, Vancouver, BC V6N 3L4
General collection, XM XI

Dr. Richard Moulton 216 Armit Ave., Fort Frances, ON P9A 2G9
General collection

And your chairman profusely apologizes for the omission of the following member who joined after the Hamilton Convention:

Claude Gignac C.P. 2082, St. Romuald, QC G6W 5M3
Province of Quebec, XM after 1980, XI

XM: Member wishes to exchange material XI: Member wishes to exchange information
.

MEMBERS' CLASSIFIEDS

The Editor would appreciate if members would reference the article on the Canadian National Exhibition in this issue, He has managed to find 91 out of 113 possible die/year combinations for this slogan and would much like to add to this.

The following are his missing items by year and by die.

- | | | | | |
|--------------|------------------|--------------|--------------|--------------|
| 1912 - Die 1 | 1917 - Die 3 | 1918 - Die 3 | 1918 - Die 5 | 1919 - Die 4 |
| 1919 - Die 5 | 1920 - Die 5 | 1921 - Die 4 | 1921 - Die 5 | 1922 - Die 5 |
| 1923 - Die 5 | 1930 - Die 3 | 1930 - Die B | 1930 - Die C | 1931 - Die A |
| 1932 - Die C | 1933 - Die B | 1934 - Die B | 1936 - Die B | 1939 - Die B |
| 1940 - Die A | 1949 - Die New A | | | |

He would like the opportunity to trade for or purchase any of the above, on cover, card or cut square. If you have one of the items, but it is not a duplicate that you can spare, a photo would be welcome.

The Editor has a considerable number of duplicates, mostly cut square, but some covers, and the article will make it quite easy for you to put together a want list of what you would like in return.

In fact, even if you have nothing to offer that is needed, make up a want list just to prove that you read the article, and the Editor will try to supply something for you to express his gratitude for reader attention.