

# NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

VOLUME 3 - NUMBER 5 - WHOLE NUMBER 16

OCTOBER 1990

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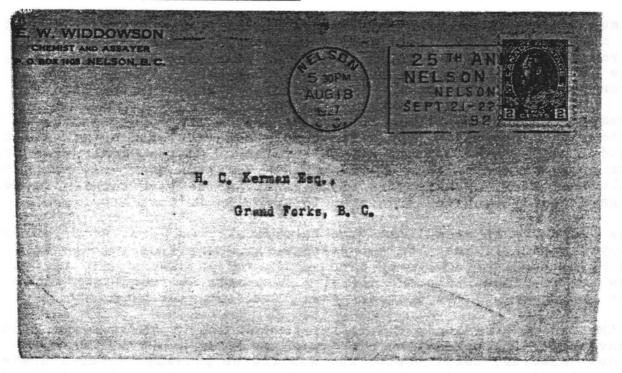
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A SLOGAN GEM

Jeffrey Switt

25TH ANNUAL NELSON FAIR NELSON, B.C.

Nelson, B.C.



Listed in the Proulx catalog as Slogan 9735, the Proulx listing incorrectly includes the word "FRUIT" in the slogan description. Although a yellowed and torn cover, this is in this writer's opinion nontheless a Gem.

### EDITOR'S MESSAGE

The Editor is extremely pleased to be able to inform the membership that our Newsletter, the Slogan Box, received the John S. Siverts Award as the best edited Study Group Newsletter for 1989.

Although the Award is actually made to an editor as an individual, this editor feels that it is actually more a recognition of the publication itself, and since the publication includes input from many members, and reflects the interest and enthusiasm of the entire Study Group, it must be shared accordingly.

Also, since our Chairman originated the Group and appointed the Editor, it is obvious that he is well entitled to be acknowledged and credited with a major contribution to the circumstances that resulted in the Award.

Accordingly, warm congratulations to every one of you.

### CHAIRMAN'S MESSAGE

BNAPEX '90 is now history and for those who were unable to attend, you missed a great gathering. The Study Group meetings in general were sparsely attended; those from memory at the slogan meeting included Ron Leith, Chris McGregor, Dan Rosenblat, Woody Poore, Ed Whiting, Charles Livermore, and your chairman.

Our second book, covering the period 1920 to 1930, was introduced, and several copies were sold at the show. The book is available from the BNAPS book department, P. O. Box 1082, Oakville, ON L6J 5E9, Attn: Dave Clare. Price is C\$15/US13, with two dollars of each sale going to the slogan study group.

I must offer a personal note regarding the book: given the amount of new research that went into this book in comparison with the first 1912-1919 book, in the period of time that Dan worked on it, the results can only be described as phenomenal. We each owe a great thanks to Dan for the unselfish work which he put into it.

Speaking of books, it was brought to your editor's and chairman's attention that David Proulx has completed a revision of his slogan handbook. The actual extent of revisions, updates, and corrections are yet unknown to your chairman. His previous book has been a most valuable tool to collectors of slogans, and we look forward to seeing signifigant expansion of slogan information in this new issue.

The handbook on airmail slogans is virtually sold out with only one copy remaining. Most of the response has been from members of a machine cancel study group to whom Jim Felton sent a note to, and now we are faced with the decision to update and republish within the next year if the apparent demand and interest warrants.

With Dan's involvement in the latest book and my involvement in the convention it looked like this issue would be a bit on the short side. However, Cecil coutts and Bob Thorne provided several needed pages to give us a decent issue, and now its up to me to get it out in due time. Thanks Cec and Bob, may you be an inspiration to the rest of us.

### CHAIRMAN'S MESSAGE, Cont'd.

Several months ago I received from non-member Paul Hughes a box of photocopies of slogans from the general period 1965 to 1970 and an inquiry as to whether these would be of interest to us. This was followed by photocopies of earlier slogans going back to the late 1920s. the latter were of interest to Dan in his work on the new book as these were from the actual proof books, not the post office distribution books. I sent the first batch to member Alex Hadden who had previously expressed an interest in the post-Proulx slogans. Given the amount of material I sent Alex I figured this would keep him busy for at least a year figuring out what I had sent, but much to my surprise, Alex sent me a <u>lengthy</u> printout of all I had sent him. I want to publicly acknowledge the work that Alex has done on these slogans, and now am faced with the question, "now what do we do with them?"

Prior to the convention it had been your chairman's thought to publish a follow-up volume to the Proulx book to bring the slogan topic as up to date as possible. But now with the news that there is a updated P-book, we will have to wait to see what has actually been accomplished.

It is your chairman's goal to eventually publish one complete volume on Canadian slogans in a similar nature to what our editor has so gallantly put forth. Dan has expressed agreement to continue with his work on the period 1931-1940, and beyond. I believe that a comparison between what we have accomplished so far, and with what has been published in the past 15 years, leaves no comparison. I further believe that there is no further area of philatelic research and publishing facing Canadian philatelists which holds such pioneering promise as the area of slogans. This is a great opportunity for each member to be a signifigant contributor to a great philatelic undertaking. I ask each of you to do what you can to provide Dan with timely information on your studies, collections and accumulations that we may reach this goal of producing a publication of noteworthy philatelic signifigance.

#### SOME SCARCE STRATHCONA's

KEEP OUR FARMS AND FACTORIES BUSY BUY VICTORY BONDS



Undated report for Edmonton, Unlisted for Strathcona Postal Sta. REGISTER ALL LETTERS OF VALUE



DIE 7, Unlisted report Date not readable, listed in DL Dec 17, 1925 to Nov 6, 1926

PROULX LISTS # 880 TORONTO ONLY FOR 1946-1956. AS A SINGLE OFFICE USE 880 SEEMS VERY SIMPLE AND DOES NOT WARRANT A WRITE UP. HOWEVER, WHEN ONE STUDIES THE SLOGAN YOU FIND THREE DISTINCT DIES SO IT APPEARS THAT THE THREE DIES WERE USED THROUGHOUT THE TOTAL PERIOD OF USE.

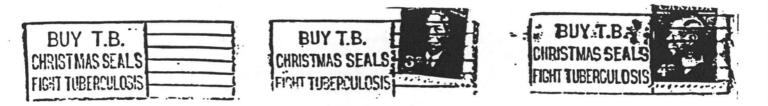
RECEIPT STRIKES ARE FOUND FOR 1946 TO 1952 AND USE HAS BEEN SEEN FOR 1953 TO 1955. PERIOD OF USE FOR EACH YEAR IS LATE NOVEMBER TO DEC 23 BUT NO DECEMBER 25 OR 1956 USE HAS BEEN SEEN AS YET.

DIE IDENTIFICATION: Die 1 - B of Buy over R of Christmas Die 2 - B of Buy over I of Christmas - A of Christmas over BE of Tuberculosis Die 3 - B of Buy over I of Christmas - A of Christmas over ER of Tuberculosis

DIE 1

DIE 2

DIE 3



DIE 1, TORONTO, December 14, 1949

On a souvenir card noting "7500 days of employment in Royal York Hotel, Canadian Pacific Railway. The Picture side features a photo reproduction of this grand hotel with a ticket stamp ROYAL YORK HOTEL...IMPERIAL ROOM CASHIER.

P O SOLV DEG 14 O B <sup>®</sup> PM 6 1949 December 14th, 1949	BUY T.B. CHRIST MASSEALS FIGHT TUBERCULOSIS
to mark 7500 days of employment	
in Royal York Hotel, Canadian Pacific Railway	P.D. BOX 215, TERMINAL A TORONTO, ONT

16-4

Bob Thorne

890 BUY VICTORY BONDS 890A BUY VICTORY BONDS-PRETEZ A LA VICTOIRE 7190 PRETEZ POUR LA VICTOIRE 8520 SOUSCRIVONS A L'IMPRUNT DE LA VICTOIRE

"Buy Victory Bonds" and the french only or bilingual equivalents, a common slogan promoted the sale of bonds to aid the war effort during WW II. The post office got on the band wagon and used its power to present the message. Starting in May of 1941 the post office used slogan cancellations on five occasions. Each period of use lasted 4-6 weeks. The only major exception to the length of use is Fort William use to December 1943.

Postal Records show the first issue on May 23 1941 with 10 perfect dies and 5 Universal #890 dies issued. Victoria receipted a perfect die May 26 and Drumheller receipted a Universal die on May 30. Edmonton and Saskatoon show receipt on June 7th. Study shows Edmonton used the same die as Calgary and Saskatoon used the same die as Regina. Four french only #8520 were receipted at the same time. Montreal and Toronto each were issued 2 dies for each period of use. English dies totaled 17.

The second period of use begins with receipt strikes dated Feb 7 1942. The 6 universal dies were re-issued to the same towns and once again Drumheller was late in receipting as the books show a date of Feb 21. Perfect dies were sent to 13 towns with Edmonton and Saskatoon receiving their own die this time, late receipt date were Feb 8 Halifax and Feb 9 Charlottetown. Dies now totaled 19. The Quebec towns were issued #7190 which more directly translated to the english. Once again Toronto and Montreal each received 2 dies.

The third period with receipt date of Oct 7 1942 gets more interesting as it looks like London, Vancouver, Windsor and Winnipeg changed to Universal machines as 4 new Universal dies were issued bringing them to 10. Perfect dies they were sent to smaller centres Brandon and Sault Ste Marie receipt date Oct 7. Prince Albert and Yarmouth receipt date Oct 9. Victoria proof date was late Oct 26th and Summerside Oct 27. This brings total dies to 23. The Quebec towns were re-issued #7190.

The fourth period adds a new twist as East Coast blackout hubs were in use so Halifax, St John and Yarmouth strikes are blackouts. The major proof date was Apr 12 1943 but for some reason Ottawa receipt date is Apr 18, Hamilton Apr 24 and Charlottetown Apr 26. The number of dies remained at 10 Universal and 13 perfect for a total of 23. A new Universal die was required to replace die 1 which was damaged. One location changed as Fort William received a die but Sault Ste Marie did not. The Quebec towns were issued the bilingual #890A. The fifth and last period started with the major proof date Oct 6 1943 and the 23 dies were sent to the same 22 towns. The only change was that the west coast was now using blackout hubs so Vancouver and Victoria strikes are blacked out. Receipt date for Charlottetown was Oct 7 and Prince Albert was Oct 2 which seems very unusual. The 4 #890A dies were re-issued in Quebec.

Listings for actual periods of use by town and die use by town are given. All dies are illustrated which allows separation of the two Toronto dies for each period.

Acknowledgement goes to Dan for his help with receipt dates and to John Robertson for many of the dates of use. Both Dan and John helped with the article in many other ways.

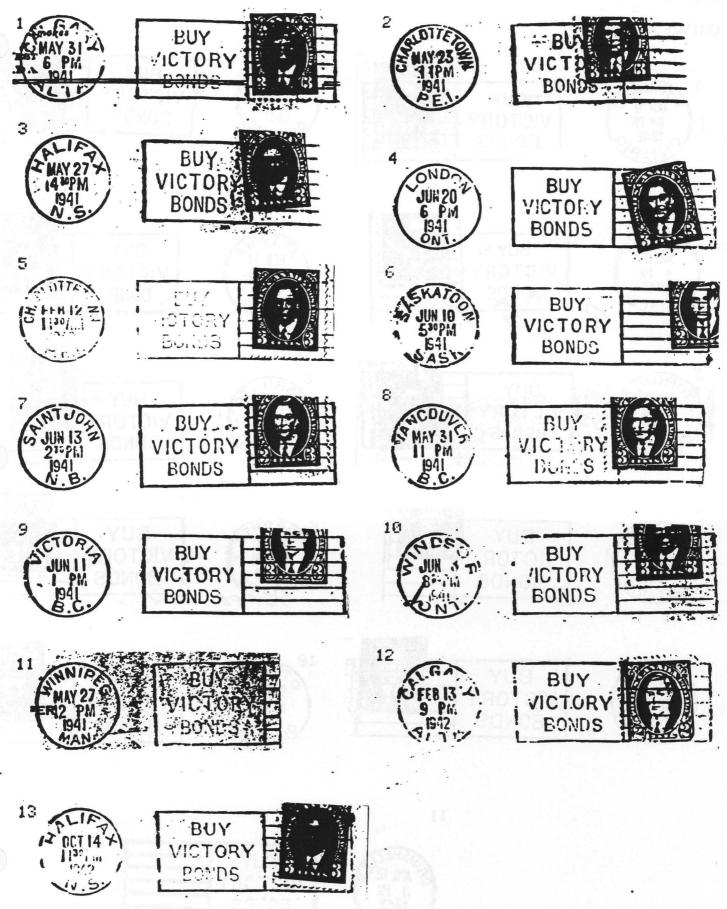
BLACKOUT HUBS 2564 Craha Struct, VICTORIA J. & A. MCMILLAN, LIMITED SAINT JOHN, N.B. ST JOHN,

> Г. О. Box 214 Halifax, N. S.

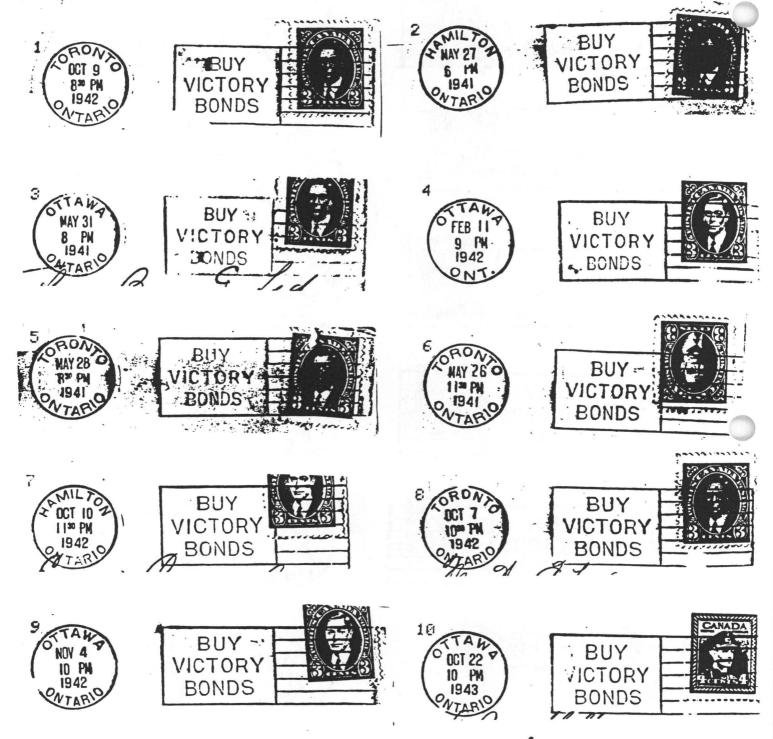
HALIFAX.



IIE

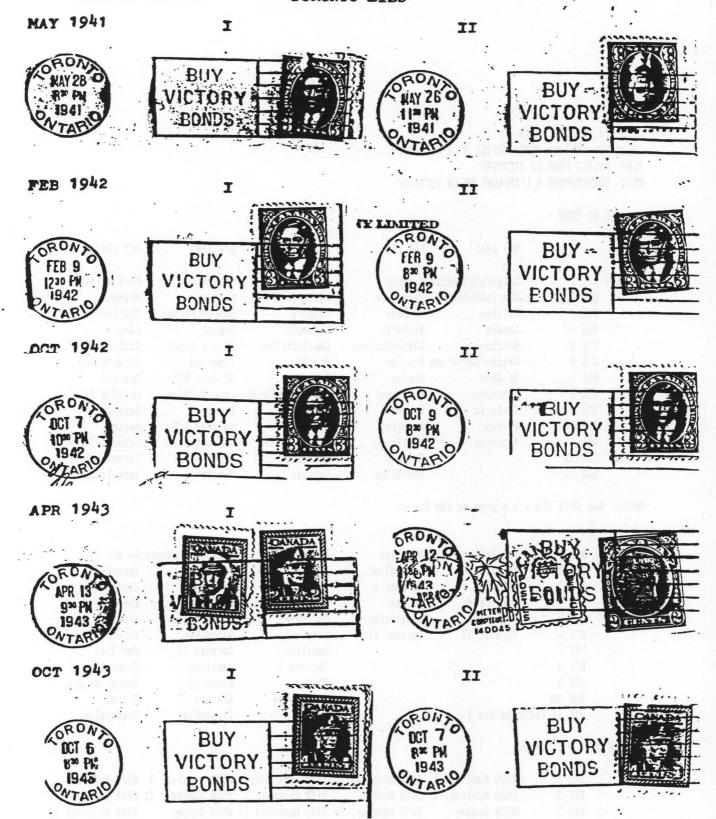


UNIVERSAL DIES



11





16-9

STEL 16 geliefs content, finder, and Stanford partition in Universit haching starting det 1963.

890 BUY VICTORY BONDS 890A BUY VICTORY BONDS-PRETEZ A LA VICTOIRE 7190 PRETEZ POUR LA VICTOIRE 8520 SOUSCRIVONS A L'IMPRUNT DE LA VICTOIRE

DIE USE BY TOWN

DIE	MAY 1941	FEB 1942	OCT 1942	APR 1943	OCT 1943
PERFECT DIE 1	Calgary/Edmonton	Windsor	Regina	Saskatoon	Fort William
DIE 2	Charlottetown	Vancouver	Victoria	Calgary	Branden
DIE 3	Halifax	St John	Calgary	Charlottetown	Charlottetown
DIE 4	London	Victoria	Yarsouth	Regina	Edmonton
DIE 5	Honcton	Charlottetown	Charlottetown	Prince Albert	Victoria B/O
DIE 6	Regina/Saskatoon	Moncton	Honcton	Edmonton	St John B/O
DIE 7	St John	Regina	Brandon	St John B/D	Honcton
DIE 8	Vancouver	Edmonton	Sault Ste Marie	Fort William	Halifax B/D
DIE 9	Victoria	London	St John	Brandon	Calgary
DIE 10	Windsor	Winnipeg	Edsonton	Halifax B/D	Regina
DIE 11	Winnipeg	Halifax	Prince Albert	Yarmouth B/D	Prince Albert
DIE 12		Calgary	Saskatoon	Victoria	Yarmouth B/D
DIE 13		Saskatoon	Halifax	Moncton	Saskatoon

NDTE: May 1941 die 1 & 6 used by two towns.

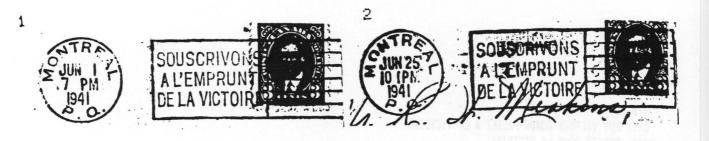
UNIVERSAL DIE 1	Drucheller	Hamilton	Toronto II	damaged replaced	by die 11.
DIE 2	Hamilton	Drucheller	Windsor	London	Toronto II
DIE 3	Dttawa	Toronto 1	Drucheller	Ottawa	London
DIE 4	Suemerside	Ottawa	Winnipeg	Susserside	Winnipeg
DIE 5	Toronto I	Summerside	Vancouver	Toronto I	Windsor
DIE 6	Toronto II	Toronto II	London	Vancouver	Toronto I
DIE 7			Hamilton	Toronto II	Hamilton
DIE 8			Toronto I	Hamilton	Drusheller
DIE 9			Ottawa	Winnipeg	Vancouver B/D
DIE 1	0		Summerside	Windsor	Ottawa
DIE 1	1 replaces die 1			Drumheller	Summerside

### FRENCH DNLY & BILINGUAL

DIE 1· 8520 Montreal I7190 Montreal I7190 Trois Riv890A Montreal I890A Montreal IDIE 2B520 Montreal II7190 Quebec7190 Montreal I890A Montreal II890A QuebecDIE 3B520 Quebec7190 Montreal II7190 Montreal II890A Quebec890A Montreal IIDIE 4B520 Trois Riv7190 Trois Riv7190 Quebec890A Trois Riv

NOTE: 8520 only 4 dies and 4 towns no interchange of dies.

NDTE: London, Vancouver, Windsor and Winnipeg switched to Universal Machines starting Oct 1942. Blackout hubs used on East Coast Apr & Oct 1943 & West Coast Oct 1943.

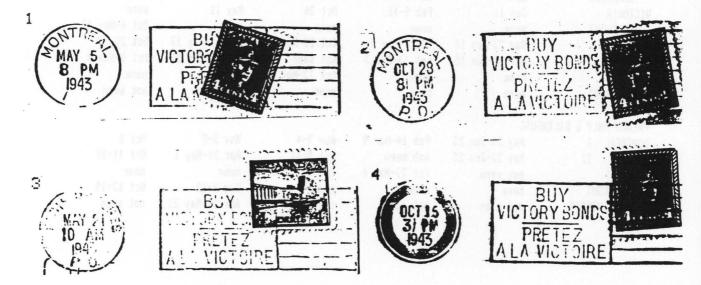


7190 PRETEZ POUR LA VICTOIRE





890A BUY VICTORY BONDS - PRETEZ ALLA VICTOIRE



890 BUY VICTORY BONDS 890A BUY VICTORY BONDS-PRETEZ A LA VICTOIRE 7190 PRETEZ PDUR LA VICTOIRE 8520 SDUSCRIVONS A L'IMPRUNT DE LA VICTOIRE

PERIODS OF USE BY TOWN

TOWN	MAY 1941	FEB 1942	OCT 1942	APR 1943	OCT 1943
BRANDON	none	none	not seen	Apr 26-May 17	not seen
CALGARY	May 26-31	Feb 8-Mar 5	Nov 2-3	Apr 12-May 12	Nov 3
CHARLOTTETOWN	May 23-Jun 21	Feb 12-Mar 5	Oct 15-Nov 12	not seen	not seen
DRUMHELLER	not seen	not seen	not seen	not seen	not seen
EDMONTON	Jun 9-12	Feb 21-Mar 5	Oct 12-19	not seen	Oct 7
FORT WILLIAM	none	none	none	May 7	Oct 28-Dec 7
HALIFAX	May 23-Jun 19	Feb 14	Oct 7-Nov 4	none	none
BLACKOUT	none	none	none	Apr 12-May 12	Oct 12-Nov 2
HAMILTON	May 27-Jun 20	Feb 9-Har 5	Oct 7-Nov 6	Apr 12-May 13	Oct 6-30
LONDON	May 24-Jun 20	Feb 9-Mar 7	Oct 7-Nov 6	Apr 12-May 16	Oct 6-Nov 4
MONCTON	not seen	not seen	Nov 16	May 7	Dct 6-Nov 5
DTTAWA	May 23-Jun 22	Feb 11-Mar ó	Oct 9-Nov 4	Apr 26-May 15	Oct 5-Nov 5
PRINCE ALBERT	none	none	not seen	not seen	not seen
REGINA	not seen	Mar 5	Oct 13	Apr 15-May 11	not seen
ST JOHN	Jun 6-16	Feb 20	Oct 16	none	none
BLACKOUT	none	none	none	Apr 20-27	not seen
SASKATOON	Jun 10	not seen	Oct 20	May 4-10	not seen
SAULT STE MARIE	none	none	Oct 11-19	none	none
SUMMERSIDE	not seen	not seen	not seen	Apr 23-May 10	not seen
TORONTO I	May 23-Jun 18	Feb 9-Mar 7	Oct 7-Nov 5	Apr 12-May 14	Oct 6-Nov 6
11	May 26-Jun 21	Feb 9-Mar 7	Dct 9-13	Apr 12-May 14	Oct 7-Nov 3
VANCOUVER	May 31-Jun 21	Feb 7-14	Dct 16-31	Apr 14-May 12	none
BLACKOUT	none	none	none	none ·	Dct 6-Nov 6
VICTORIA	Jun 11	Feb 9-16	Oct 26	May 11	none
BLACKOUT	none	none	none	none	Oct 6-Nov 12
WINDSOR	May 23-Jun 16	Feb 7-Mar 7	Oct 23-Nov 9	Apr 12-May 13	Dct 20-29
WINNIPES	May 27-Jun 15	Feb 13-Mar 3	not seen	Apr 12-May 15	Oct 9-Nov 4
YARMOUTH	none	none	Oct 12-Nov 9	none	none
BLACKOUT	none	none	none	not seen	not seen
FRENCH ONLY & BILING					
MONTREAL I	May 26-Jun 23	Feb 14-Mar 9	Nov 2-4	May 5-B	Oct B
II	May 27-Jun 25	not seen	Oct 9-31	Apr 24-May 1	Oct 11-28
QUEBEC	not seen	Feb 27-Mar 6	Oct 9	none	none
BLACKOUT	none	none	none	May 8-12	Oct 12-19
TROIS RIVIERES	not seen	not seen	not seen	Apr 14-May 21	not seen

## ADDRESS YOUR MAIL TO

## STREET AND NUMBER

### Slogan 45

This slogan was originally classified in issue number 6, but subsequent findings warrant its review. As with most slogans originating in the early 1920's, the incomplete documentation of that period leaves the early usage still subject considerable gaps.

The slogan appears to have been issued with six Universal English dies in 1922, joined by a single bilingual die in 1923. Ten offices are confirmed as having 1922 use (HAMILTON twice) and two others, NANAIMO and VANCOUVER, are reliably reported in that year, although not seen and their die usage has not been established.

An oddity exists in the case of the 1922 CALGARY use. A single strike has been seen, dated Aug.16, 1922, with the die differing from the five dies seen on other 1922 usage. No further use of this die has been recorded, so it must be assumed that it was either lost or damaged very shortly after issue, and not replaced.

Use of the other five dies extends to the 1930-34 period, the latest being in October of 1934 at EDMONTON. By that date almost all offices had converted to Perfect machines, so the dies were effectively obsoleted and no Perfect dies were issued to replace them.

Older Universal dies began to be re-issued in 1948-50, because they could be used in the Pitney-Bowes Universal machines then having replaced most of the Perfects. Only one of the slogan 45 dies was still serviceable and was re-issued to OWEN SOUND in 1948, then rotated to KAMLOOPS and DUNNVILLE, with latest use recorded in November of 1949, probably extending into early 1950.

A further oddity in the usage appears to exist in the case of REGINA. The Distribution List indicates that a die was issued to that office on Sep.24, 1929 and retained until Feb.19, 1931. A receipt strike indicates that this was die 6. A further issue of the slogan to REGINA is indicated in the D.L. on Dec.28, 1929, well within the die 6 period of use, but the receipt strike indicates that it was die 1.

There is no listed return date for the die 1, nor has it been recorded, but it would appear to have had at least some concurrent use with the die 6 of the same slogan. Concurrent use of this nature, with one office using two dies of a postal directive slogan at the same time, is unusual and infrequent.

The single bilingual die was issued to QUEBEC in 1923, retained there until 1927, then sent to LEVIS for a year before being used at MONTREAL in 1929-30. As all major Quebec offices had been converted to Perfects by 1930, the die was then retired and never re-issued. It can be noted that MONTREAL had used one of the English dies in 1922, prior to the issue of the bilingual.

The length of use of a die by an office varies considerably. BRANTFORD is documented as having used die 2 for over 40 months, but its subsequent 1927-34 use in five offices was all for less than six months each. As has been mentioned, there are some significant gaps in usage that appear peculiar, and may be eliminated with further reports. However, as of this writing, neither dies 1 or 3 is recorded in 1924, and die 5 is not recorded in 1925-26 or 1928. Reports of any such usage would be very valuable.

## Slogan 45, Appendix A continued

	OFFICE	RECEIPT OR SEEN FROM	RETURNED OR Seen to	OFFICE	RECEIPT OR SEEN FROM	RETURNED OR SEEN TO
Universal die 6	WINNIPEG REGINA SAULT REGINA	MAY 9 .22 S JUL 4 .22 S SEP 13.23 JAN 5 .27	JUL 22.24 S APR 22.27	VANCOUVER Edmonton Regina	SEP 27.27 FEB 1 .29 SEP 24.29 This REGINA concurrent w die 1 above.	

# Appendix A

# Slogan 4787, 1923-30 usage of one Universal die.

Universal die 1	QUEBEC	31.23 29.27	JUL ? . DCT 13.	MONTREAL	JAN 3 .29	AUG 26.30
INBIQUEZ LE Nº ADDRESS YOUR Et la rue sur mail to street Vos envois And number						

Slogans	45	and	4787,	Appendix	B
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OFFICE	DIE	RECEIPT OR	RETURNED OR	OFFICE	DIE	RECEIPT OR	RETURNED OR		1
		SEEN FROM	SEEN TO			SEEN FROM	SEEN TO		
BRANTFORD	2	SEP 10.23	APR 11.27	MONTREAL 4787	7 1	JAN 3 .29	AUG 26.30		
CALGARY	3	AUG 16.22 S		MODSE JAW		SEP 23.30	NOV 28.30		
CALGARY	1	SEP 27.23 S	OCT 16.23 S	NANAIMO	?	1922-23 R			
CALGARY	2	MAY 18.27	NOV 26.27	OTTAWA	2	MAY 26.22 S			
CORNWALL	4	JAN 10.28	APR 20.28	OWEN SOUND	2	AUG 19.48			
CORNWALL	5	NOV 21.29	APR 29.30	PR. ALBERT	1	JUL 24.25	NOV 2 .27		
CORNWALL	2	JAN 4 .34	JUL 11.34	QUEBEC 4787	1	JUL 31.23	JUL ? .27		
DUNNVILLE	2	SEP 2 .49	SEP 6 .49 S	REGINA	6	JUL 4 .22 S			
EDMONTON	6	FEB 1 .29	AUG 12.29	REGINA	5	AUG 11.24			
EDMONTON	4	APR 12.34	OCT 23.34	REGINA	6	JAN 5 .27	APR 22.27		
GALT	4	NDV 24.27	JAN 10.28	REGINA	2	DEC 12.27	MAR 26.28		
GALT	4	SEP 19.29	NOV 8 .29	REGINA	6	SEP 24.29	FEB 19.31	Probable concurrent use of dies 1 and 6.	
GALT	5	MAY 2 .30	MAY 31.30	REGINA	1	DEC 28.29			
GLACE BAY	5	FEB 27.28	FEB 1 .29	SARNIA	1	DEC 19.22 S			
HALIFAX	4	JUN 1 .22 S	JUN 22.22 S	SARNIA	1	JUL 4 .28	SEP 11.28		
HALIFAX	2	SEP 4 .28	NOV 29.28	SARNIA	1	JAN 22.29	MAR 16.29		
HAMILTON	1	JUL 8 .22 5	JUL 4 .22 S	SARNIA	4	DEC 31.31	NOV 12.32		
HAMILTON	5	DEC 1 .22 S	JAN 29.23 S	SAULT	6	SEP 13.23	JUL 22.24 S		
KANLOOPS	2	OCT 5 .48		ST. JOHN	4	JUL 22.22 5	FEB 26.23 S		
KINGSTON	5	SEP 10.23	JAN 22.24 S	ST. THOMAS	1	DEC 20.23	APR 15.24 S		
LETHBRIDGE	4	NOV 2 .23	NDV 10.23 S	TORONTO	1	MAY 27.22 S			
LEVIS 4787	1	OCT 29.27	OCT 13.28	TORONTO	4	MAR 27.24 S	OCT 22.26 S		
LONDON	5	1924	FEB 7 .25 S	VANCOUVER	?	1922 R			
LONDON	5	OCT 16.30	APR 17.31	VANCOUVER	6	SEP 27.27	NOV 8 .27 S		
MEDICINE H	12	JAN 25.29	MAY 5 .33	WINDSOR	5	MAY 8 .25	OCT 27.27		
TREAL	5	MAY 26.22 S	JUN 23.22 S	WINNIPEG	6	MAY 9 .22 S	MAY 8 .28		
				NOODSTOCK	1	JAN 10.28			

### Appendix A

Slogan 45, 1922-34 and 1948-50 usage of 5 Universal dies, by die. office and dates.

Dates without a suffix, in full or year only, are documented as those of issue or return. Dates with suffix S have been seen, but not documented.

	OFFICE	RECEIPT OR SEEN FROM	RETURNED OR Seen to	OFFICE	RECEIPT OR SEEN FROM	RETURNED OR SEEN TO
Universal die 1 • ADDRESS • OF ADDRESS YOUR MAIL TO STREET AND NUMBER	TORONTO HAMILTON SARNIA CALGARY ST. THOMAS	MAY 27.22 S JUL 4 .22 S DEC 19.22 S SEP 27.23 S DEC 20.23	JUL 8 .22 S OCT 16.23 S APR 15.24 S	PRINCE ALBERT WOODSTOCK Sarnia Sarnia Regina		NOV 2 .27 MAY 8 .28 SEP 11.28 MAR 16.29 use appears with use of
Universal die 2 • ADDRESS • YOUR MAIL ************************************	OTTAWA Brantford Calgary Regina Halifax	NAY 26.22 S SEP 10.23 MAY 18.27 DEC 12.27 SEP 4 .28	APR 11.27 NOV 26.27 MAR 26.28 NOV 29.28	MEDICINE HAT Cornwall Owen Sound Kamloops Dunnville	JAN 25.29 JAN 4 .34 AUG 19.48 DCT 5 .48 SEP 2 .49	MAY 5 .33 JUL 11.34 SEP 6 .49 S

Universal die 3

Universal die 4

CALGARY

HALIFAX

AUG 16.22 S Only one strike recorded, die does not match any others.

JUN 1 .22 5 JUN 22.22 5 CORNWALL

Die is enlarged to better illustrate its differences from the other five.

JAN 10.28

APR 20.28



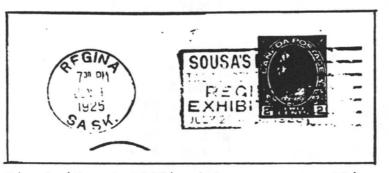
-ADDRESS	ST. JOHN	JUL 22.22 S	FEB 26.23 S	GALT	SEP 19.29	NOV 8 .29
YOUR MAIL	Lethbridge	NOV 2 .23	NOV 10.23 S	MODSE JAW	SEP 23.30	NOV 28.30
TO STREET	Toronto	MAR 27.24 S	OCT 22.26 S	SARNIA	DEC 31.31	NOV 12.32
AND NUMBE	Galt	NOV 24.27	JAN 10.28	EDMONTON	APR 12.34	OCT 23.34
Universal die 5 ADDRESS YOUR MAA TOUR MAA TOUR STREET AND NUMEER	MONTREAL HAMILTON KINGSTON REGINA LONDON	MAY 26.22 S DEC 1 .22 S SEP 10.23 AUG 11.24 1924	JUN 23.22 S JAN 29.23 S MAR 25.24 S FEB 7 .25 S	WINDSOR GLACE BAY Cornwall Galt London	MAY 8 .25 FEB 27.28 NOV 21.29 MAY 2 .30 OCT 16.30	OCT 27.27 FEB 1 .29 APR 29.30 MAY 31.30 APR 17.31

**Slogan** 8510

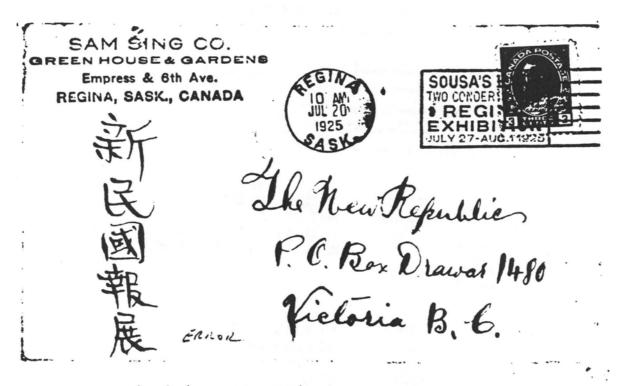
## SOUSA'S BAND TWO CONCERTS DAILY REGINA EXHIBITION JULY 27-AUG.1 1925

This slogan advertises the visit to Regina of John Philip Sousa (1854-1932), renowned American Composer and Bandleader.

Regina had two Universal machines in 1925. A slogan die was prepared for each. Of significance is the error on one of the dies, wherein CONCERT is spelled CONOERT - an "O" inplace of the "C."



Die 1 (Jun 1 1925) with proper spelling.



Die 2 (Jul 20 1925) with Conoert error.

The HELP THE MUSKOKA Toronto proprietary slogans 4485-86 are no doubt very familiar to all collectors, and though they can present a fascinating specialty field with their multiple die use over many years, they rarely present any major problems. An exception to that status has now come to light and is worthy of comment.

During their entire use, these slogans appear as issued in late November of each year and continued into January or occasionally as late as February of the following year. Since Toronto dedicated all its machines to the multiple die use of this slogan in the busiest time of year, it is probable that their withdrawal in the following year was dictated by the need to give machine time to some other worthy cause or purpose, earlier or later in the new year as may have been the case. In any event, the latest following year use recorded from 1914 to 1926 is February 7th. Beginning in 1927, the following year use was shortened even further, being normally no more than three or four days after New Year's Day.

The 1929-30 use is shown in the Distribution List as five dies issued Nov.21, 1929 and all returned Jan.3, 1930, and Toronto machines were well occupied in early 1930 with the use of two other proprietary and two major postal directive slogans.

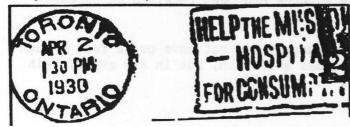
Nevertheless, a strike has now surfaced with a very clear date of Apr.2, 1930, as illustrated. To the extent that such a strong statement can be made, this is clearly an impossibly correct date. Once this realization is established, it becomes possible to consider what unusual--but possible--circumstances may have caused it.

Dater errors, either of dates alone or of correct dates incorrectly inserted in reversed positions, where not common, but certainly exist. They were normally soon caught and corrected, so they are relatively scarce and become desirable oddity collectibles. This is probably the explanation for the problem above.

A major clue is the month date used, April 2nd. For a clerk to insert both an incorrect month and day is most unlikely, but an incorrect month with the correct day is well within probability. On January 1 of each year, every dater had to have all units of its indicia altered, the year, the month and the date numeral. We can therefore assume that in the case of this one die, the year 1930 and the date numeral 1 were correctly inserted, but an APR slug was used instead of one reading JAN.

On the following day, Jan. 2, 1930, the date numeral was changed to 2, but the month slug error was not yet noticed. Since the die was returned to Ottawa by Jan.3, it must have been taken out of service at the close of Jan.2 and misdatings of this die probably cannot exist other than those reading APR 1 and APR 2. However, removing the die from the machine did not mean removing the dater hub with its error, so that it is possible that whatever new die was placed in the machine on Jan.3 continued the error, though more probably someone checking the first impressions of the new die on the morning of Jan.3 would discover and correct it.

Probably, and members should carefully check their material, the slogan 4486 use exists with dates Jan.1 and Jan 2, 1930 from four dies, but for this one die both two days of January, 1930 use show the APR slug. Additionally, any other Toronto usage dated APR 3, 1930 becomes somewhat suspect as possibly continuing the error.



Note that this illustration is an over-sized computer scan, for emphasis, and not a photocopy.

CANCELLING MACHINE

Until the recent receipt of a mass of documentation from the National Archives of Canada, the Editor had never even heard of ATIKOKAN, ONT., much less seen a slogan from this office. However, in this documentation are ten pages of correspondence having to do with the process of deciding to issue the office with a machine canceller for the first time in late 1956.

Although in sense of no real value to slogan collectors, the story that unfolds is a quaintly interesting one in terms of an office's transition from hand cancels to machine cancels. Since all slogan collectors should have an interest in the growth of machine cancellers, without which there would be no slogans, the story appears to be worth relating.

It begins in mid-1955, when ATIKOKAN was still using hand cancels, and a parttime assistant (30 hours per week) at that office resigned. Ottawa decided that a replacement was not required, because of the office's small size and mail volume. A year later, the mail volume had increased to a point where the Postmaster contended that if he did not have some additional help, the needed cancelling of out-going mail and the sorting of incoming mail was such that it could not be accomplished without depleting the sales wicket staff to a single person and for the Postmaster himself to assist in the clerical work to the extent of 15 to 20 hours per week.

This prompted the Area Superintendent at Fort William to visit the office in October of 1956, in order to personally determine the state of affairs. He found that the outgoing mail that required hand stamping was an average of 2,408 pieces of first class mail per day, sometimes increasing to a peak of 2,867, plus registered mail, parcel post and general delivery. This was an increase of 22% over the previous year, and it could be assumed that incoming mail, requiring sorting, had increased proportionately.

He also concluded that "this thriving community of 6,000 was on the verge of another period of rapid growth." and that the revenue generated by the office was \$30,654 per year. He therefore addressed a three page letter of October 29, 1956, to the District Director at Winnipeg, listing these facts, and recommending that at least an additional full time assistant be added, or preferably that a cancelling machine be issued.

The District Director decided in favor of converting the office to machine cancelling, and on November 29, 1956, so recommended to the Deputy Postmaster General. On December 6, 1956, the Director of Operations at Ottawa informed the District Director that his recommendation was approved and that a Pitney-Bowes machine would be provided. On December 17, 1956, an order was placed with Pitney-Bowes of Canada, at Ottawa, to supply ATIKOKAN with an electric model DD Universal machine on a rental basis.

On the same date, the Postmaster of ATIKOKAN was informed that he would shortly receive a machine, and assuming that he had the necessary electrical outlets, he was authorized, "to purchase locally from Imperial Oil Ltd., if possible, one gallon of suitable oil for the gear trough of the machine, vis: SAE 20 Marvelube or equivalent."

On January 3, 1957, the District Director at Winnipeg notified Ottawa that the ATIKOKAN Postmaster had informed him that the machine had been received on December 27, 1956 and placed in service on December 29, 1956.

It is unfortunate that the wheels of bureaucracy did not move quite fast enough to put the machine in place prior to the Christmas mail rush, but in any event, this is how ATIKOKAN became a machine cancel user. SLOGAN UPDATES

Cec. Coutts

DA POSTOUC B. APP 23 MUSICAL FESTIN MAY. 71 TO 121-1328 ESS TO BE E SIDE VANCOUVERIE 100

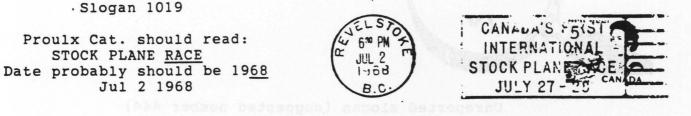
-= > / : :

Slogan 510 Vancouver use in 1928 also. Apr 23 1928

2

510

1. 2. 17



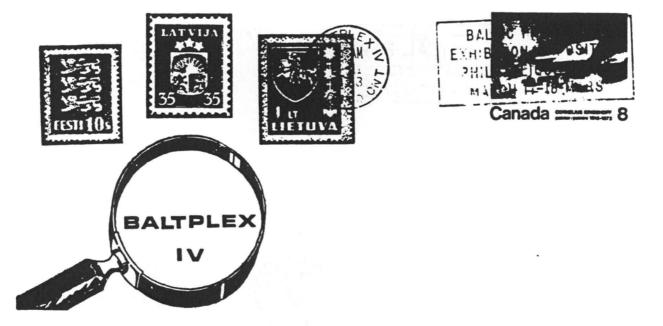
ULHAUIA FOLK SOC i-M 32m F 1984

Slogan 1090 · An example of the SOCIEY'S spelling error. Oct 31 1964

> he Einmerknit Co. Hamilton.Ont.

Slogan 4360

Proulx Cat. should read: CANCER <u>FUND</u> Mar 14 1935



Unreported slogan (suggested number 444) BALTIC PHILATELIC EXHIBITION/EXPOSITION PHILATELIQUE BALTE MARCH 17-18 MARS

Of note here is the dater hub which also carries the slogan - BALTPLEX IV TORONTO ONT 17 III 1973





Slogan 9465A Proulx'Cat. should read: <u>BLINDNESS</u>. SLOGAN UPDATES

Cec. Coutts



1614

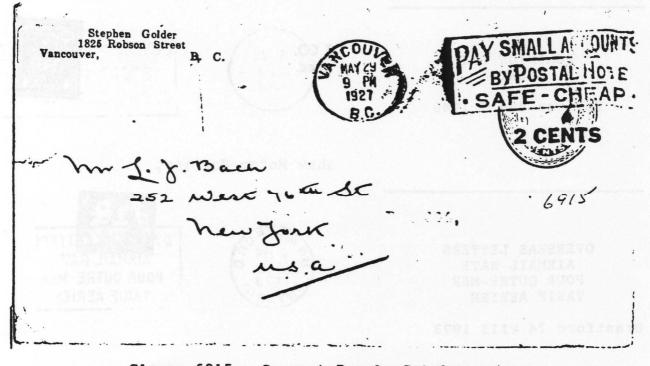
9334

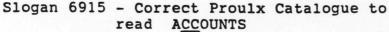
Two unreported slogans with suggested number.

CHERRY FESTIVAL WEEK JULY 14-20 THE BARBER OF SEVILLE JAN 18,20,22,JANY 1976 THE SOUTHERN ALBERTA OPERA ASSOCIATION

Salmon Arm 5 VII 1968

Calgary 17 XII 1976





## UNREPORTED SLOGANS

Cec. Coutts

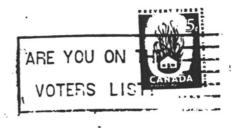
Suggested Number

252

ARE YOU ON THE VOTERS LIST

Toronto 4 Nov 1956





1954

2542

6800

COME TO THE CANAMER GAMES AUG.8&9

Brantford 28 VIII 1969



GOME TO TH

AUG. 3 & 9

5

T CO. 8 /.1

DOMINION DAY SPORTS

Yorkton Jun 3 1949

shaw Motor Company,





OVERSEAS LETTERS AIRMAIL RATE POUR OUTRE-MER TARIF AERIEN

Brantford 24 VIII 1973

#### Adding Interest to Slogan Collecting

Collecting and studying slogans can be fun and rewarding, and for the most part, they are common and can often be had in quantity lots. And sometimes lots of slogans contain lots more than slogans. One example is the cover illustrated here. This was one of 200 or so common covers acquired last month, at a price of about three for a dollar. A bit tatty in its appearance, your chairman gave it little thought until he was making an examination of the reverse of the covers in the lot.

On the back, struck in purple, is a large CDS: District Post Office Inspector Moose Jaw, Sask., dated April 8, 1954. Your chairman wondered why such a nondescript cover would have such a backstamp, and something began to ring a bell. Would the discoloration that was first thought to be only a stain be actually charring from fire?

An article in COLLECT CANADA COVERS by Ed Richardson held the answer, and what an answer it was. This cover turned out to be a survivor cover removed from the wreckage of a T.C.A. airliner which collided with a R.C.A.F. training plane over Moose Jaw on April 8, 1954. The crash resulted in the death of the R.C.A.F. pilot, the 31 passengers and four crewmen of the T.C.A. craft, and one woman in her home which was destroyed by the falling debri, according to Richardson.

According to Richard Malott, writing in the <u>PHSC Journal</u>, Number 35, the T.C.A. plane was carrying a total of 104 bags of mail. Mallot states that many of the recovered pieces of mail were stamped on the front with various endorsements relating to the crash. Because this cover received none of these endorsements, it apparently lay dormant in unknown collections, unrecognized for its signifigance. This particular handstamp on the back of this cover is not noted by richardson in his article, but is possibly well known now due to the large volume of mail carried.

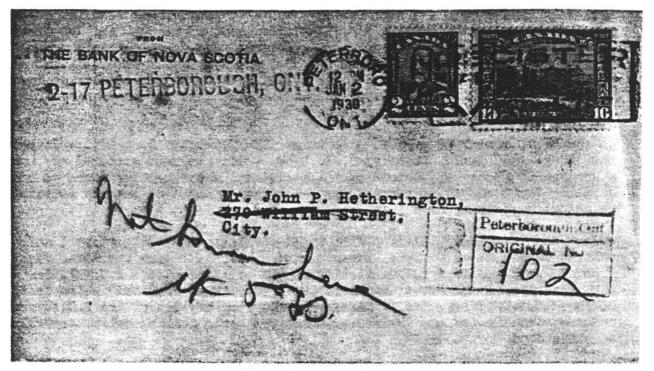
Member Jim Felton of Little Rock provided the information that this cover is listed in the 1990 American Air Mail Catalog as interrupted Flight #54.2 and has a current catalog price of \$40.

RIDDELL, STEAD, GRAHAM & HUTCHISON 66 KING STREET WEST TORONTO - ONTARIO	SONTO ONTE	CONSERVE
	530 PN 1954 CANADA	VILDLIFE
Post Office In D.S.E.		
APR 8 1954		
Ecose Jaw, Edit		
-vany		
S.S. to notionized out on	lionoto tevec enterio	LETTE IN A TO ON THAT AND THAT IS NOW

Adding Interest to Slogan Collecting, Cont'd.

REGISTER ALL LETTERS OF VALUE

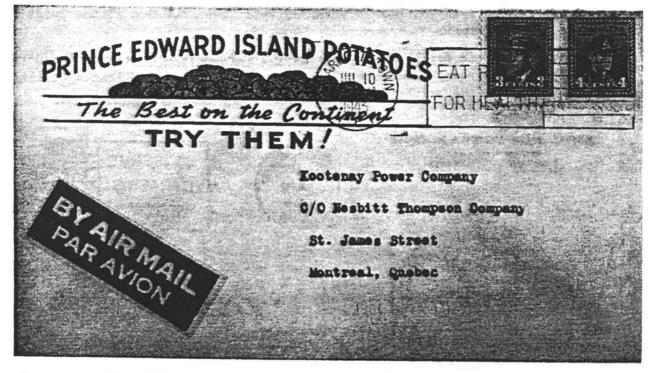
Peterboro, Ont.



Uncommon use of a machine cancel on Registered mail with the "Register" slogan making this cover even more interesting.

EAT RIGHT FOR HEALTH

Charlottetown, P.E.I.



Use on an attractive advertising cover promoting the consumption of P.E.I. potatoes.

I.P.S. SLOGANS TEXT

- 1. OCTOBER IS UNICEF MONTH OCTOBRE, LE MOIS DE L'UNICEF B3K 1TO (Halifax) 1986, 1987, 1988 CNO ILLISTRATION)
- 2. SEMAINE DE LA PREVENTION DU CRIME PREVENTION WEEK 2-8 NOV. Chicoutimi 1986 Hull 1986 Rimouski 1986
- 3. OLYMPIC WINTER GAMES FEBRUARY 13-18, 1988 JEUX OLYMPIQUES D'HIVER DU 13 AU 28 FEVRIER 1988 CALGARY, ALBERTA, CANADA Calgary #1 1986, 1987, 1988
- 4. FIGHT LUNG DISEASE GIVE TO CHRISTMAS SEALS COMBATTONS LES MALADIES PULMONHIRES PAR LES TIMBRES DE NOEL Delta 1986 Kamloops 1986 Kelowna #1 1986 Langley 1989 Nanaimo 1986 New Westminster 1986 North Battleford 1988 Penticton 1986 Prince George 1986 Sault Ste Marie 1989
- 5. VISITEZ VISIT LANAUPHILEX 87 ST-ROCH DE L'ACHIGAN MARCH 27-28-29 MARS 1987 Joliette 1987
- Bienvenue a Welcome to JOPHILEX '87 May 29-30-31 Mai Joliette 1987
- HIRE A STUDENT THIS SUMMER EMBACHER UN ETUDIANT CET ETE Saint John #2 1987, 1988
- 75th ANNIVERSARY ieme ANNIVERSAIRE SAULT STE. MARIE Sault ste. Marie 1987, 1988
- 9. SUMMERTIME PLAYTIME SUNSHINE THEATRE THEATRE D'ETE JULY-AUG-JUIL-ADUT KELDWNA BC Kelowna #1 1987 Kelowna #2 1987, 1988, 1990
- 200 YEARS -M 200 ANS OF POSTAL SERVICE DE SERVICE POSTAL 1787-1987 29 SEPT. 29 Charlottetown 1987
- 11. 100 YEARS OF POSTAL SERVICE 100 ANS DE SERVICE POSTAL BANFF-ALBERTA Banff 1987 CNO ILLUSTER 710NS



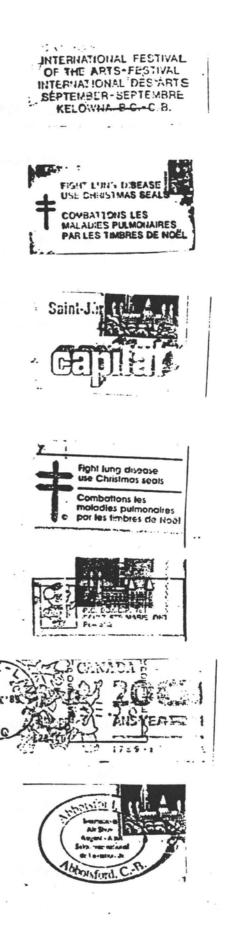
 INTERNATIONAL FESTIVAL OF THE ARTS-FESTIVAL INTERNATIONAL DES ARTS SEPTEMBER-SEPTEMBRE KELDWNA, B.C.-C.B. Keldwna #1 1987

13. FIGHT LUNG DISEASE USE CHRISTMAS SEALS COMBATTONS LES MALADIES PULMONAIRES PAR LES TIMBRES DE NDEL (small cross no lines) Barrie 1987, 1988 Brandon 1987, 1988 Chatham 1987, 1988 Nanaimo 1989 North Battleford 1987 Owen Sound 1987, 1988 Penticton 1989 Prince George 1989 Sarnia 1989 Sault Ste Marie 1967, 1988

 Saint-Jerome c'est/its capital St-Jerome 1988, 1989, 1990

15. Fight Lung Disease use Christmas seals Combattons les maladies pulmonaires par les timbres de Noel (large cross lines at top, bottom & between French/English) Brantford 1988 Brockville 1988 Guelph 1988, 1989 Kamloops 1989 Orillia 1988, 1989 Sarnia 1988 Stratford 1988, 1989

- 16. BON SOD WINTER CARNIVAL CARNAVAL D'HIVER P.O. BOX/C.P. 781 SAULT STE MARIE, DNT P6A 5N5 (snow man figue in box) Sault Ste Marie 1989, 1990
- 200 ANS-YEARS 1789 1989 (two couples dancing) Ste-Therese-de-Blaineville 1989
- Abbotsford B.C. Abbotsford C.B. International Air Show August-Aout Salon international de l'avation (inside double ring) Abbotsford 1989, 1990



ARMER AR DWARD IN 1991

YEAR	SL06A	N TOWNS			NOT .
+00/		DTV 170 41 (Halifan)			kroteledek
1986	1.	B3K 1TO #1 (Halifax)			
	2.	Chicoutimi, Hull, Rimouski		1.1	
	3.	Calgary #1			
	4.	Delta, Kamloops, Kelowna #1, Nanaimo			
		New Westminster, Penticton, Prince George			and the second second
1987	1.	B3K 1YO #1 (Halifax)			
	3.	Calgary #1			
	5.	Joliette			
	6.	Joliette			
	7.	Saint John #2			
	8.	Sault Ste Marie			
	9	Kelowna #1, Kelowna #2			
	10.	Charlottetown			
	11.	Banff			
	12.	Kelowna #2			
	13.	Barrie, Brandon, Chathas, North Battleford			
		Dwen Sound, Sault Ste Marie			
1988	1.				
	3.	Calgary #1			
	4.	North Battleford			
	7.	Saint John #2			
	8.	Sault Ste Marie			
	9.	Kelowna #2			
	13.	Barrie, Brandon, Chatham, Owen Sound			
		Sault Ste Marie			
	14.	St-Jerone			
	15.	Brantford, Brockville, Guelph, Drillia			
		Sarnia, Stratford			
1989	4.	Langley, Sault Ste Marie			
1707	13.	Nanaimo, Penticton, Prince George, Sarnia			
	14.				
		<pre>Guelph, Kamloops, Kelowna #2, Orillia</pre>			
	15.	Stratford			
		Sault Ste Marie			
	18.	Abbotsford			
1990	9.	Kelowna #2			
	14.	St-Jerone			
		Cault Cta Maria			
		Abbotsford			

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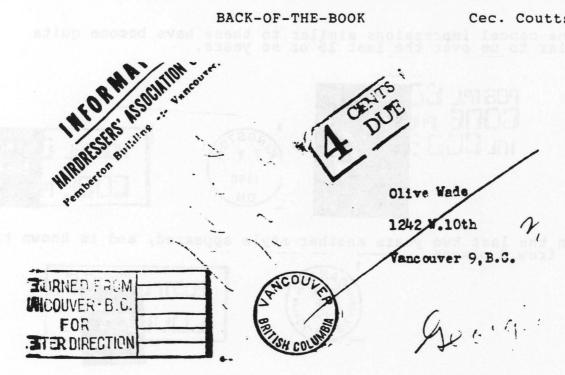
**IPS SLOGANS BY TOWN** 

TOWN	SLOGAN	YEAR	TOWN	SL05AN	YEAR
Abbotsford	18	1989	Langley	4	1986
	18	1990	- /		
Banff	11	1987	Nanaimo	4	1986
Barrie	13	1987		13	1989
	13	1988	New Westminster	4	1986
Brantford	15	1988	North Battleford	13	1987
Brandon	13	1987		4	1988
	13	1988	Orillia	15	1988
Brockville	13	1988		15	1989
Calgary #1	3	1986	Owen Sound	13	1987
•	3	1987		13	1988
	3	1988	Penticton	4	1986
Charlottetown	10	1987		13	1989
Chathas	13	1987	Prince George	4	1986
	13	1988		13	1989
Chicoutisi	2	1986	Rimouski	2	1986
Delta	4	1986	Saint John #2	7	1987
6uelph	15	1988		7	1988
	15	1989	Sarnia	15	1988
Hull	2	1986		13	1989
Joliette	5	1987	Sault Ste Marie	8	1987
	6	1987		13	1987
Kamloops	4	1986		8	1988
	15	1989		13	1988
Kelowna #1	4	1986		16	1989
	9	1987		4	1989
	12	1987		16	1990
Kelowna #2	9	1987	Ste-Terese-de-Blainville		1989
	9	1988	Stratford	15	1988
	15	1989		15	1989
	9	1990	B3K 1TO #1 (Halifax)	1	1986
				1	1987
				. 1	1988

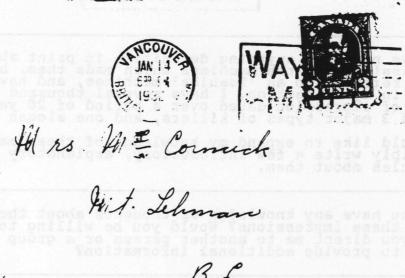
# AN ADDITIONAL NOTE REGARDING ORDERING THE 1920-1930 book

It has been brought to your chairman's attention that there have been delays, if not difficulties, in obtaining copies of the first handbook from the BNAPS book department. Your chairman trusts that those members who are BNAPS officers and directors will ensure that if a problem exists, that the appropriate measures will be taken to assure prompt delivery.

A review and notice of the new book's availability will soon be sent to other postmark collecting societies such as the Machine Cancel Forum, and it would not be in the interests of the society if unreasonable delays in delivery are experienced.



RETURNED FROM VANCOUVER B.C. FOR BETTER DIRECTION My copies are dated 19 Sep 1951 and 15 May 1953. Neither has the word "DIRECTION" pluralized as suggested in Proulx. There may be other dies.



R. M. P. # 1.

- -

B.C.

WAY MAIL

Jan 14 1932

Machine cancel impressions similar to these have become quite familiar to us over the last 15 or so years.



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e,





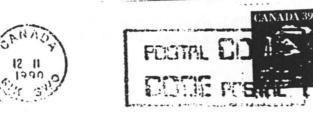


Within the last two years another style appeared, and is known to exist from 2 places.





Early this year most of those machines which had retained the actual city name in the hub were converted to a postal code designation. They have this appearance:



I have not seen anything definitive in print about these impressions and the machines which made them, but I have seen them referred to as 'Toshiba' machines, and have so designated them in my collection. I have several thousand of this general type of impression dated over a period of 20 years. I have noted 3 major types of killers, and one slogan usage.

I would like to expand my knowledge of these machines, and possibly write a few introductory, explanatory and descriptive articles about them.

Do you have any knowledge or thoughts about the machines that made these impressions? Would you be willing to share with me? Can you direct me to another person or a group that might be able to provide additional information?

Please write me at the following address:

820 Allum Ave Kingston ON Canada K7M 7A1 (613) 389-9839

Thanks for your help!

Bruce Murduck (BNAPS, PHSC, RPSC)