

THE SLOGAN BOX

NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

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Dear Fellow Member,

I hope you all had a Merry Christmas and wish you all a prosperous New Year!
Since our last newsletter there has been a change in our study group, Jeff has resigned as Secretary/Treasurer. At this time I would like to thank Jeff for forming our "Slogan Study Group", and for being so actively involved. In our next newsletter all details will be published. On behalf of our study group I would like to thank Jeff for all his positive input.

Until the next issue, I hope all is well.

Your Chairman,

Dan Huffman

EDITOR'S MESSAGE

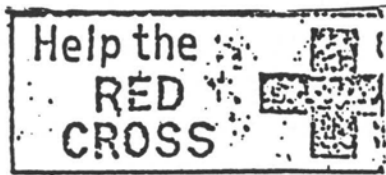
Issue 25 devoted 24 pages to HELP THE RED CROSS, with 8 to revisions of it in issue 26, so the Editor hesitates to inflict more on members at this time, but two recent events so strongly impact study of the group's usage that some further pages cannot be avoided. Doug Lingard sent from the Archives copies of over 70 pages of P.O. correspondence on the Red Cross, not helping to fill the many gaps in the identification of specific die use by office, but very well defining many other areas that had only been conjectured. Then, Len Harris filled in much of the identification gap by furnishing from his massive collection nine pages of photos, seventy-five strikes in all, each establishing die identification that had not previously been known.

This combination almost warrants a total revision of the group use article, but the Editor has attempted to avoid this, while still presenting the important additional data in as condensed form as possible. However, it is necessary to reprint all of Appendix B, use by office, and that part of Appendix C, use by years, from 1949, since the die identifications are all from 1950 on. Each alteration from the originals has been asterisked, so is now as complete as possible, including the few additions that were included in issue 26. These changes greatly impact Appendix A, but reprinting that would involve nine more pages, so it has been omitted, though members can correct their copies easily enough by reference to the asterisked data in B and C.

An area needing special mention is slogan 4500, treated briefly as a related slogan originating in Nfld. in 1949, with some later Canadian use, but not thought to be really part of the major group. However, Harris had strikes of this, extending to 1965, and it becomes clear that this slogan was in fact integrated with the other English formats of the group, having random re-issue with their dies for many years.

This use is now included in Appendix B and C, referenced there as 4500-01 and 4500-02. The reason for two numbers is that the original die appears to have been replaced by a second, in the same format. The original was issued at ST. JOHN'S in the spring of 1949, so was still a Newfoundland P.O. issue. When the 1950 Red Cross campaign began, ST. JOHN'S was added to the using offices, but told that it could use its 1949 die, listed as 4500-01, and this was repeated in 1951. ST. JOHN'S was dropped from the using offices in 1952-53, but used slogan 4500 again in 1954, though from a different die than that previously used, very similar in format, but clearly differing in the position of "RED" above "CROSS". Accordingly, this is referred to as 4500-02.

It was probably used at ST. JOHN'S again in 1955, though use has not been seen, but ST. JOHN'S is known to have used other Red Cross dies in 1956-66. The die is not recorded in 1956-57, but seen as part of the annual Red Cross appeal in 1958 and 1960-65, with 1959 and 1966 use probable. It is odd that if 4500-01 was unserviceable after 1951, it would be replaced in the original Newfoundland format, rather than in the 4501 format that had been adopted for replacement dies sometime before. In any event, the two dies are illustrated below, with presently known recorded use.



Die 4500-01

1949 ST. JOHN'S as Nfld. use
1950 ST. JOHN'S as Canadian use
1951 ST. JOHN'S



Die 4500-02

1954 ST. JOHN'S 1963 BURLINGTON
1958 FT. WILLIAM 1964 WINNIPEG
1961 BRANDON 1965 VICTORIA
1962 WOODSTOCK

A summary of the data supplied by the Archive correspondence is included in the revision article that follows.

BUY A DOMINION GOVERNMENT ANNUITY
ASK POSTMASTER FOR BOOKLET

Slogans 800 and 800-A

These slogans were classified quite a while ago in Issue 12. Since their usage is relatively simple, there has been very little updating or correction, but at the time of the first classification the Editor did not yet have full sized copies of the proof book pages. This meant that the illustrations had to be made from actual strikes, usually with the right side of the slogan obscured by a stamp, and not as satisfactory as might be desired.

It now becomes possible to illustrate the nineteen English and four bilingual dies with their full overall wording, so this factor alone appears to justify a re-issue of the original article.

The slogan was originally issued in December of 1926, to twelve English and two bilingual offices, all using Universal machines at the time. These were: English - CALGARY - EDMONTON - HALIFAX - HAMILTON - LONDON - OTTAWA - REGINA - ST. JOHN - SASKATOON - TORONTO - VANCOUVER - WINNIPEG - Bilingual - MONTREAL - QUEBEC For the most part, the initial English and bilingual usage was continued for various periods into 1927, but only in the case of EDMONTON and TORONTO beyond that.

By early 1929, all dies had been returned, so that in May of 1929 it was possible to make a simultaneous re-issue of almost all of the dies. They were re-issued to both of the original bilingual offices and to nine of the original English, CALGARY, OTTAWA and SASKATOON being omitted, while BRANTFORD and VICTORIA were added. The twelfth die was not re-issued at that time.

Further irregular re-issues of English dies were made between later in 1929 and 1933. However, beginning in 1930 and continuing to 1932, several offices in eastern Canada, including MONTREAL and QUEBEC, switched from Universal machines to Perfects. This required issue in 1930-32 of six new English and two new bilingual Perfect dies, permitting a few new offices to have English use as the replaced Universal dies became available. A seventh Perfect die was also issued in 1938.

By early 1933, all twelve English and both bilingual U dies had been retired, and the six English and two bilingual Perfect dies were not re-issued thereafter until 1938, with the exception of one used briefly at BRANTFORD in 1936. In 1938 three of the English and one bilingual Perfect dies were re-issued to OTTAWA, TORONTO, WINNIPEG and MONTREAL, but the other three English Perfect dies must have been unserviceable, since a new die was also issued to VANCOUVER.

After 1938 all usage ceased, probably because with the onset of the war in 1939, the government was more anxious to sell to the public their war bonds, rather than urge investment in annuities. They were never revived after the war.

Some odd usages are worth noting. The WINNIPEG use of die U-11 in 1926 has been seen in red ink on December 24, 1926. Red ink was normally reserved for use of the various USE THE ADVANCE POSTING BUREAU slogans at WINNIPEG, ST. JOHN and TORONTO, from a few to several years later. This 1926 use of it may be the earliest recorded.

In 1932 MONTREAL used one of the two Perfect bilingual dies available, but concurrent use of the English Perfect die 1 has been recorded from two Dec. 24th strikes. The documentation does not record this English use, but it has been seen.

The OTTAWA use is also unusual. It was issued one of the original English U dies in 1926-27, and used one of the English Perfect dies in 1938, but in between it used one of the bilingual U dies in 1929-30 and 1932. OTTAWA use of bilingual dies was occasional, but erratic.

APPENDIX A

Universal die 1



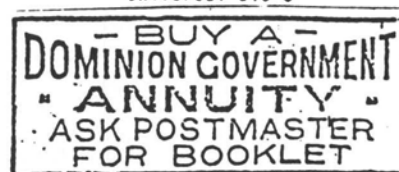
LONDON	26.12.09	27.06.30
LONDON	27.09.08	27.10.21
HALIFAX	29.05.17	29.08.08
CARLETON PL.	30.01.04	30.07.26
WALKERVILLE	30.07.26	30.08.26
LONDON	30.08.26	30.10.16
CORNWALL	30.10.16	31.06.26
WINNIPEG	31.11.03	32.09.30

Universal die 2



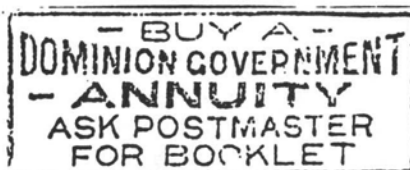
REGINA	26.12.09	27.01.17
EDMONTON	29.05.17	29.08.29
PETERBORO	29.09.19	31.11.06

Universal die 3



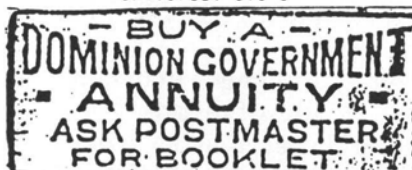
OTTAWA	26.12.09	27.11.05
WINNIPEG	29.05.17	31.11.03

Universal die 4



ST. JOHN	26.12.09	27.07.05
BRANTFORD	29.05.17	29.07.05
COBOURG	29.11.08	30.07.28
WINDSOR	30.07.29	30.09.26
BRANTFORD	30.09.26	30.11.19
VANCOUVER	32.04.26	32.06.17
WINNIPEG	33.03.10	33.04.05

Universal die 5



HAMILTON	26.12.09	27.10.21
VICTORIA	29.05.17	29.11.26
FORT FRANCES	30.07.24	30.09.05
KINGSTON	30.09.05	32.04.28
VICTORIA	32.04.28	32.06.20

Universal die 6



CALGARY	26.12.09	27.05.13
LONDON	29.05.17	29.12.31
CALGARY	30.07.24	30.09.13
HALIFAX	30.09.24	30.11.17
CALGARY	32.04.26	32.06.17

Universal die 7



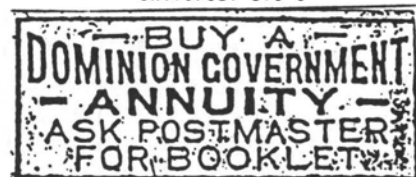
VANCOUVER	26.12.09	27.05.30
HAMILTON	29.05.17	30.08.27
ST. CATHARINES	30.08.27	32.04.29
WALKERVILLE	32.04.29	32.06.07

Universal die 8



HALIFAX	26.12.09	27.07.05
REGINA	29.05.17	30.02.15
REGINA	30.07.24	30.10.27
EDMONTON	32.04.26	32.06.17

Universal die 9



EDMONTON	26.12.09	28.08.29
VANCOUVER	29.05.17	29.11.23
VICTORIA	30.07.24	31.04.27
STRATFORD	32.04.26	32.06.17

Universal die 10



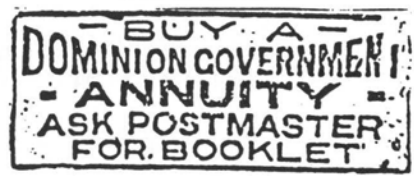
SASKATOON	26.12.09	27.01.17
ST. JOHN	29.05.17	29.11.25
EDMONTON	30.07.24	30.09.09

Universal die 11



WINNIPEG	26.12.09	27.03.31 S
With red ink	26.12.24 S	
TORONTO	29.05.17	29.11.12
VANCOUVER	30.07.24	30.09.08
ST. JOHN	30.09.24	30.11.21
REGINA	32.04.26	32.06.20

Universal die 12

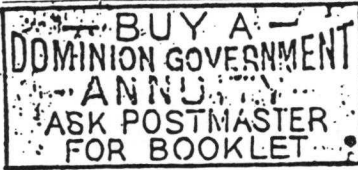


TORONTO	27.05.16 S	29.02.28 S
MOOSE JAW	30.07.24	30.09.11
BROCKVILLE	30.09.24	30.12.02
CHATHAM	32.04.26	33.05.03

Slogan 800 - BUY A DOMINION GOVERNMENT ANNUITY

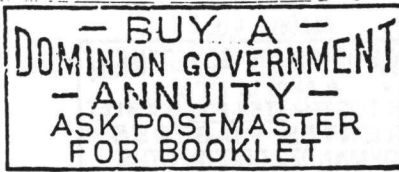
APPENDIX A continued

Perfect die 1



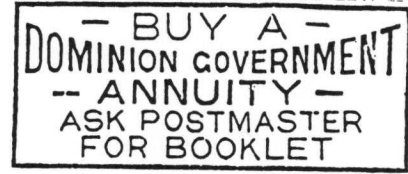
TORONTO	30.08.24	31.08.04 S
MONTREAL	32.02.03 S	
TORONTO	32.02.10	32.05.26 S
HALIFAX	32.06.13	32.08.12 S

Perfect die 2



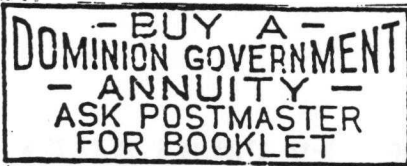
KINGSTON	32.07.28	
WINNIPEG	38.02.01	38.03.11 S

Perfect die 3



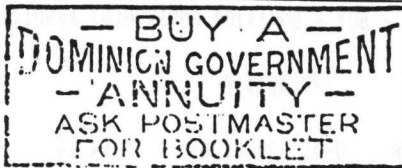
LONDON	32.07.29	32.09.10 S
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Perfect die 4



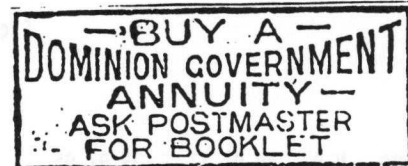
HAMILTON	32.07.28	32.08.04 S
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Perfect die 5



WINDSOR	32.07.29	
OTTAWA	38.02.01	38.02

Perfect die 6



KITCHENER	32.07.29	32.09.26 S
BRANTFORD	36.09.09	36.09.25 S
TORONTO	38.01.15	38.02.23 S

Perfect die 7



VANCOUVER	38.02.02	38.03.04 S
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Slogan 800-A - BUY A DOMINION GOVERNMENT ANNUITY
RENTES VIAGERES DEMANDEZ PROSPECTUS AU MAITRE DE POSTE

APPENDIX A continued

Universal die 1



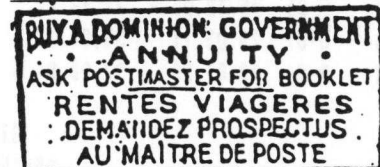
MONTREAL	26.12.09	27.11.29
QUEBEC	29.05.20	29.06.07
OTTAWA	29.07.29	30.03.27
OTTAWA	30.07.26	30.11.12
OTTAWA	32.04.26	32.05.31

Universal die 2



QUEBEC	26.12.09	27.04.08
MONTREAL	29.05.17	31.07.24 S

Perfect die 1

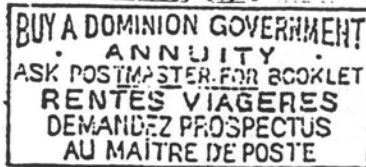


QUEBEC	30.08.11	31.07.12 S
QUEBEC	32.02.03	
QUEBEC	32.04.30	

Slogan 800-A - BUY A DOMINION GOVERNMENT ANNUITY
 RENTES VIAGERES DEMANDEZ PROSPECTUS AU MAITRE DE POSTE

APPENDIX A continued

Perfect die 2



MONTREAL 30.08.11 31.08.15
 MONTREAL 32.02.03 MAY 6.32
 Concurrent with English Perfect die 1
 MONTREAL 32.05.02
 MONTREAL JAN 31.38 MAR 8.38

Slogan 800 - BUY A DOMINION GOVERNMENT ANNUITY

APPENDIX B

BRANTFORD U-04 29.05.17 29.07.05	KINGSTON U-05 30.09.05 32.04.28	TORONTO U-12 27.05.16 S 29.02.28 S
BRANTFORD U-04 30.09.26 30.11.19	KINGSTON P-02 32.07.28	TORONTO U-11 29.05.17 29.11.12
BRANTFORD P-06 36.09.09 36.09.25 S	KITCHENER P-06 32.07.29 32.09.26 S	TORONTO P-01 30.08.24 31.08.04 S
BROCKVILLE U-12 30.09.24 30.12.02	LONDON U-01 26.12.09 27.06.30	TORONTO P-01 32.02.10 32.05.26 S
CALGARY U-06 26.12.09 27.05.13	LONDON U-01 27.09.08 27.10.21	TORONTO P-06 38.01.15 38.02.23 S
CALGARY U-06 30.07.24 30.09.13	LONDON U-06 29.05.17 29.12.31	VANCOUVER U-07 26.12.09 27.05.30
CALGARY U-06 32.04.26 32.06.17	LONDON U-01 30.08.26 30.10.16	VANCOUVER U-09 29.05.17 29.11.23
CARLETON PL. U-01 30.01.04 30.07.26	LONDON P-03 32.07.29 32.09.10 S	VANCOUVER U-11 30.07.24 30.09.08
CHATHAM U-12 32.04.26 33.05.03	MONTREAL P-01 32.02.03 S	VANCOUVER U-04 32.04.26 32.06.17
COBOURG U-04 29.11.08 30.07.28	MOOSE JAW U-12 30.07.24 30.09.11	VANCOUVER P-07 38.02.02 38.03.04 S
CORNWALL U-01 30.10.16 31.06.26	OTTAWA U-03 26.12.09 27.11.05	VICTORIA U-05 29.05.17 29.11.26
EDMONTON U-09 26.12.09 28.08.29	OTTAWA P-05 38.02.01 38.02	VICTORIA U-09 30.07.24 31.04.27
EDMONTON U-02 29.05.17 29.08.29	PETERBORO U-02 29.09.19 31.11.06	VICTORIA U-05 32.04.28 32.06.20
EDMONTON U-10 30.07.24 30.09.09	REGINA U-02 26.12.09 27.01.17	WALKERVILLE U-01 30.07.26 30.08.26
EDMONTON U-08 32.04.26 32.06.17	REGINA U-08 29.05.17 30.02.15	WALKERVILLE U-07 32.04.29 32.06.07
FT. FRANCES U-05 30.07.24 30.09.05	REGINA U-08 30.07.24 30.10.27	WINDSOR U-04 30.07.29 30.09.26
HALIFAX U-08 26.12.09 27.07.05	REGINA U-11 32.04.26 32.06.20	WINDSOR P-05 32.07.29
HALIFAX U-01 29.05.17 29.08.08	ST. CATH. U-07 30.08.27 32.04.29	WINNIPEG U-11 26.12.09 27.03.31 S
HALIFAX U-06 30.09.24 30.11.17	ST. JOHN U-04 26.12.09 27.07.05	With red ink 26.12.24 S
HALIFAX P-01 32.06.13 32.08.12 S	ST. JOHN U-10 29.05.17 29.11.25	WINNIPEG U-03 29.05.17 31.11.03
HAMILTON U-05 26.12.09 27.10.21	ST. JOHN U-11 30.09.24 30.11.21	WINNIPEG U-01 31.11.03 32.09.30
HAMILTON U-07 29.05.17 30.08.27	SASKATOON U-10 26.12.09 27.01.17	WINNIPEG U-04 33.03.10 33.04.05
HAMILTON P-04 32.07.28 32.08.04 S	STRATFORD U-09 32.04.26 32.06.17	WINNIPEG P-02 38.02.01 38.03.11 S

Slogan 800-A - BUY A DOMINION GOVERNMENT ANNUITY
 RENTES VIAGERES DEMANDEZ PROSPECTUS AU MAITRE DE POSTE

APPENDIX B

MONTREAL U-01 26.12.09 27.11.29	QUEBEC U-02 26.12.09 27.07.08	OTTAWA U-01 29.07.29 30.03.27
U-02 29.05.17 31.07.24 S	P-01 30.08.11 31.07.12 S	U-01 30.07.26 30.11.12
P-02 32.02.03 32.05.06	P-01 32.02.03 32.04.30	U-01 32.04.27
P-02 38.01.31 38.03.08		

STAMP OUT SYPHILIS IN SASKATCHEWAN

STAMP OUT V.D. OR STAMP OUT VD!

SLOGANS 8655 AND 8680

Since publication of the usage of these slogans in issue 26, several members have supplied additional information, especially Cecil Coutts, and this has changed the recorded use enough to warrant a complete revision, that now includes illustrations of the dies.

These two slogans, together with the bilingual 8680-A reading **STAMP OUT VD!** **ENRAYONS LE MAL VENERIEN**, appear very related both in subject matter and dates of use. The 8680 had Dominion wide use in 1944-47 and was sponsored by the Health League of Toronto, but 8655 was, as its wording implies, restricted to Saskatchewan use only, in 1945-48 or 1949, and probably had a different sponsor.

SLOGAN 8655

The sponsors of this slogan were clearly economy minded, since they arranged to purchase only one Perfect die, but had it used in seven offices over several years. The original issue was to REGINA in February of 1945, after which the die was rotated at two-to-three week intervals in six other Saskatchewan offices until late May. This rotation is documented with receipt strikes, but it is now evident that there was a second, undocumented, 1945 rotation to the same offices from early June to late October.

The absence of much later documentation suggests that from mid-1945 it was realized that recalling the dies to Ottawa after each short usage, then immediately re-issuing them, was wasteful effort. Therefore, the intended subsequent rotation in each year may have been published to the using offices, with instructions to simply forward the die directly to the next office. This procedure could have negated the normal requirement to furnish Ottawa with a receipt strike when a die was put into use.

It now appears that in early January of 1946 the first of three new rotations began, to the same seven offices, although in a different order. The only receipt strike for all of 1946 is from MOOSE JAW on June 18, 1946, which was probably an aberration of some sort. Only eleven of the probable twenty-one 1946 usages have been recorded, but this is enough to establish the pattern

As in 1946, there is only one receipt strike in 1947, again from MOOSE JAW, dated Feb. 19, 1947. However, there appear to have been two 1947 rotations, one beginning in January and the second in June. As in 1946, only a portion of the probable usages are recorded, but again the pattern seems to have been established.

There is no documentation of 1948-49 use, but NORTH BATTLEFORD has been seen dated Dec. 2, 1948, and the catalogue also indicates 1949 use there, which is probably early in that year as a carry-over from the December of 1948 confirmed use. Other than this instance, the major usage appears to have ceased after 1947. See Appendix A for the probable composition of the seven rotations in 1945-47.

SLOGAN 8680

The usage of this related slogan is rather more complicated than that of 8655, since it involves four dies and more using offices, but the major portion of it seems to consist of several rotations of a single die, probably two in 1945 and one each in 1946-47.

STAMP OUT SYPHILIS IN SASKATCHEWAN
STAMP OUT V.D. OR STAMP OUT VD!

continued

The earliest use slightly differs from the prior listing, due to further research. The first use is of a Perfect die at BRANTFORD on Sep. 20, 1944, worded without the "!". Oddly, this Perfect die is not again recorded, since all further use was from offices with Pitney-Bowes machines. The next usage is slightly later in 1944, at HAMILTON on Sep. 30, 1944 from a PB die in the same format as the earlier Perfect die. This die does reappear briefly at KITCHENER on Jan. 20, 1945 and again in March of 1946 at SARNIA. A second PB die, in the same format as the first, was receipted from WATERLOO on the same date, Jan. 20, 1945, as the first was issued at KITCHENER. It can be noted that KITCHENER and WATERLOO are neighboring offices that occasionally used similar slogans. However, this die is not again recorded.

The major use of the slogan is from a third PB die, with an "!" after VD, The first receipt strike is from TORONTO in early February of 1945. The same die is either documented or recorded as having rotated at intervals of a few weeks in seventeen offices during 1945-47, but in a rather more irregular pattern than that of the seven Saskatchewan offices using 8655. There are considerably more receipt strikes for this slogan than for 8655, suggesting that the much less regular rotation pattern required the dies to be normally returned to Ottawa for re-issue. See Appendix A for the best present data on this use.

It can be noted that all 1945 use of this die was at Ontario offices, but in 1946-47 the shorter rotations were to only two Ontario offices and five major western offices.

SLOGAN 8680-A

The bilingual usage is reasonably, although not completely, documented for the majority of the 1945-47 usage, but new reports now appear to have established a completely undocumented shorter second rotation in 1945 only, again possibly because the practice of returning dies to Ottawa for re-issue was dropped in mid-1945, as was the case for slogan 8655. See Appendix A for the best present data on this use.

SUMMARY

The amount of information now available suggests that these slogans are considerably more interesting and collectable than had first appeared to be the case. Therefore, all members are urged to compare their material to the listing presented in the Appendix, and report to the Editor any updates or additions. Simple updates of recorded use will be appreciated, but anything that adds to or confirms probable, but as yet unrecorded, rotational sequences, is especially solicited.

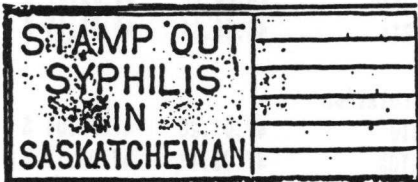
APPENDIX A

Slogan 8655 - STAMP OUT SYPHILIS IN SASKATCHEWAN

Dates without a suffix are dates of receipt strikes. Dates suffixed S (for SEEN) are normally latest seen, or if earliest, are earliest seen of usage without a receipt strike.

A ? in place of any dates indicates that the rotation pattern suggest use of the office, but use is not documented or seen.

Perfect die 1



First 1945 rotation

REGINA	45.02.02	45.02.21 S
PRINCE ALBERT	45.02.23	45.02.24 S
NORTH BATTLEFORD	45.03.12	
YORKTON	45.03.29	
SWIFT CURRENT	45.04.14	
SASKATOON	45.05.04	45.05.14 S
MOOSE JAW	45.05.22	

Second 1945 rotation

REGINA	45.06.07 S	45.07.19 S
PRINCE ALBERT	45.06.21 S	
NORTH BATTLEFORD	45.07.10 S	
YORKTON	45.07.30 S	45.08.08 S
SWIFT CURRENT	45.08.29 S	
SASKATOON	45.09.21 S	45.09.25 S
MOOSE JAW	45.10.09 S	45.10.21 S

First 1946 rotation

YORKTON	46.01.10 S
SASKATOON	46.02.04 S
MOOSE JAW	?
PRINCE ALBERT	46.03.27 S
NORTH BATTLEFORD	?
REGINA	?
SWIFT CURRENT	?

Second 1946 rotation

YORKTON	46.05.04 S
SASKATOON	46.06.06 S 46.06.12 S
MOOSE JAW	46.06.18
PRINCE ALBERT	46.07.25 S 46.08.01 S
NORTH BATTLEFORD	?
REGINA	?
SWIFT CURRENT	?

Third 1946 rotation

YORKTON	?
SASKATOON	46.09.20 S 46.10.03 S
MOOSE JAW	46.10.09 S 46.10.19 S
PRINCE ALBERT	46.11.25 S
NORTH BATTLEFORD	46.12.09 S 46.11.16 S
REGINA	?
SWIFT CURRENT	?

First 1947 rotation

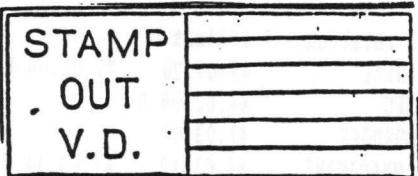
SASKATOON	47.01.30 S 47.02.16 S
MOOSE JAW	47.02.19
REGINA	47.03.17 S 47.03.18 S
PRINCE ALBERT	?
YORKTON	?
SWIFT CURRENT	?
NORTH BATTLEFORD	?

Second 1947 rotation

SASKATOON	47.06.03 S
MOOSE JAW	?
REGINA	?
PRINCE ALBERT	?
YORKTON	?
SWIFT CURRENT	?
NORTH BATTLEFORD	?
1948 usage	
NORTH BATTLEFORD	48.10.30 S 48.12.02

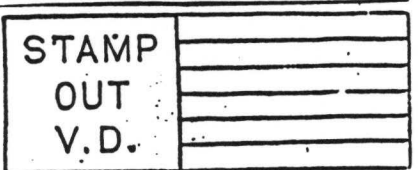
Slogan 8680 - STAMP OUT V.D. or STAMP OUT VD!

Perfect die 1



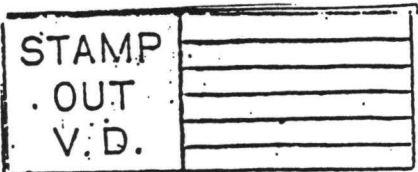
BRANTFORD	44.09.20	44.10.04 S
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Pitney-Bowes die 1



HAMILTON	44.09.30	44.10.19 S
KITCHENER	45.01.20	45.01.25 S
SARNIA	46.03.12 S	46.03.22 S

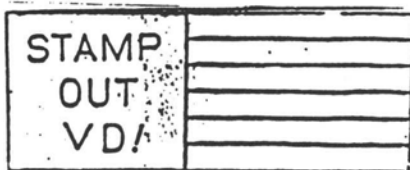
Pitney-Bowes die 2



WATERLOO	45.01.20	45.01.30 S
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Slogan 8680 - STAMP OUT V.D. or STAMP OUT VD!

Pitney-Bowes die 3



First 1945 rotation

TORONTO	45.02.03	45.02.25 S
KINGSTON	45.03.28	45.04.03 S
PETERBOROUGH	45.04.12	45.04.23 S
COLLINGWOOD	45.04.30	
SAULT	45.05.16	

SUDBURY	45.05.31	45.06.09 S	1946 rotation
CHATHAM	45.06.16	45.06.21 S	TORONTO
SARNIA	45.07.02		HAMILTON
GALT	45.07.18	45.08.01 S	WINNIPEG
KITCHENER	45.08.03	45.08.08 S	CALGARY
LONDON	45.08.18	45.08.31 S	EDMONTON
			VANCOUVER
			VICTORIA

46.01.21 S	46.02.05 S
46.02.12	46.02.26 S
46.03.04	46.03.12 S
46.03.21	46.03.28 S
46.04.09	46.04.20 S
46.04.26	46.05.07 S
46.05.11	46.05.15 S

Second 1945 rotation

KINGSTON	45.09.04 S	45.09.13 S
PETERBOROUGH	45.09.17 S	45.09.26 S
SAULT	45.10.22 S	45.11.02 S
SUDBURY	45.11.06 S	
CHATHAM	45.12.05 S	
SARNIA	45.12.14 S	45.12.19 S

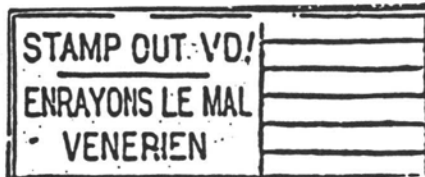
1947 rotation

TORONTO	47.01.20	47.02.04 S
HAMILTON	47.02.11	47.02.19 S
WINNIPEG	47.02.28	47.03.12 S
EDMONTON	47.03.18	
VANCOUVER	47.04.09	47.04.22 S
VICTORIA	47.04.24	47.05.01 S

Note the inclusion of CALGARY in the 1946 rotation only, not having been part of the 1945 usage, nor continued in 1947. CALGARY was the only major office to retain its Perfect machines until 1955, and normally never used Pitney-Bowes or revived Universal dies before 1955. However, it had received one Pitney-Bowes machine in 1945, intended exclusively for special purpose use, but an exception appears to have been made for this slogan in 1946, since the die it used was PB. This is the only instance so far discovered of CALGARY use of a PB die prior to 1955, and it appears to have not been repeated in 1947.

Slogan 8680-A - STAMP OUT VD! ENRAYONS LE MAL VENERIEN

Perfect die 1



First 1945 rotation - 9 offices

MONTREAL	45.02.02	45.02.09 S
HULL	45.03.28	
JOLIETTE	45.04.14	
LEVIS	45.05.02	
ST. JEAN	45.05.18	45.05.31 S

ST. JEROME	45.06.06	45.06.12 S
SOREL	45.06.24	
THETFORD M.	45.07.12 S	45.07.16 S
TROIS RIV.	45.07.21	45.08.06 S

Second 1945 rotation - 6 offices

MONTREAL	45.08.08	45.08.21 S
HULL	45.08.23 S	45.08.31 S
JOLIETTE	45.09.24 S	
LEVIS	45.10.09 S	45.10.10 S
ST. JEROME	45.11.19 S	
ST. JEAN	45.11.29 S	

1946 rotation - 6 offices

MONTREAL	46.01.21	46.02.08 S
QUEBEC	46.02.13	
SHERBROOKE	46.02.26	
ST. HYACINTHE	46.03.13	
TROIS RIV.	46.03.28	
ST. JEAN	46.05.01	46.05.23 S

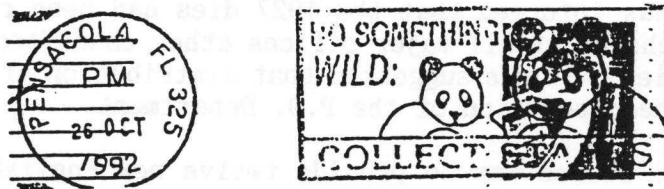
1947 rotation - 6 offices

MONTREAL	47.01.20	27.02.06 S
QUEBEC	47.02.05 S	
SHERBROOKE	47.03.04	
ST. HYACINTHE	47.03.12	47.03.14 S
TROIS RIV.	47.03.20	47.04.20 S
ST. JEAN	47.04.21	47.04.28 S

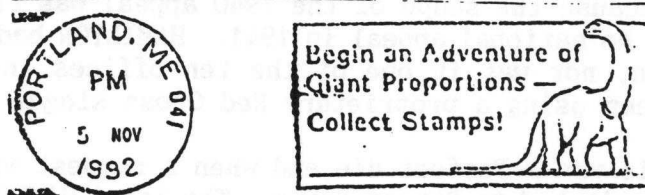
THE CENTER FOLD

Some members have, in the past, expressed to the Editor the opinion that illustrated slogans strike them as "sexy". There is no intention of having this staid publication pamper them by attempting to emulate "PLAYBOY", but it does not appear inappropriate to occasionally include a Center Fold, so long as the subject matter has philatelic over-tones that balance any suggestion of eroticism.

Two slogan examples have recently come to hand which, although of U.S. issue rather than Canadian, are very attractively illustrated and clearly have philatelic over-tones in the message. The first is of local origin, appearing on an advertising card sent out by a Pensacola merchant.



The second is similar in theme, although differing somewhat in the wording and markedly in the subject illustrated. Rather oddly, this was struck on the reverse of an envelope from Cecil Coutts, mailed to the Editor with the tiresome and uninspiring "POSTAL CODE CODE POSTAL" Canadian slogan. It is a transit receiving mark used at Portland, Maine, on mail en route from Abbotsford, B.C. to Cantonment, Florida. It seems rather odd that air mail from western Canada to south-eastern U.S. should use Portland, Maine as a port of entry, but such is evidently the case.



It is unlikely that U.S. slogans with this imaginatively illustrated philatelic advertising message would be restricted to only two relatively small offices, or to just these two designs, so there is the potential of a broader "sexy" collecting field, by using offices and by illustration, which may attract some of our more daring members.

FURTHER TO HELP THE RED CROSS

As mentioned in the Editor's Message, the newly received documentation contains much of value. A most interesting item is a letter of April 21, 1927 in which the Chief Commissioner of The Canadian Red Cross Society addressed the Postmaster General personally to request use of slogan dies advertising a national fund raising appeal, to be held between May 24 (Empire Day) and July 1 (Dominion Day). It appears that in prior years fund raising had been done by individual provincial chapters at various times during a year, so this was to be the first coordinated Dominion wide appeal.

The letter states that the Society wished to have 25 English dies used, including one at MONTREAL, and three bilinguals at other Quebec offices. The reply, dated April 25, stated that "*in accordance with an interview on this subject with Dr. Robertson*" (the Chairman of the Red Cross Society), the distribution was reduced to 12 English and two bilingual dies.

It appears that the concept of a national appeal was abandoned after 1927 until the outbreak of the war in 1939. In the interim, there was various minor Red Cross oriented slogan use by local chapters, such as the HELP RED CROSS HAMILTON ANNUAL APPEAL used from 1937 to early 1939. In September of 1939, the Society again addressed the P.M.G. regarding slogan advertising for their new war-related national appeal, beginning on November 13. It was informed that the 1927 dies had been retained, but due to the change to Perfect machines at all major offices other than Toronto, use at these would have to be from new dies. It was suggested that distribution of the old dies to smaller offices be left to the discretion of the P.O. Department.

The ultimate choice was to provide twelve new English and two new bilingual dies for use at the same fourteen major offices as in 1927, except that WINDSOR could be added because TORONTO could use an old die. The P.O. also selected eleven smaller English and two smaller bilingual offices, having Pitney-Bowes machines, to use the balance of the old dies. The new dies cost the Society \$16.20 each for the English and \$21.60 each for the more wordy bilinguals, which included an 8% sales tax.

As the war continued, there was also a national Red Cross appeal in late 1940, but most oddly the using offices were dramatically reduced from 24 English and 4 bilingual to only 11 English and one bilingual, although the balance of the dies were certainly available. The only clue regarding this reduction is a letter of August 29, 1940 from the Administrative Branch to the Equipment and Supply Branch, stating in part "*In connection with a personal application to the Minister from an official of the Canadian Red Cross Society . . .*" dies on hand should be sent to only ten English offices and MONTREAL.

This implies that the curtailment decision was made by the Society, rather than the P.O., possibly because the scope of the 1940 appeal was reduced from that of 1939, and in fact there was no national appeal in 1941. HAMILTON had not been included in the 1939 die distribution, nor was it one of the ten offices intended to have 1940 use, since HAMILTON had been using a proprietary Red Cross slogan in 1937-39.

However, this was a Perfect die and when a request was made to re-issue it in 1940, the office had switched to Pitney-Bowes. The local HAMILTON chapter was therefore told that they could either order a new PB die with the old wording, or use one of the surplus slogan 4502 Universal dies instead. They accepted the U die, creating eleven English using offices, instead of the originally intended ten.

In 1942 the Society went back to a broad national appeal with a goal of raising \$9,000,000 in a two week campaign beginning in May. The Administrative Branch informed the Supply Branch of the Minister's approval, and that all 27 dies on hand, 23 English and four bilingual, would be put into use.

FURTHER TO HELP THE RED CROSS

The letter goes on to specify that distribution should be made to thirteen named major English and two bilingual offices, with the balance of the dies distributed as the Supply Branch saw fit, but added, "*Naturally, all the provinces are to be covered, but their (the Society) heaviest objectives are apparently in Ontario, Quebec and B.C., which might be borne in mind when allocating the dies.*"

The Supply Branch replied with a detailed letter, indicating that eleven English and two bilingual Perfect dies would be used at thirteen major offices, two Universal bilinguals at smaller Quebec offices, twelve English at three major offices using Pitney-Bowes machines, HAMILTON, OTTAWA and TORONTO (the latter for the first time using two dies) and eight smaller offices. It goes on to note that LONDON and WINDSOR, both of which had been included in the 1939 usage, were omitted because both were due to change from Perfects to Pitney-Bowes shortly, but just what machines they would be using during the campaign was not yet determined.

It added that the issue was to ten Ontario, four Quebec and 3 B.C. offices, NEW WESTMINSTER having been added for the first time in deference to favoring B.C.

Unfortunately, there is no correspondence in this file for 1943. We know what the usage was from the proof book, and can determine the several changes, but some explanation of them would have been helpful. Five of the smaller offices using U dies were dropped, allowing VANCOUVER and WINNIPEG to switch from P to U and allowing LONDON and WINDSOR to resume use with U dies. The two P dies released by VANCOUVER and WINNIPEG were assigned to the first RED CROSS use from MONCTON and MOOSE JAW.

Since five offices were dropped and only four added, total English use fell from 23 dies at 22 offices (TORONTO using two dies) in 1942 to 22 dies at 21 offices (TORONTO again using two) in 1943. This meant that one U die was not used.

There is again a detailed letter outlining 1944 use, stating that it would be the same as 1943, with two exceptions. EDMONTON had switched to Pitney-Bowes, needing a U die, so KIRKLAND LAKE was dropped and EDMONTON's P die used at BRANDON. Also, one of the U dies was damaged and would require a replacement. The replacement was ordered as a PB die, the first in the format of slogan 4501. A 1945 letter states that there had been no damage to any dies, so use could exactly repeat 1944.

There is no Red Cross usage recorded in 1946, and since a letter from the Society's Chairman to the PMG in late 1946 asks for 1947 use in connection with "*its first peacetime National Appeal*", it indicates that there had been no 1946 appeal.

There is no correspondence in the file for 1947-49, but the proof book indicates that usage in 1947 was uniformly the same as 1945 in number of dies and offices, usage of the same 22 English and four bilingual dies at 21 English and 4 bilingual offices, TORONTO using two dies. However, there was a 1947 change in the using offices. FORT WILLIAM replaced NEW WESTMINSTER with P use, LETHBRIDGE began use with VICTORIA'S P die and TIMMINS ceased use so its U die could be used at VICTORIA. 1948-49 use was as 1947.

There was a change in 1950 when ST. JOHN'S was added to the list for the first time, but using the Newfoundland format of slogan 4500 that it had used while still part of the Crown Colony in early 1949. Also, it appears that two of the U dies were unserviceable after 1949, since there was use of two new format 4501 dies, in addition to the first that had been issued in 1944.

1951 saw at least one more U die replaced by a PB 4501 format and possibly two, since an early 1952 letter authorizes purchase of two English and one new bilingual dies. The bilingual is certainly the first format G die, replacing one of the 1927 U dies, and the two English are probably a 4th format B and 2nd format C 4501 dies.

FURTHER TO HELP THE RED CROSS

The 1952 usage by offices is very similar to that of 1951, except that if TORONTO continued to use two dies, as it had in 1951 and prior, the second die has not been identified. Also, there is no documentation or reports of a continuation in 1952-53 of the 1950-51 ST. JOHN'S use, although regular use is recorded from 1954 on.

In 1953 a local Red Cross chapter at NEW GLASGOW, N.S. asked to purchase a Red Cross die for use there in conjunction with the National appeal. This was approved and resulted in the issue of a fourth format C slogan 4501 die that was used in NEW GLASGOW in that year, but later pooled with the other Red Cross dies for random re-issue. In addition to NEW GLASGOW, MEDICINE HAT began use for the first time.

These two additions brought English using offices to at least 23 and possibly 24 if there was unrecorded use at ST. JOHN'S and TORONTO may have used two dies. There were eleven P dies still usable, plus only two of the original 1927 U dies, but eight format B and four format C dies are recorded, so there were at least 25 dies available.

In 1954 the using offices were as in 1953, except that resumed ST. JOHN'S use is confirmed and two TORONTO dies have been identified. Two additional format C dies are recorded, probably required as additional offices switched from P to PB use. The four bilingual dies used by the normal four offices, MONTREAL, QUEBEC, DRUMMONDVILLE and SHAWINIGAN FALLS, remained unchanged from their 1951 status. There were no major changes, English or bilingual, in 1955.

However, after the early 1955 usage was over, all Perfect machines still at major English offices were recalled and replaced with Pitney-Bowes, requiring significant die changes, English and bilingual. A letter to the Purchasing Division, referring to the Red Cross usage, states, *"In order to make the same distributing as last year, an additional eleven Universal English dies and one Universal bilingual die will be required."* The eleven new English dies were format D slogan 4499, reading HELP THE RED CROSS without any ornamental crosses, and were produced from a master die, so that separating them is not possible.

However, it can now be established that in 1956 English use was from 25 dies at 24 offices (two at TORONTO), using the 11 new format D dies, two remaining format A dies, six of an original eight format B dies, five of an original six format C and the 4500-02 die. The situation pertaining to the bilingual dies is not as clear. In 1955 MONTREAL and QUEBEC each used one of the two Perfect format FP dies, DRUMMONDVILLE used the one remaining Universal format FU die and SHAWINIGAN FALLS used the format G Universal die that had replaced the other format FU die in 1952.

Accordingly, it would seem that two new PB dies would be needed for 1956, although only one was ordered. The one new die ordered must have been the format GC Pitney-Bowes, not seen until 1957, but very probably issued and used in early 1956. The answer to this problem is somewhat indicated by subsequent correspondence. The 1956 campaign began some weeks earlier in MONTREAL than elsewhere, and since that office then had PB machines, but also still some reserve Perfects, it used one PB and one P die in February. QUEBEC did not receive its new PB machine until mid-March of 1956, after the campaign there had begun, so the P die used at MONTREAL was sent there in March for use during the 1956 issue of the slogans.

An early 1957 exchange of letters between the Society and the Administrative Branch gives interesting information as to why TORONTO and several other offices ceased using the RED CROSS slogans from 1957. The P.O. had indicated that to provide the same usage as in 1956, including two dies at MONTREAL, three new bilingual and two new English dies were required. The bilinguals were needed because MONTREAL and QUEBEC no longer used any P dies and the Society had indicated that they wish to add two English offices.

FURTHER TO HELP THE RED CROSS

However, the Society than stated that "*Red Cross Branches in Toronto, London, Hamilton, Truro and New Westminster participate in united appeals during the month of October. As it is customary to use United Appeal dies at that time, it will be impossible to use our dies.*" The Administrative Branch replied that if two dies were not used at TORONTO and one each not used at HAMILTON and LONDON, there would be no need for new English dies. The final choice was to omit use of four dies at TORONTO, HAMILTON and LONDON, but to add use of one die at SUDBURY, so that use was of 22 English dies at 22 offices and five bilingual dies at four offices (MONTREAL using two).

Unfortunately, there is no further correspondence pertaining to the use of HELP THE RED CROSS in 1958 to 1968, so our records of this depend on seen or reported use, without documentation, although the Harris material has very greatly increased die identification in that period, and includes a previously unreported latest use of a die at OWEN SOUND in 1968, in addition to the recorded 1967 single use at NORTH BAY. These two post-1966 usages were probable requested by local chapters, rather than by the Society itself.

However, the file does contain some later correspondence regarding slogans that were sponsored in whole or in part by a Red Cross organization during or after their major annual appeals that ceased in 1966. These include the following:

Slogan 9100, SUPPORT THE RED CROSS, sponsored by the Sarnia Chapter of the Society and used there in 1960-63, SARNIA having never been a part of the major appeal still continuing during the use of this die.

Slogan 2600, DONNONS A LA SUBSCRIPTION POUR OEUVRÉS DE SANTE ET CROIX-ROUGE, sponsored by the Campaign of Combined Health Appeal and Red Cross in Montreal, used there in 1963-64 and 1966. It is interesting to note that the the Montreal Postmaster suggested use of either a bilingual or both an English and French versions, but the organization refused to accept anything but a French only die, and the Postmaster felt that it was necessary to write the Public Relations Branch to say, "*In the light of this, I would appreciate if you would let me know whether or not it would be acceptable to Headquarters to produce a slug in French only for that purpose.*" The request was granted.

Slogan 9090, SUPPORT THE NEW RED FEATHER RED CROSS UNITED APPEAL, sponsored by the Community Chest of Greater Victoria, joined by the Victoria local Red Cross Chapter, used in 1967 and followed in 1969-70 by slogan 9158, SUPPORT UNITED RED FEATHER RED CROSS APPEAL.

Probably the reason why the earlier annual appeals were terminated after 1966 was that in 1967 the Society sponsored 21 dies of slogan 10760, YOUR BLOOD SAVES LIVES VOTRE SANG SAUVE DES VIES, for use in 19 English offices plus MONTREAL and QUEBEC. The total cost of these dies was \$287.25, but they appear to have been used in 1967 only.

APPENDIX B

Using offices alphabetically, by year, separated by English and bilingual.

Format and die given if known, otherwise reported (REP) or probable (PROB.) use. If report includes format, it is indicated.

BARRIE	CALGARY continued	DRUMHELLER cont.	GALT	KAMLOOPS	MEDICINE HAT
1960 B-01	1957 D	* 1962 B-01	* 1966 B-01	1939 AU-07	1953 B-06
	1958 B-03	* 1963 C-01			1954 REP.
BRANDON		1964 REP.	GANANOQUE	KENORA	* 1955 AP-09
1944 AP-09	CAMPBELLTON	1965 REP.	1939 AU-01	1939 AU-10	1956 REP.
1945 AP-08	1939 AU-12	* 1966 C-04		1942 AU-05	* 1957 D
1947 AP-05			GODERICH		* 1958 C-01
1948 AP-10	CHARLOTTETOWN	DUNNVILLE	1939 AU-04	KIRKLAND LAKE	
1949 Prob. AP-11	1927 AU-02	1942 AU-04	1942 AU-02	1939 AU-11	MONCTON
1950 AP-05	1939 AP-02			1942 AU-07	1943 AP-07
1951 AP-05	1940 AP-02	EDMONTON	HALIFAX	1943 AU-05	1944 AP-05
1952 AU-01	1942 AP-10	1927 AU-03	1927 AU-04		1945 AP-12
1953 B-02	1943 AP-02	1939 AP-03	1939 AP-04	LETHBRIDGE	1947 AP-10
1954 REP.	1944 AP-03	1940 AP-11	1940 AP-12	1947 AP-06	1948 AP-05
1955 AU-07	1945 AP-01	1942 AP-06	1942 AP-04	1948 AP-09	1949 AP-08
1956 B-03	1947 AP-01	1943 AP-09	1943 AP-01 - B/O	1949 AP-02	1950 AP-01
* 1957 D	1948 AP-12	1944 AU-01	1944 AP-07 - B/O	1950 AP-07	1951 AP-12
* 1958 C-05	1949 AP-07	1945 AU-01	1945 AP-03 - B/O	1951 AP-08	1952 AP-07
1960 REP-D	1950 AP-03	1947 AU-03	1947 AP-08	1952 AP-06	1953 AP-10
* 1961 4500-02	1951 AP-09	1948 AU-04	1948 AP-11	1953 REP.	1954 AP-06
* 1962 D	1952 AP-03	1949 AU-01	1949 AP-03	1954 REP.	1955 AP-10
* 1963 C-05	1953 PROB.	1950 AU-01	1950 AP-11	1955 REP-A	1956 D
1964 REP-B/C	1954 C-03	1951 B-02	1951 AP-10	probably AP	1957 AU-07
1965 E	1955 C-03	1952 AU-07	1952 AP-12	1956 REP.	1958 AU-02
1966 D	1956 C-01	1953 C-02	1953 AP-11	1957 REP-D	
	1957 REP.	1954 B-02	1954 AP-05	1958 D	MOOSE JAW
BURLINGTON	1958 D	1955 C-01	1955 AP-12	1960 PROB.	1943 AP-10
1960 D	1960 D	1956 C-03	1956 D	1961 PROB.	1944 AP-08
1961 D	1961 PROB.	1957 C-01	* 1957 D	1962 AU-02	1945 AP-05
1962 B-08	1962 REP-D	1958 D			1947 AP-12
* 1963 4500-02		1960 B-04	HAMILTON	LONDON	1948 AP-02
1964 C-04	CORNWALL		1940 AU-03	1927 AU-05	1949 AP-05
1965 C-04	1966 B-04	FORT WILLIAM	1942 AU-01	1939 AP-05	1950 AP-02
1966 PROB.		1947 AP-07	1943 AU-06	1943 AU-01	1951 AP-03
	DRUMHELLER	1948 AP-07	1944 AU-06	1944 AU-05	1952 AP-02
CALGARY	1939 AU-06	1949 AP-06	1945 AU-03	1945 AU-12	1953 AP-03
1927 AU-01	1942 AU-03	1950 AP-10	1947 AU-14	1947 AU-05	1954 AP-01
1939 AP-01	1943 AU-02	1951 AP-02	1948 B-01	1948 AU-06	* 1955 AP-08
1940 AP-06	1944 AU-07	1952 AP-01	1949 AU-07	1949 AU-04	1956 B-04
1942 AP-01	1945 AU-07	1953 REP.	1950 AU-02	1950 AU-13	* 1957 AU-02
1943 AP-05	1947 B-01	* 1954 AP-08	1951 B-01	March 3-9	* 1958 B-06
1944 AP-10	1948 AU-02	1955 PROB.	1952 B-01	1950 C-01	* 1960 D
1945 AP-06	1949 AU-02	* 1956 D	1953 AU-02	March 13-16	
1947 AP-03	1950 AU-06	* 1957 C-06	1954 AU-07	1951 AU-02	NEW GLASGOW
1948 AP-03	1951 PROB.	* 1958 4500-02	1955 B-03	1952 AU-04	1953 C-04
1949 AP-10	1952 AU-02	* 1960 B-06	* 1956 D	1953 B-03	1954 B-05
1950 AP-06	1953 REP-B/C	* 1961 D		1954 AU-02	* 1955 B-02
1951 AP-07	1954 REP.	1962 B-04	INGERSOLL	* 1955 B-06	* 1956 B-06
1952 AP-11	* 1955 C-06	* 1963 D	1962 C-06	* 1956 D	1957 REP.
1953 AP-09	1956 REP.	1964 PROB.	* 1963 D	* 1958 REP-D	1958 D
1954 AP-12	1957 REP-B/C	1965 PROB.	1964 REP-D	doubtful	1960 REP-D
1955 AP-11	* 1958 D	1966 PROB.	1965 PROB.		
1956 C-05	* 1960 D		1966 REP-B/C	LUNENBURG	
	* 1961 C-01			1939 AU-13	

APPENDIX B continued

NEW WESTMINSTER	PEMBROKE	ST. JOHN	SASKATOON	TIMMINS	VANCOUVER
1942 AP-05	1960 D	1927 AU-08	1942 AP-03	1942 AU-06	1927 AU-10
1943 AP-11	* 1961 C-03	1939 AP-08	1943 AP-08	1943 AU-14	1939 AP-09
1944 AP-06	1962 C-04	1940 AP-05	1944 AP-02	1944 AU-02	1940 AP-08
1945 AP-09	* 1963 B-01	1942 AP-09	1945 AP-07	1945 AU-05	1942 AP-11
	1964 D	1943 AP-12 - B/O	1947 AP-11	* 1960 C-03	1943 AU-03
NORTH BAY	1965 REP-B/C	1944 AP-01 - B/O	1948 AP-01	1961 B-03	1944 AU-12 - B/O
1965 AU-7	1966 E	1945 AP-02 - B/O	1949 AP-09	* 1962 C-03	1945 AU-09 - B/O
1966 AU-07		1947 AP-09	1950 AP-12	1963 C-04	1947 AU-06
1967 B-04	PICTOU	1948 AP-08	1951 AP-11	1964 D	1948 AU-05
	1939 AU-05	1949 AP-12	1952 AP-10	1965 PROB.	1949 AU-12
OAKVILLE		1950 AP-09	1953 AP-02	1966 REP-B/C	1950 B-03
1966 D	PORTAGE LA PRAIRIE	1951 AP-06	1954 B-06		1951 AU-06
	* 1966 C-03	1952 AP-05	1955 AP-03	TORONTO	1952 B-02
ORILLIA		1953 AP-12	* 1956 B-05	1927 AU-09	1953 B-08
* 1966 D	PORT ARTHUR	1954 AP-2	1957 D	1939 AU-14	1954 C-06
	1960 C-04	1955 AP-05	* 1958 B-05	1940 AU-13	1955 AU-02
OTTAWA	* 1961 D	1956 D	1960 REP.	1942 AU-12	1956 C-06
1927 AU-06	1962 C-01	1957 REP.	1961 REP-B/C	1942 AU-10	1957 D
1939 AP-06	* 1963 B-04	1958 C-03		2 dies used	1958 D
1940 AP-10			STRATFORD	1943 AU-12	1960 AU-02
1942 AU-14	PORT CREDIT	ST. JOHN'S	* 1960 B-05	* 1943 prob. AU-09	1961 D
1943 AU-10	1962 PROB.	* 1950 4500-01	* 1961 C-04	2 dies used	1962 AU-07
1944 B-01	* 1963 E	* 1951 4500-01	* 1962 B-05	1944 AU-03	1963 C-03
1945 AU-02	1964 D	* 1954 4500-02	1963 D	1944 AU-14	
1947 AU-07	1965 D	* 1955 prob. 4500-02	1964 B-04	2 dies used	VICTORIA
1948 AU-07	1966 PROB.	1956 REP-D	* 1965 D	1945 AU-04	1927 AU-11
1949 B-01		1957 C-05	1966 PROB.	1945 AU-14	1939 AP-10
1950 AU-04	PRESTON	* 1958 D		2 dies used	1942 AP-07
1951 AU-03	1942 AU-09	1960 D	SUDBURY	1947 AU-12	1943 AP-03
1952 C-02		1961 B-04	1957 REP-B/C	1947 AU-02	1944 AP-11 - B/O
1953 B-07	REGINA	* 1962 D	1958 REP-B/C	2 dies used	1945 AP-11 - B/O
1954 C-02	1927 AU-07	1963 AU-2	1960 PROB.	1948 AU-03	1947 AU-04
1955 B-01	1939 AP-07	1964 C-03	* 1961 AU-02	1948 AU-09	1948 AU-12
1956 D	1940 AP-09	* 1965 B-04	1962 D	2 dies used	1949 AU-09
1957 D	1942 AP-02	* 1966 C-06	1963 D	1949 AU-06	1950 AU-07
1958 C-06	1943 AP-06		1964 PROB.	1949 AU-05	1951 AU-01
1960 D	1944 AP-12		1965 REP-D	2 dies used	1952 B-03
1961 B-05	1945 AP-10		1966 REP-D	1950 B-02	1953 AU-07
1962 D	1947 AP-02			* 2 dies used	1954 PROB.
1963 AU-07	1948 AP-06		SUMMERSIDE	1951 B-03	1955 C-04
1964 AU-07	1949 AP-01		1939 AU-02	1951 AU-07	* 1956 AU-07
1965 PROB.	1950 AP-08			1952 C-01	* 1957 B-04
1966 PROB.	1951 AP-01		TILLSONBURG	1953 C-01	1958 D
	1952 AP-09		1962 D	1953 B-05	1960 C-05
OWEN SOUND	1953 C-03		1963 D	2 dies used	1961 D
1960 D	* 1954 B-08		1964 B-08	1954 B-03	1962 D
1961 C-05	* 1955 B-05		1965 B-08	1954 C-05	1963 PROB.
* 1962 C-05	* 1956 C-04		1966 PROB.	2 dies used	1964 AU-02
1963 D	* 1957 D			1955 C-05	* 1965 4500-2
1964 B-05	1958 REP.			* 1956 D	1966 AU-02
1965 D	1960 REP.			2 dies used	
1966 REP-D				2nd not known	
* 1968 B-04					

APPENDIX B continued

WEYBURN	CHICOUTIMI	MONTREAL continued	QUEBEC continued	SHAWINIGAN FALLS
1939 AU-03	1961 GB	1945 FP-01	* 1957 GB	1942 FU-2
1942 AU-13	1962 PROB.	1947 FP-01	1958 GA-01	1943 FU-2
	1963 I	1948 FP-02	1960 GB	1944 REP.
WINDSOR	1964 GB	1949 FP-01	1974 HB	1945 FU-1
1939 AP-11	1965 HA-01	1950 FP-02	Two HB dies used	1947 FU-1
1943 AU-04	1966 GB	1951 FP-02	1975 HB	1948 FU-1
1944 AU-09		Issued in March	1976 HB	1949 FU-2
1945 B-01	DRUMMONDVILLE	1951 FP-01	1977 HB	1950 FU-2
1947 AU-01	1942 FU-1	Added in April	1978 HC	1951 FU-1 Prob.
1948 AU-01	1943 FU-1	from QUEBEC	1979 HC	1952 GA-01
1949 AU-14	1944 FU-1	1952 FP-01		1953 GA-01
1950 AU-03	1945 FU-2	1953 FP-01	RIMOUSKI	1954 GA-01
1951 B-04	1947 FU-2	1954 FP-02	1961 GA-01	1955 GA-01
1952 AP-08	1948 FU-2	1955 FP-01	1962 GB	* 1956
1953 PROB.	1949 FU-1	* 1956 FP-01	1963 GB	use is documented,
1954 PROB.	1950 FU-1	FEB. use of 2 dies	1964 HB	but not seen -
* 1955 REP	1951 FU-2	documented, prob.	1965 GC-01	probably GC-01
1956 D	1952 FU-1	FP-01 and FU-01,	1966 I	* 1957 GC
* 1957 D	1953 REP.	then FP-01 sent to		1958 GB
1958 D	1954 FU-1	QUEBEC in MAR.	ROUYN	1960 GB
	* 1955 FU-1	* 1957 GB	1961 REP.	
WINNIPEG	1956 GA-01	2 dies used, prob.	1962 I	SHAWINIGAN FALLS see
1927 AU-12	* 1957	both GB	1963 GB	MAR 2.58
1939 AP-12	use is documented,	1958 GB	1964 GC-01	SHAWINIGAN seen
1940 AP-01	not seen, prob.	1960 GA-01	1965 GB	APR 22.58
1942 AP-08	is GA-01	1960 GB	1966 GB	
1943 AU-07	1958 GB	Two dies used		SHERBROOKE
1944 AU-04	1960 GC-01	1961 ??	ST. HYACINTHE	1960 GC-01
1945 AU-06		1962 I	1961 HB	1961 GB
1947 AU-09	GRANBY	1963 HA-01	1962 HA-01	1962 GC-01
1948 AU-13	* 1961 HB		1963 GC-01	1963 HB
1949 AU-03	1962 HB	QUEBEC	1964 I	1964 HB
1950 B-01	1963 GB	1927 FU-02	1965 HB	1965 HB
1951 AU-04	1964 HA-01	1939 FP-02	1966 HB	1966 HB
1952 B-04	1965 HB	1942 FP-01		* 1967 HB
1953 B-01	1966 HB	1943 FP-02	ST. JEAN	* 1968 HA-01
1954 C-04		B/O use	1961 GB	
1955 B-04	HULL	1944 FP-01	1962 GA-01	TROIS RIVIERES
1956 D	* 1961 HB	B/O use	1963 HB	1952 FP-02
1957 D	1962 GB	1945 FP-02	1964 GA-01	Sent from QUEBEC
1958 C-04	1963 I	B/O use	1965 GB	1961 HB
1960 B-03	1964 HB	1947 FP-02	1966 GA-01	1962 HB
1961 AU-07	1965 HB	1948 FP-01		1963 GA-01
1962 D	1966 HA-01	1949 FP-02	ST. JEROME	1964 GB
1963 D		1950 FP-01	* 1961 HA-01	1965 I
* 1964 4500-02	LEVIS	1951 FP-01 - Sent	1962 REP.	1966 PROB.
1965 REP.	1974 HB	to MONTREAL in April	1963 HB	
1966 PROB.		1952 FP-02 - Later	1964 HB	VALLEYFIELD
	MONTREAL	sent to TROIS RIV.	1965 GC-01	1939 FU-02
WOODSTOCK	1927 FU-01	1953 FP-02	1966 HB	
* 1962 4500-02	1939 FP-01	1954 FP-01		
* 1963 B-05	1940 FP-01	1955 FP-02		
1964 REP-B/C	1942 FP-02	* 1956 FP-01		
* 1965 B-05	1943 FP-01			
1966 D	1944 FP-02			

APPENDIX C continued

1949 use				1950 use				1951 use			
REGINA	AP-01	EDMONTON	AU-01	MONCTON	AP-01	OTTAWA	AU-04	REGINA	AP-01	VICTORIA	AU-01
LETHBRIDGE	AP-02	DRUMHELLER	AU-02	MOOSE JAW	AP-02	DRUMHELLER	AU-06	FT. WILLIAM	AP-02	LONDON	AU-02
HALIFAX	AP-03	WINNIPEG	AU-03	CHAR'TOWN	AP-03	VICTORIA	AU-07	MOOSE JAW	AP-03	OTTAWA	AU-03
MOOSE JAW	AP-05	LONDON	AU-04	BRANDON	AP-05	LONDON	AU-13	BRANDON	AP-05	WINNIPEG	AU-04
FT. WILLIAM	AP-06	TORONTO	AU-05	CALGARY	AP-06	Early March use, die		ST. JOHN	AP-06	VANCOUVER	AU-06
CHAR'TOWN	AP-07	2 dies used	AU-06	LETHBRIDGE	AP-07	damaged & replaced		CALGARY	AP-07	TORONTO	AU-07
MONCTON	AP-08	HAMILTON	AU-07	REGINA	AP-08	WINNIPEG	B-01	LETHBRIDGE	AP-08	HAMILTON	B-01
SASKATOON	AP-09	VICTORIA	AU-09	ST. JOHN	AP-09	TORONTO	B-02	CHAR'TOWN	AP-09	EDMONTON	B-02
CALGARY	AP-10	VANCOUVER	AU-12	FT. WILLIAM	AP-10	*2 dies used ?		Prob. by elimination		TORONTO	B-03
BRANDON	AP-11	WINDSOR	AU-14	HALIFAX	AP-11	VANCOUVER	B-03	HALIFAX	AP-10	WINDSOR	B-04
Prob. by elimination		OTTAWA	B-01	SASKATOON	AP-12	LONDON	C-01	SASKATOON	AP-11	DRUMHELLER	PROB.
ST. JOHN	AP-12			EDMONTON	AU-01	Late March use of		MONCTON	AP-12	*ST. JOHN'S	4500-01
				HAMILTON	AU-02	replacement die					
				WINDSOR	AU-03	*ST. JOHN'S 4500-01					

1952 use				1953 use				1954 use			
FT. WILLIAM	AP-01	BRANDON	AU-01	SASKATOON	AP-02	MED. HAT	B-06	MOOSE JAW	AP-01	OTTAWA	C-02
MOOSE JAW	AP-02	DRUMHELLER	AU-02	MOOSE JAW	AP-03	OTTAWA	B-07	ST. JOHN	AP-02	CHAR'TOWN	C-03
CHAR'TOWN	AP-03	LONDON	AU-04	CALGARY	AP-09	VANCOUVER	B-08	HALIFAX	AP-05	WINNIPEG	C-04
ST. JOHN	AP-05	EDMONTON	AU-07	MONCTON	AP-10	EDMONTON	C-02	MONCTON	AP-06	TORONTO	C-05
LETHBRIDGE	AP-06	HAMILTON	B-01	HALIFAX	AP-11	REGINA	C-03	*FT. WILLIAM	AP-08	VANCOUVER	C-06
MONCTON	AP-07	VANCOUVER	B-02	ST. JOHN	AP-12	NEW GLASGOW	C-04	CALGARY	AP-12	*ST. JOHN'S	4500-02
WINDSOR	AP-08	VICTORIA	B-03	HAMILTON	AU-02	DRUMHELLER	REP-B/C	LONDON	AU-02	BRANDON	REP.
REGINA	AP-09	WINNIPEG	B-04	VICTORIA	AU-07	CHAR'TOWN	PROB.	HAMILTON	AU-07	DRUMHELLER	REP.
SASKATOON	AP-10	TORONTO	C-01	WINNIPEG	B-01	FT. WILLIAM	REP.	EDMONTON	B-02	LETHBRIDGE	REP.
CALGARY	AP-11	OTTAWA	C-02	BRANDON	B-02	LETHBRIDGE	REP.	TORONTO	B-03	MED. HAT	REP.
HALIFAX	AP-12			LONDON	B-03	WINDSOR	PROB.	NEW GLASGOW	B-05	VICTORIA	PROB.
				TORONTO	B-05			SASKATOON	B-06	WINDSOR	PROB.
				2 dies used	C-01			*REGINA	B-08		

1955 use				1956 use				1957 use			
SASKATOON	AP-03	HAMILTON	B-03	*VICTORIA	AU-07	*LONDON	D	*MOOSE JAW	AU-2	*MED. HAT	D
ST. JOHN	AP-05	WINNIPEG	B-04	BRANDON	B-03	MONCTON	D	MONCTON	AU-07	OTTAWA	D
*MOOSE JAW	AP-08	*REGINA	B-05	MOOSE JAW	B-04	OTTAWA	D	*VICTORIA	B-04	*REGINA	D
*MED. HAT	AP-09	*LONDON	B-06	*SASKATOON	B-05	ST. JOHN	D	EDMONTON	C-01	SASKATOON	D
MONCTON	AP-10	EDMONTON	C-01	*NEW GLASGOW	B-06	TORONTO	D	ST. JOHN'S	C-05	VANCOUVER	D
CALGARY	AP-11	CHAR'TOWN	C-03	CHAR'TOWN	C-01	2 dies used,		*FT. WILLIAM	C-06	*WINDSOR	D
HALIFAX	AP-12	VICTORIA	C-04	EDMONTON	C-03	2nd not known		DRUMHELLER	REP-B/C	WINNIPEG	D
LETHBRIDGE	REP-A,	TORONTO	C-05	*REGINA	C-04	WINDSOR	D	SUDBURY	REP-B/C	LETHBRIDGE	REP-D
probably AP		*DRUMHELLER	C-06	CALGARY	C-05	WINNIPEG	D	*BRANDON	D	CHAR'TOWN	REP.
VANCOUVER	AU-02	*WINDSOR	REP	VANCOUVER	C-06	ST. JOHN'S	REP-D	CALGARY	D	NEW GLASGOW	REP.
BRANDON	AU-07	FT. WILLIAM	PROB.	*FT. WILLIAM	D	DRUMHELLER	REP.	*HALIFAX	D	ST. JOHN	REP.
OTTAWA	B-01	ST. JOHN'S	PROB.	HALIFAX	D	LETHBRIDGE	REP.				
*NEW GLASGOW	B-02	*prob.' 4500-02		*HAMILTON	D	MED. HAT	REP.				

APPENDIX C continued

1958 use				1960 use				1961 use			
MONCTON	AU-02	*DRUMHELLER	D	VANCOUVER	AU-02	*DRUMHELLER	D	*SUDBURY	AU-02	SASKATOON	REP-B/C
CALGARY	B-03	EDMONTON	D	BARRIE	B-01	*MOOSE JAW	D	WINNIPEG	AU-07	BURLINGTON	D
*SASKATOON	B-05	LETHBRIDGE	D	WINNIPEG	B-03	OTTAWA	D	TIMMINS	B-03	*FT. WILLIAM	D
*MOOSE JAW	B-06	NEW GLASGOW	D	EDMONTON	B-04	PEMBROKE	D	ST. JOHN'S	B-04	*PORT ARTHUR	D
*MED. HAT	C-01	*ST. JOHN'S	D	*STRATFORD	B-05	ST. JOHN'S	D	OTTAWA	B-05	VANCOUVER	D
ST. JOHN	C-03	VANCOUVER	D	*FT. WILLIAM	B-06	NEW GLASGOW	REP-D	*DRUMHELLER	C-01	VICTORIA	D
WINNIPEG	C-04	VICTORIA	D	*TIMMINS	C-03	OWEN SOUND	REP-D	*PEMBROKE	C-03	*BRANDON	4500-02
*BRANDON	C-05	WINDSOR	D	PORT ARTHUR	C-04	LETHBRIDGE	PROB.	*STRATFORD	C-04	CHAR'TOWN	PROB.
OTTAWA	C-06	*LONDON	REP-D	VICTORIA	C-05	REGINA	REP.	OWEN SOUND	C-05	LETHBRIDGE	PROB.
SUDBURY	REP-B/C	report doubtful		*BRANDON	D	SASKATOON	REP.				
CHAR'TOWN	D	*FT. WILLIAM	4500-02	BURLINGTON	D	SUDBURY	PROB.				
		REGINA	REP.	CHAR'TOWN	D	TORONTO	REP.				

1962 use				1963 use				1964 use			
LETHBRIDGE	AU-02	*BRANDON	D	OTTAWA	AU-02	*INGERSOLL	D	VICTORIA	AU-02	PEMBROKE	D
VANCOUVER	AU-07	*ST. JOHN'S	D	ST. JOHN'S	AU-07	OWEN SOUND	D	OTTAWA	AU-07	PT. CREDIT	D
*DRUMHELLER	B-01	SUDBURY	D	*PEMBROKE	B-01	STRATFORD	D	STRATFORD	B-04	TIMMINS	D
FT. WILLIAM	B-04	TILLSONBURG	D	*PORT ARTHUR	B-04	SUDBURY	D	OWEN SOUND	B-05	INGERSOLL	REP-D
*STRATFORD	B-05	OTTAWA	D	*DRUMHELLER	C-01	TILLSONBURG	D	TILLSONBURG	B-08	*WINNIPEG	4500-02
BURLINGTON	B-08	VICTORIA	D	VANCOUVER	C-03	WINNIPEG	D	ST. JOHN'S	C-03	DRUMHELLER	REP.
PORT ARTHUR	C-01	WINNIPEG	D	TIMMINS	C-04	*PT. CREDIT	E	BURLINGTON	C-04	FT. WILLIAM	PROB.
*TIMMINS	C-03	CHAR'TOWN	REP-D	*BRANDON	C-05	*BURLINGTON	4500-02	BRANDON	REP-B/C	SUDBURY	PROB.
PEMBROKE	C-04	*WOODSTOCK	4500-02	WOODSTOCK	REP-B/C	VICTORIA	PROB.	WOODSTOCK	REP-B/C		
*OWEN SOUND	C-05	PT. CREDIT	PROB.	*FT. WILLIAM	D						
INGERSOLL	C-06										

1965 use				1966 use				1967 use	
NORTH BAY	AU-07	SUDBURY	REP-D	VICTORIA	AU-02	WOODSTOCK	D	NORTH BAY	B-04
*ST. JOHN'S	B-04	BRANDON	E	NORTH BAY	AU-07	OWEN SOUND	REP-D		
*WOODSTOCK	B-05	*VICTORIA	4500-02	CORNWALL	B-04	SUDBURY	REP-D		
TILLSONBURG	B-08	DRUMHELLER	REP.	*DRUMHELLER	C-04	PEMBROKE	E		
BURLINGTON	C-04	FT. WILLIAM	PROB.	*ST. JOHN'S	C-06	BURLINGTON	PROB.		1968 use
PEMBROKE	REP-B/C	INGERSOLL	PROB.	GALT	REP-B/C	FT. WILLIAM	PROB.		
OWEN SOUND	D	OTTAWA	PROB.	INGERSOLL	REP-B/C	OTTAWA	PROB.	*OWEN SOUND	B-04
PORT CREDIT	D	TIMMINS	PROB.	PORTAGE	REP-B/C	PT. CREDIT	PROB.		
STRATFORD	REP-D	WINNIPEG	REP.	TIMMINS	REP-B/C	STRATFORD	PROB.		
				BRANDON	D	TILLSONBURG	PROB.		
				OAKVILLE	D	WINNIPEG	PROB.		
				*ORILLIA	D				

SLOGANS 4503 and 85 - HELP THE RED CROSS in various formats.
APPENDIX C

Using offices by year.

1927 use		1939 use		1940 use		1942 use		1943 use		1944 use	
MONTREAL	FU-01	MONTREAL	FP-01	MONTREAL	FP-01	QUEBEC	FP-01	MONTREAL	FP-01	QUEBEC B/O	FP-01
QUEBEC	FU-02	QUEBEC	FP-02			MONTREAL	FP-02	QUEBEC B/O	FP-02	MONTREAL	FP-02
		VALLEYFIELD	FU-02			DRUMMOND.	FU-01	DRUMMOND.	FU-01	DRUMMOND.	FU-01
						SHAW. FALLS	FU-02	SHAW. FALLS	FU-02	SHAW. FALLS	REP.
1945 use		1947 use		1948 use		1949 use		1950 use		1951 use	
MONTREAL	FP-01	MONTREAL	FP-01	QUEBEC	FP-01	MONTREAL	FP-01	QUEBEC	FP-01	MONTREAL	FP-01
QUEBEC B/O	FP-02	QUEBEC	FP-02	MONTREAL	FP-02	QUEBEC	FP-02	MONTREAL	FP-02	Added from QUEBEC	
SHAW. FALLS	FU-01	SHAW. FALLS	FU-01	SHAW. FALLS	FU-01	DRUMMOND.	FU-01	DRUMMOND.	FU-01	QUEBEC	FP-01
DRUMMOND.	FU-02	DRUMMOND.	FU-02	DRUMMOND.	FU-02	SHAW. FALLS	FU-02	SHAW. FALLS	FU-02	Sent to MONTREAL	
1952 use		1953 use		1954 use		1955 use		1956 use		1957 use	
MONTREAL	FP-01	MONTREAL	FP-01	QUEBEC	FP-01	MONTREAL	FP-01	DRUMMOND.	GA-01	*DRUMMOND.	use
QUEBEC	FP-02	QUEBEC	FP-02	MONTREAL	FP-02	QUEBEC	FP-02	*QUEBEC	FP-01	is documented, not	
Sent to TROIS RIV.		SHAW. FALLS	GA-01	DRUMMOND.	FU-01	SHAW. FALLS	GA-01	SHAWINIGAN	REP.	seen, prob. GA-01	
TROIS RIV.	FP-02	DRUMMOND.	REP.	SHAW. FALLS	GA-01	DRUMMOND.	FU-01	prob. GC-01		*MONTREAL	GB
Sent from QUEBEC								*MONTREAL	FP-01	use of 2 dies	
DRUMMOND.	FU-01							FEB. use of 2 dies		documented, prob.	
SHAW. FALLS	GA-01							documented, prob.		both format GB	
								FP-01 and FU-01,		*QUEBEC	GB
								then FP-01 sent to		*SHAWINIGAN	GC-01
								QUEBEC in MAR.			
1958 use		1960 use		1961 use		1962 use		1963 use		1964 use	
QUEBEC	GA-01	MONTREAL	GA-01	RIMOUSKI	GA-01	ST. JEAN	GA-01	TROIS RIV.	GA-01	ST. JEAN	GA-01
MONTREAL	GB	MONTREAL	GB	CHICOUTIMI	GB	HULL	GB	ST HYAC.	GC-01	CHICOUTIMI	GB
DRUMMOND.	GB	SHAWINIGAN	GB	ST. JEAN	GB	RIMOUSKI	GB	GRANBY	GB	TROIS RIV.	GB
SHAW. FALLS	GB	To MONTREAL	in Apr.	SHERBROOKE	GB	SHERBROOKE	GC-01	RIMOUSKI	GB	ROUYN	GC-01
SHAWINIGAN	GC-01	QUEBEC	GB	ST. JEROME	HA-01	ST HYAC.	HA-01	ROUYN	GB	GRANBY	HA-01
Name change data		DRUMMOND.	GC-01	GRANBY	HB	GRANBY	HB	MONTREAL	HA-01	HULL	HB
SHAW. FALLS use is		SHERBROOKE	HA-01	HULL	HB	TROIS RIV.	HB	ST. JEAN	HB	RIMOUSKI	HB
MAR 5.				ST HYAC.	HB	MONTREAL	I	ST. JEROME	HB	ST. JEROME	HB
SHAWINIGAN use is				TROIS RIV.	HB	ROUYN	I	SHERBROOKE	HB	SHERBROOKE	HB
APR. 22.				ROUYN	REP.	CHICOUTIMI	PROB.	HULL	I	ST HYAC.	I
				MONTREAL	??	ST. JEROME	REP.	CHICOUTIMI	I		
1965 use		1966 use		1967 use		1968 use		1974 use		1975 use	
RIMOUSKI	GA-01	CHICOUTIMI	GB	SHERBROOKE	HB	SHERBROOKE	HA-01	LEVIS	HB	QUEBEC	HB
ROUYN	GB	ROUYN	GB					QUEBEC	HB		
ST. JEAN	GB	ST. JEAN	GC-01					Used two dies			
ST. JEROME	GC-01	HULL	HA-01								
CHICOUTIMI	HA-01	GRANBY	HB								
GRANBY	HB	ST HYAC.	HB								
HULL	HB	ST. JEROME	HB								
ST HYAC,	HB	SHERBROOKE	HB								
SHERBROOKE	HB	RIMOUSKI	I								
TROIS RIV.	I										
				1976 use		1977 use		1978 use		1979 use	
				QUEBEC	HB	QUEBEC	HB	QUEBEC	HC	QUEBEC	HC

CANADIAN INTERNATIONAL TRADE FAIR

Slogans 1120, 1120-A, 1120-B and 1120-C

These slogans were the subject of a brief article in Issue 9, but it was devoted largely to correcting the catalogue listing of using offices, with no illustrations or reference to die continuity. It therefore seems appropriate to illustrate and expand on it somewhat.

The usage, as implied in the earlier article, is confirmed as from the same nine offices in each of the four years from 1949 to 1952. The original 1949 issue was to nine major offices, but four of them, CHARLOTTETOWN, HALIFAX, REGINA and ST. JOHN still used Perfect machines, while the other five, EDMONTON, OTTAWA, TORONTO, VANCOUVER and WINNIPEG, used Pitney-Bowes. Accordingly, there were four P and 5 PB dies issued in 1949.

Eight of these were randomly re-issued in redated form to the same group of offices in 1950, but one of the PB dies must have become unserviceable and been replaced by a new 6th PB die in 1950. The nine 1950 dies were all re-issued in redated form to the original nine using offices.

The event dates in 1949-51 had always been from late May to early June, but in 1952 were in early June only. This change appears to have been more than the die manufacturer, Pritchard and Andrews, could accommodate in terms to altering dates, so the 1952 use required a complete set of nine new dies, still four Perfects and five Pitney-Bowes.

Appendix A clearly illustrates all nineteen dies from proof or receipt strikes, with exception of the VANCOUVER 1952 PB use. Both proof and receipt strikes for this use are missing from the proof book, but the usage has been seen and is illustrated from a somewhat incomplete actual strike.

The actual dates of recorded use have been omitted as unimportant, but the 1949 dies are receipted between Mar. 15 and 31, the 1950 dies between Jan. 28 and Feb. 1, the 1951 dies between Feb.19 and Feb.22 and the 1952 dies between Mar. 15 and Mar.21. It can be assumed that latest use was the closing date in each year, as indicated in Appendix A.

It is worth repeating that the Proulx catalogue is very incorrect in its listing of using offices, especially in 1950, when it includes eight offices that most certainly never used these slogans in any year. It is very difficult to understand how this many erroneous reports could have originated.

There has been no further information as to where the Fair was held or whether it was also held in other years than the four with slogan advertising. Surely some Canadian member, probably in the TORONTO area, should be able to find some information in newspaper files.

APPENDIX A

1949-51 usage

Event dates are 1949 - MAY 30-JUNE-10, 1950 - MAY 29-JUNE-9,
1951 - MAY-28-JUNE-8

Perfect die 1



1949 CHARLOTTETOWN
1950 HALIFAX
1951 CHARLOTTETOWN

Perfect die 2



1949 HALIFAX
1950 ST. JOHN
1951 ST. JOHN

Perfect die 3



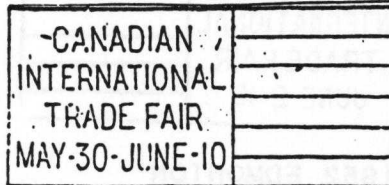
1949 REGINA
1950 REGINA
1951 REGINA

Perfect die 4



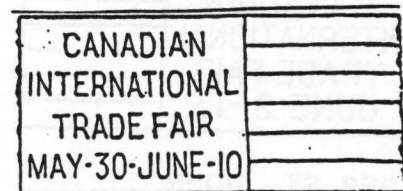
1949 ST. JOHN
1950 CHARLOTTETOWN
1951 HALIFAX

Pitney-Bowes die 1



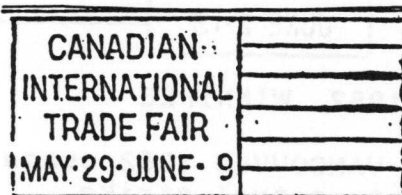
1949 EDMONTON
Replaced by PB die 6
in 1950-51

Pitney-Bowes die 2



1949 OTTAWA
1950 EDMONTON
1951 OTTAWA

Pitney-Bowes die 3



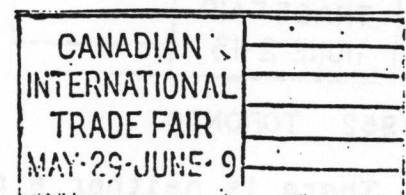
1949 TORONTO
1950 TORONTO
1951 WINNIPEG

Pitney-Bowes die 4



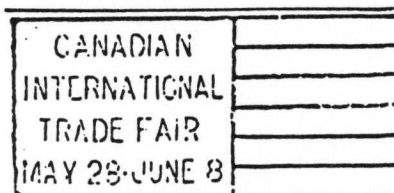
1949 VANCOUVER
1950 WINNIPEG
1951 VANCOUVER

Pitney-Bowes die 5



1949 WINNIPEG
1950 VANCOUVER
1951 EDMONTON

Pitney-Bowes die 6



Replaced PB die 1 in
1950-51
1950 OTTAWA
1951 TORONTO

APPENDIX A

1952 usage

Event dates are JUNE 2-13

Perfect die 5



1952 CHARLOTTETOWN

Perfect die 6



1952 HALIFAX

Perfect die 7



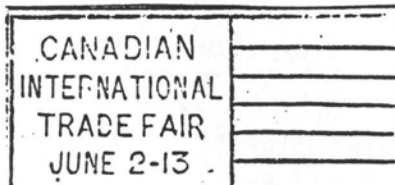
1952 REGINA

Perfect die 8



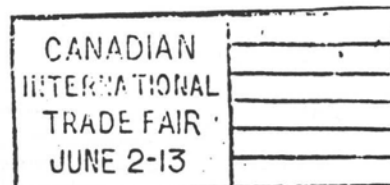
1952 ST. JOHN

Pitney-Bowes die 7



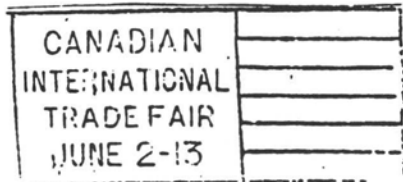
1952 EDMONTON

Pitney-Bowes die 8



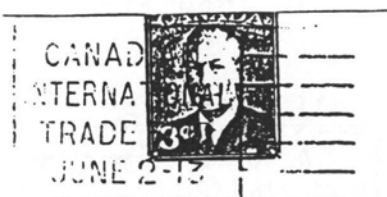
1952 OTTAWA

Pitney-Bowes die 9



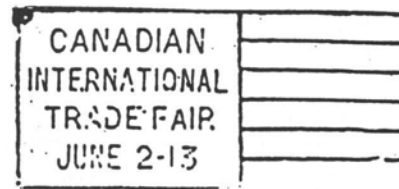
1952 TORONTO

Pitney-Bowes die 10



1952 VANCOUVER

Pitney-Bowes die 11



1952 WINNIPEG

There is neither a proof or receipt strike of the VANCOUVER 1952 usage so it can only be illustrated with an incomplete actual strike.

EARLY CANCER SLOGANS

4310, 4360, 5050 AND SSM 23

Beginning shortly after W.W. II, and continuing thereafter, a very considerable number of Canadian slogans referenced the fight against cancer. However, what is probably the first such reference took place in 1935, with the simultaneous issue of three related slogans 4310, 4360, 5050 as an all French version of 4360, and what Proulx lists as Special Service Marking 23.

All four of these formats were first issued on March 1, 1935, with two Perfect dies of 4310, HELP CANADA CONQUER CANCER, sent to HALIFAX and VANCOUVER.



Three Perfect dies of 4360, HELP KING GEORGE JUBILEE CANADA CANCER FUND, sent to OTTAWA, TORONTO and WINNIPEG.



One Perfect die of 5050, JUBILEE DU ROI GEORGE AIDEZ LE CANADA COMBATTRE LE CANCER, sent to MONTREAL.



One Perfect die of SSM 23, HELP CANADA/FREE/CONQUER CANCER, issued to OTTAWA at the same time as slogan 4360.



The Special Service Marking with the word FREE was an unusual instance of the inclusion of an appeal on a normal Post Office issued free franking privilege indication. It is annotated in the Proof Book as "*provided to Ottawa for Government Mail*". The three normal slogans might appear as sponsored by some organization, taking advantage of the fact that 1935 was the occasion of the Silver (25th) Jubilee celebration of the reign of King George V.

However, there is a notation in the Proof Book that "*these cancer fund dies provided by the Department itself*". This suggests that these seven appeal dies were all government issue, without private sponsorship, which places them in a rather unique category.

They all appear to have been used by the offices of initial issue for about two weeks in early March, then withdrawn until mid-April. At that time they were all re-issued for another short period, although the re-issue of some were rotated between the same English offices that participated in the original issue. This rotation is as indicated on the following page.

EARLY CANCER SLOGANS

- Two dies of slogan 4310 - First issued to HALIFAX and VANCOUVER.
Second issue to WINNIPEG and TORONTO.
- Three dies of slogan 4360 - First issued to OTTAWA, TORONTO and WINNIPEG.
Second issue to HALIFAX, OTTAWA and VANCOUVER.
- One die of slogan 5050 - Both first and second issue to MONTREAL.
- One die of SSM 23 - Both first and second issue to OTTAWA.

Accordingly, HALIFAX, TORONTO, VANCOUVER and WINNIPEG each had consecutive use of both 4310 and 4360, MONTREAL had two consecutive periods of use of 5050, while OTTAWA had two consecutive periods of use of both 4360 and SSM 23.

The Proulx catalogue lists OTTAWA use of 4310, but this is not confirmed by documentation. The catalogue also lists a revival of 4310 at LETHBRIDGE and PRINCE RUPERT in 1955. These have not been seen, but are reliably supported by the CPSGB report. There could not, of course, have been any post-1935 revival of 4360 or 5050, since their wording referenced the Jubilee year.



Mr. A. Gregson, Secy. Trs.
Alexandra Hospital
Charron St.
Montreal Que.

*The second issue of slogan 5050 used at MONTREAL as late as May 1, 1935,
more than two weeks after its issue on April 13.*

REDUCING UNEMPLOYMENT

Slogans 833, 10625, 10625-A and 9680

Slogans 833 and 10625 were so closely related in purpose, wording and time of issue as to warrant some explanation of just how this came about. In 1921, Canada had begun to suffer a post-war depression with severe unemployment, especially among ex-servicemen who had difficulty in finding civilian jobs. In January of 1922, the Ontario Department of Labour attempted to alleviate this situation with the usage of slogan advertising. The Department sponsored six Universal dies, reading **BUY BUILD AND WORK TO REDUCE UNEMPLOYMENT**, issued to the major Ontario cities of HAMILTON, KINGSTON, LONDON, OTTAWA, PETERBOROUGH and TORONTO.

The catalogue lists the six offices correctly, but gives usage in 1921-22. Actual first issue was between January 25th-30th, 1922, and there was no 1921 use.

It can be noted that the official Distribution Lists indicate issue of this slogan not only to the six offices in Ontario, but also to five western offices, CALGARY, EDMONTON, REGINA, VANCOUVER and WINNIPEG. This is incorrect, since these five offices could not have used an Ontario sponsored slogan, though they were included in the later issue of slogan 10625. This appears to be a rare instance of the P.O. documentation containing a serious error.

The Dominion Department of Labour considered the slogan to be highly effective, so only a month after its appearance, and concurrent with its continued later use, that Department sponsored a slogan with a very similar message, to be issued far more broadly. This was slogan 10625, reading **WORK AND PROVIDE WORK TO REDUCE UNEMPLOYMENT**. Its first issue was in early February of 1922, to twelve offices, followed a month later by issue to five additional offices, for a total of seventeen.

Four of the five late issue offices, HAMILTON, KINGSTON, PETERBOROUGH and TORONTO, were still using slogan 833 in February, but switched to 10625 in March. The other two Ontario offices using 833, LONDON and OTTAWA, were not included in the 1922 issue of 10625. It should be noted that there was no bilingual version of the slogan, so MONTREAL used the English version, but an all French die, slogan 9680 reading **TRAVAILLEZ ET DONNEZ DU TRAVAIL POUR REDUIRE LE CHOMAGE**, was used at QUEBEC.

The seventeen English offices eventually using 10625 in 1922 were

CALGARY	EDMONTON	FORT WILLIAM	HALIFAX	HAMILTON
KINGSTON	MONTREAL	MOOSE JAW	PETERBOROUGH	PORT ARTHUR
REGINA	ST. JOHN	SASKATOON	TORONTO	VANCOUVER
VICTORIA	WINNIPEG			

By late 1930, Canada was again in the midst of an even worse depression and unemployment was again a major problem. Therefore, on January 9th, 1931, slogan 10625 was revived as still appropriate. At least sixteen of the original seventeen Universal dies had been retained and all of the original using offices except MONTREAL still used Universal machines that could accept them. The seventeenth die may still have been available, but the 1931 re-issue was made to only sixteen English offices.

Fourteen of them had used the slogan in 1922, but KINGSTON, PETERBOROUGH and MONTREAL were omitted from this re-issue, possibly because the first two were then using slogan 800, **BUY A DOMINION ANNUITY**, which may have been considered as priority usage at the time, and MONTREAL because it had shortly before switched to Perfect machines. However, it must have been considered important that MONTREAL be included, since a new Perfect bilingual die of slogan 10625-A was issued to that office. QUEBEC still had a Universal, so the all French 9680 was re-issued there.

LONDON and OTTAWA, which had both used 833 in 1922, but not 10625, were added to bring the 1931 English usage to the following sixteen offices:

CALGARY	EDMONTON	FORT WILLIAM	HALIFAX	HAMILTON
LONDON	MOOSE JAW	OTTAWA	PORT ARTHUR	REGINA
ST. JOHN	SASKATOON	TORONTO	VANCOUVER	VICTORIA
WINNIPEG				

It is possible to match the re-issued dies of 1931 with their original 1922 use, but this is unlikely to be of interest to members, although the Editor can make it available to anyone who may wish for it.

The catalogue listing of 10625, "20 offices - 1922, 31-3", is neither helpful nor entirely correct. The total number of offices using it was nineteen, rather than twenty as the catalogue states, probably because Proulx accepted the 1956 CPSGB report in MAPLE LEAVES incorrectly including OWEN SOUND in the 1931 use. This office had switched to a Perfect machine in November of 1930, so 1931 use of a Universal die was impossible. There most certainly was no 1932-33 use, though Proulx has probably again accepted an incorrect CPSGB report of 1933 use at CALGARY only.



Usage of slogan 10625 in early 1931 on an airmail cover from WINNIPEG, addressed to MOOSE JAW, and use of the same slogan as a receiving mark on the back of the cover at MOOSE JAW on the following day.

HAVE POSTAL ADDRESS ON ALL STATIONERY
Slogan 4255

HAVE STREET ADDRESS ON ALL STATIONERY
Slogan 4265

METTEZ VOTRE ADRESSE SUR VOS EN-TETES ET ENVELOPES
HAVE STREET ADDRESS ON ALL STATIONERY
Slogan 5745

The Editor is of the opinion that the above are the only Postal Directive slogans issued in the 1922-27 period that have not been classified in the Newsletter. This has been more a matter of neglect than intent, but when it was noticed, the oversight was corrected.

Actually, though rather minor and with limited use, the group is somewhat interesting. It is obvious that the two English slogans, that differ in only one word and appear to have been issued simultaneously in late 1923, are at the least closely related. However, it appears likely that the relationship was more by accident than design, and that slogan 4255 was intended to be a fourth die of 4265, but was incorrectly worded during manufacture. The error is so minor that the Post Office may well have just accepted it, rather than demanding a corrected die.

This is somewhat supported by the fact that the Post Office hardly ever issued a Postal Directive in one die only, as with 4255, so the likelihood is considerable that they are really four dies of one slogan, with a single bilingual die added.

Early documentation is, as usual, incomplete in terms of receipt strikes, with five offices included in the Distribution Lists as using 4265, but with receipt strikes missing, so that positive die identification of them cannot be made. In the case of PRINCE ALBERT, with Distribution List issue on April 11, 1927 and date of return on June 4, 1932, the long usage would fit very nicely at the end of the recorded die 1 use, which is not continued after early 1926. However, there is also a long gap in the recorded die 3 use, between early 1926 and early 1933, so PRINCE ALBERT cannot be positively assigned a die number until at least one strike is seen. If the die was actually in normal use at PRINCE ALBERT for five years, some member must have a strike, and a photocopy would be much appreciated.

As with most Universal dies issued in the 1920's, usage began to cease in the early 1930's as all offices switched to Perfect machines. None of the three dies of 4265 were put back in use during the major revival of surviving Universal dies that took place in 1948-50. However, the single die of 4255 was revived in 1947, somewhat earlier than normal, and continued in 1948-50. None of the bilinguals were ever revived in this period, since MONTREAL and QUEBEC and most other province of Quebec offices retained Perfects until 1955.

All three dies of 4265 show weakness at the bottom of the slogan box from as early as 1925 on, so it can be assumed that they were considered unserviceable after the early 1930's, and not retained as was the single die of 4255.

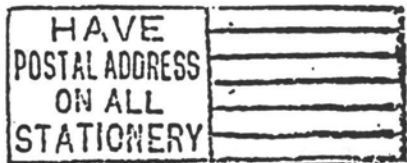
For 4255, the catalogue states use by 19 offices in 1923-29, 1932-33 and 1947-51, but 24 offices are confirmed as having used it, oddly without repetition by any office, and it is recorded in 1930, though not in 1931. The last usage at AYLMER WEST has been seen in November of 1950, so use into early 1951 is quite possible.

For 4265, the catalogue states use by 19 offices in 1923-27, 1929-30 and 1932-36, but 22 offices are recorded or documented. If the PRINCE ALBERT 1927-32 use is correct, actual use is 1923-34. The catalogue's 1935-36 report is very questionable because so few offices could use Universal dies after late 1934. The catalogue's listing of 5745 seems correct, except that SHERBROOKE has been reported in 1927.

APPENDIX A

Slogan 4255 - HAVE POSTAL ADDRESS ON ALL STATIONERY.

Universal die 1



WINNIPEG	23.10.27 S	1924 report	COBOURG	32.05.28	33.05.01
LETHBRIDGE	24.01.31		STRATFORD	33.05.02	33.09.12
SASKATOON	24.09.26		PENTICTON	47.03.22	47.04.25 S
SARNIA	24.11.13	1925 prob.	KENORA	47.05.31	47.08.21 S
EDMONTON	25.02.12	25.02.18 S	NEW GLASGOW	47.09.22 S	
WOODSTOCK	25.03.30		PICTOU	48.01.24	
VICTORIA	25.08.28	25.09.03 S	MISSION CITY	48.07.17	
ST. JOHN	25.11.17	1926 prob.	BRIDGEWATER	48.09.27	
REGINA	26.08.03	26.10.18	KELOWNA	49.01.18	
PRINCE RUPERT	27.04.25 S	27.02.17 S	CHATHAM	49.09.19	
TIMMINS	27.10.20	29.02.11	NIAGARA	50.02.20	
FORT FRANCES	30.03.22	30.08.27	AYLMER WEST	50.11.23 S	

Slogan 4265 - HAVE STREET ADDRESS ON ALL STATIONERY.

The following offices have been documented or reliably reported has having use in or from the periods indicated, but have not been seen and the die is not identified.

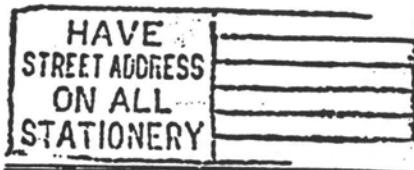
PORT ARTHUR	24.04.11	OTTAWA	24.09.18	PRINCE ALBERT	27.04.11	32.06.04
PRINCE RUPERT	24.08.21	FREDERICTON	24.12.10	Very probably die 1, but could be die 3.		

Universal die 1



TORONTO	23.08. ?	23.08.27 S
SYDNEY	23.09.15	
NIAGARA	23.11.14	24.05.05
MONCTON	25.05.05	26.02.06 S

Universal die 2



REGINA	23.10.05	MOOSE JAW	29.06.11	29.08.02
WINDSOR	25.01.17	EDMONTON	29.08.12	29.11.28
CALGARY	26.08.07	EDMONTON	30.04.22	30.09.02
GALT	29.01.17	CORNWALL	32.03.28	32.11.10

Universal die 3



VICTORIA	23. ? . ?	23.08.16 S
ST. JOHN	23.10.30	
NANAIMO	24.03.06	24.04.17 S
WOODSTOCK	24.08.26	
VANCOUVER	24.12.10	26.02.13
NEW WESTMINSTER	33.04.29	33.09.16
VANCOUVER	34.04.14	

Slogan 5745 - METTEZ VOTRE ADRESSE SUR VOS EN-TETES ET ENVELOPES - HAVE STREET ADDRESS ON ALL STATIONERY.

Universal die 1



QUEBEC	23.09. ?	23.10.03 S
SHERBROOKE	23.11.28	25.07.28 S
		1927 report
TROIS RIVIERES	28.01.05	28.11.08
MONTREAL	30.08.29	31.04.21 S

Winnipeg was one of the original 1912 offices to use a proprietary slogan, and continued to do so frequently in the early period. The office is known to have had two International machines in 1912, with a third added in mid-1913. It appears that many of the early proprietary slogans had multiple dies equal to the number of machines available, and research by various members has tended to establish this.

Winnipeg's first slogan use was 8105 in 1912, SELKIRK CENTENNIAL, and it has been well established that two dies were used, one for each machine then available. Tom Almond has recently sent photos of both dies used on the same date, April 12, 1912, one at 6 AM and one at 8 PM, which are worth illustrating below.



This was the only slogan available at WINNIPEG in all of 1912, so from issue in early April until close of the event in late July, it is very probable that each machine had dedicated use of one of the two dies during the four month period. Tom's close concurrency of use is therefore not surprising, and will probably be surpassed by seeing both dies used on the same date and hour.

It is established that Winnipeg's second slogan, 1100 in early 1913, CANADIAN FORESTRY CONVENTION, also had two dies, and that its third, 9445 in later 1913, THE STAMPEDE, had three. The next slogan, 5965 in 1915, NATIONAL PATRIOTIC WEEK, has only one die so far established, but a second at least may be discovered at some time.

There were no further proprietary slogans used at WINNIPEG until 1921, but the several machines used multiple dies of the 1917-18 flags and the 1919 slogan 895. The first 1921 slogan was 4563, HOME BUILDING EXPOSITION, with two dies established, followed in late 1921, retained into early 1922, by slogan 388, AUTO EQUIPMENT SHOW.

There are no proof strikes of 388 in the P.O. proof book, and only one receipt strike. However, the Pritchard and Andrews proof book shows two proofs, but one with a date error, so it had been thought that two dies had been ordered, but only one used. The Editor has not seen or had reported any second die use that might indicated that the misdated die was corrected and eventually issued.

However, the Editor has now discovered, among his considerable amount of documentation, a second receipt strike, source unaccounted for at the moment, differing from the first, but also differing from the misdated die. This appears to establish that three dies were ordered, two used and the third not issued because of misdating. This documentation is illustrated on the following page.

The next slogan, closely related to 388, was 387, AUTO & RADIO EQUIPMENT SHOW, issued in late 1922 and retained to early 1923. This has been established as using three dies, so the same pattern a year earlier seems probable. Another mid-1921 slogan 10560, WINNIPEG GARDEN SHOW, would not have conflicted with either 4563 in early 1921 nor 388 in late 1921. It has so far been recorded in two dies for 1921, replaced in 1923 by one die, then replaced in 1925-26 by two new dies. This suggests that the 1923 single die use may also have had a companion die.

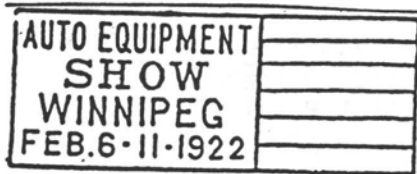
From 1923 on, the proprietary slogans appear to have used either one or two dies, but the number was not entirely a question of machine availability as it also involved how many dies the sponsor cared to pay for. Since WINNIPEG began extensive use of postal directives after 1922, it is also possible that the P.O. would not make all three machines available, even if sponsors were prepared to pay for three dies.

Another very interesting aspect of WINNIPEG slogan use in the 1919-23 period was the practice, not seen elsewhere, of making from one to four deliberate cuts in the left frame of the slogan box after proofing the die, but prior to issuing it. It has been suggested that there was an over-inking problem with WINNIPEG's machines, and that making these cuts permitted excess ink to drain off

It would seem that if the purpose was solely for draining off excess ink, some optimum number of cuts would have been established and used uniformly on all dies. However, it can be noted that whenever these cuts were made in multiple dies of the same slogan, they vary in number for each die and so become a source of die identification. It is therefore difficult to determine their true purpose in the early 1912-13 use of WINNIPEG's Universal machines, though not prior with its International machines, nor after 1923.

In any event, WINNIPEG usage provides a good deal of interest to slogan collectors, and further discoveries are still very possible, especially since the documentation for the pre-1926 period is so incomplete. It is hoped that all members will compare their holdings to the illustrations of slogan 388 below and report any usage of the receipted die 2, to say nothing of the possibility that the misdated die 3 was corrected and also actually put into use.

Issued die 1 - Pritchard and Andrews proof - with receipt strike



Issued die 2 - Receipt strike only



Unused die 3 - Pritchard and Andrews proof

