

THE SLOGAN BOX

NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

WHOLE NUMBER 29

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Dear Fellow Member,

Spring is finally just around the corner, time to get the yard in shape. As of now I have only received 3 cheques for dues, I have personally underwritten newsletters#28 & 29. Please forward cheques for dues, (\$18.US) to me at NEW address, made payable to BNAPS Slogan Study Group. We should be receiving funds for book royalties from BNAPS in the near future. Jeff Switt has also resigned from our study group, good luck on your political endeavors! The "ROYAL" is just around the corner, hope to see some of you there.

Until the next issue, I hope all is well.

Your Chairman,

Dan Huffman

EDITOR'S MESSAGE

Once again, the indefatigable Cecil Coutts has provided a further listing of Proulx Catalogue corrections and additions. He sent it in with two comments. The first was "When will it ever end". The second was a request that special credit be given to Robert Thorne, John Robertson and Jean-Guy Dalpe for their helpful cooperation.

In this connection, the Editor has recently come across a catalogue inclusion that appears to be incorrect, but has not been mentioned in any of Cecil's listings. This involves catalogue number 4203, worded as HAMILTON ROSE SHOW, with use at HAMILTON in 1914. It can be noted that no event dates are given, although slogans advertising events of this nature invariably gave some indication of when the event would take place.

There is no official documentation of this slogan in either the Proof Book or the Distribution Lists, nor did CPSGB report it. It was therefore omitted from our 1912-19 Handbook, and no reader of that work has taken exception to the omission. Further, we have quite well documented information on Hamilton's employment of its single machine in 1914, as follows:

- 4450 - HELP THE HAMILTON MOUNTAIN SANITORIUM retained from 1913 issue and used until at least April 14.
- 4185 - HAMILTON HORSE SHOW receipted on April 11, probably put in use on the 15th and retained until the event ended on June 20.
- 4190 - HAMILTON INDUSTRIAL EXPOSITION receipted on June 21 and retained until July 18, two days after the event ended.
- 4450 - HELP THE HAMILTON MOUNTAIN SANATORIUM re-issued on July 27 and retained until into 1915.

This leaves only the eight day period between July 19 and July 26 unaccounted for. While a rose show could well have taken place in mid-July, the time gap is really so short as to hardly make issue of a slogan worth while. Nevertheless, it is hard to imagine how this slogan listing would have been included in the catalogue unless someone had reported something worded in this fashion or at least similar, with or without event dates. The slogan's use will continue to be omitted from the proposed 1912-53 unified volume, unless some member can reliably report it with an acceptable usage date.

Among the classifications in this Issue is a complete revision of Air Mail slogan 125, AIR MAIL SAFE SURE SPEEDY. This slogan was last classified in Issue 11 of December 1989, more than three years ago, but was also included in the Air Mail Handbook. It is obvious that Air Mail slogans are very popular with our membership, and updates to their published usage keep coming in, only some of which have been published. If a member has been annotating his original copy, it must be pretty scruffy by now, so from time to time we will publish full revisions of the major Air Mail slogans in order to provide some clean copies to replace less presentable ones.

There is also included in this Issue a rather lengthy article on slogan 3880, GIVE TO CONQUER CANCER, the first of several major multi-office slogan fund appeals for medical purposes. This is only one of nearly sixty catalogued slogans beginning with the word "GIVE", but even this appeal word is outranked by the nearly eighty catalogued slogans beginning with the word "HELP". Members interested in collecting slogans by themes might find "Charity" a very broad area, especially if slogans beginning with the words "BUY", "FIGHT", "SHARE" and "SUPPORT" were also included.

GRADING OF POSTAL OFFICES

IN THE 1930'S

Among the official documents that have been obtained from the Canadian Postal Archives is a 1934 listing of offices with machine cancellers at that time, and therefore capable of slogan use. It also gives their revenue grading, which is an indication of the amount of mail that each processed. The grading was on a numeric scale, descending from 12 to 2, although with grade 8 divided into two categories.

The value of the listing to slogan collectors is that the grading affords a scarcity guide for slogan use in the 1930's, based on the probable number of slogan strikes generated by the office in comparison to others. Clearly, a slogan used at a lesser grade office would not have been produced in as great a number as one used at a higher grade office.

A later document, dated in 1947, is too much lengthier to warrant publishing, but indicates that the numeric scale at that time was from 17 to 7. Such a grading system no doubt still exists today, although as the number of offices increased over the years, the numeric scale may have been much expanded.

- Grade 12 - TORONTO - MONTREAL
- Grade 11 - WINNIPEG
- Grade 10 - VANCOUVER
- Grade 9 - OTTAWA
- Grade 8A - CALGARY - HAMILTON - QUEBEC - REGINA
- Grade 8 - EDMONTON - SOUTH EDMONTON - HALIFAX - LONDON - WINDSOR
- Grade 7 - MONCTON - MOOSE JAW - ST. JOHN - SASKATOON - VICTORIA
- Grade 6 - BRANDON - BRANTFORD - GUELPH - KINGSTON - KITCHENER - NEW WESTMINSTER
NIAGARA FALLS - OSHAWA - PETERBOROUGH - ST. CATHARINES - SHERBROOKE
- Grade 5 - CHARLOTTETOWN - CHATHAM - FORT WILLIAM - FREDERICTON - GALT - LETHBRIDGE
NORTH BAY - PORT ARTHUR - ST. THOMAS - SARNIA - SAULT STE. MARIE
STRATFORD - SUDBURY - SYDNEY - TROIS RIVIERES
- Grade 4 - AMHERST - BELLEVILLE - BROCKVILLE - CHICOUTIMI - CORNWALL - GLACE BAY
HULL - LEVIS - LINDSAY - MEDICINE HAT - NANAIMO - NORTH BATTLEFORD
ORILLIA - OWEN SOUND - PRINCE ALBERT - ST. HYACINTHE - THETFORD MINES
TRURO - WELLAND - WOODSTOCK
- Grade 3 - COLLINGWOOD - PORTAGE LA PRAIRIE - PRINCE RUPERT - SMITH'S FALLS
YARMOUTH
- Grade 2 - COUBURG - FORT FRANCES - GRANBY - JOLIETTE - LEAMINGTON - NAPANEE
NELSON - PARIS - PEMBROKE - PICTON - PORT HOPE - ST. BONIFACE - ST. JEAN
ST. JEROME - SIMCOE - TRAIL - WATERLOO - YORKTON

CORRECTIONS/ADDITIONS TO PROULX (1990) CATALOGUE
SLOGAN POSTAL CANCELS OF CANADA

Supplement No.1 to Revision List No.2
Edited by Cecil C. Coutts January 1993.

Compiled by BNAPS Slogan Study Group

Notes: Slogans shown in brackets, eg. (287) are not catalogued.
A star (*) indicates a correction to Revision List No.2.

- 33 - Add 1969 for Chicoutimi; add 1966-67 for Trois Rivieres.
- 35 - Quebec use is 1964-69.
- 94 - (A) Add Waterloo.
- 94 - (C) Add Farnham and Granby
- 190 - Add Edmonton use in 1969.
- 198 - Spelling is ANNEE
- 238 - Add Trois Rivieres in 1927.
- 295 - Two dies. One with error in spelling - JUILETT instead of JUILLET.
- (287) - ATTEND BALL TOURNAMENT JUNE 23-24-1954 Not seen. Dept. corr. says sent to Lacombe
- 370 - The entry in Revision No.2 is incorrect. Proulx Cat. is correct. ATTEND UNIVERSITY etc.
- 430 - Add Quebec use in 1961.
- (602) - BERTHIERVILLE, CANADA STE-POY-LA-GRANDE, FRANCE VILLES JUMELLES TWIN CITIES Use at Berthierville 1983.
- 800A - Add Montreal 1931.
- 821 - Four cities reported 1964-68. Brantford, Peterborough, St.Catharines, Windsor.
- 852 - Two dies.
- 890A - Add Trois Rivieres 1943.
- 940 - Full text reads CAMPAGNE CENTRAIDE '75 DONNONS GENEREUSEMENT UNITED WAY CAMPAIGN GIVE GENEROUSLY SEPT.19-NOV 6
- 950 - 17 cities reported. Two dies.
- * 1080 - CANADIAN DRAMA FESTIVAL THEATRE CANADIEN JULY 8-19 AOUT Use at Lennoxville 1972.
(A) JULY 14-25 AOUT (1973).
- 1120 - Complete text is CANADIAN INTERNATIONAL TRADE FAIR MAY-30-JUNE-10
- 1324 - (Face is of Bon Homme Carnival) not Face of Girl.
- 1331 - (B) FEV 14-19 FEB (1952)
- 1586 - Disregard the entry in Revision No.2. Catalogue is correct.
- * 1595 - Missing text is JONQUIERE DESBIENS. Add 1979 use at Alma and Jonquiere-Kenogami.
- 1658 - Use is 1965-72.
- 1600 - Full text is CHECK STOP FOR SAPER ROADS VERIFICATION SECURITE ROUTIERE
- 1661 - Use is 1969-86.
- 1713 - Spelling error CIVIL rather than CIVIC during the period Oct.1-5,1959. Die corrected by Oct.6.
- 1744 - Add use at Charlottetown, Edmonton, Halifax.
- 1745 - Add use at Edmonton.
- 1746 - Add use at St.John.
- 1820 - Use is 1960-72.
- 1825 - Quebec use is 1963-66.
- 1900 - Date of 1947 Jubilee is AUG 3-9 (not 4-11).(the year is not included in slogan)
- 2195 - Year is 1958, not 1957.
- (2207) - CONSEIL NATIONAL DES FEMMES APPEL DE FONDS A PARTIR DU 1ER OCTOBRE Use at Montreal 1928.
- 2215 - Quebec use is 1943-46.
- 2216 - Add 1944 use at Edmonton.
- 2230 - 1970 use at Vancouver reads CONSUMERS WEEK SEMAINE DU CONSOMMATEUR MARCH 1-7 MARS
- 2336 - Text reads in part DE WINNIPEG ARENA 27-3-78/2-4-78
- (2241) - CONVENTION MONDIALE ORDRE ROSICRUCIEN A.M.O.R.C. ROSICRUCIAN ORDER WORLD CONVENTION Use at Quebec 1979.
- 2412 - Add Trois Rivieres in 1923; add Hull 1932.
- 2415 - Spelling is Magog, not Magos.
- (2416) - DERBY DE PECHE LAC MEMPHRE MAGOG FESTIVAL D'ETE 29 JUIN-7 JUIL. Use at Magog 1963.
- 2513 - Dates are OCT.26-28-30 OCT.
- 2599 - Add Trois Rivieres.
- 2604 - Add Waterloo.
- 2795 - Cite De Jacques Cartier use is 1965-68.

- 2939S - EMBAUCHEZ UN ETUDIANT CET ETE (Biling) Multi-office use in 1975-83 as follows:
Boucherville 1977-79; Lachine 1977-78; Levis 1978-79; Loretteville 1978, 1980-83; Montmagny 1978;
Pointe Claire Dorval 1977-78; Quebec 1978; Roxboro 1977-78; Ste. Anne De Bellevue 1977-79; St. Jerome 1976-77;
Sept Iles 1978; Thetford Mines 1978; Val D'Or 1977, 1979; Valleyfield 1976; Ville De Laval 1977
H7S 1Z0 1978-79; J4W 1Z0 1978.
- 2939T - Longueuil use is 1977; Val D'Or is 1975-76 only.
- 3028 - Use is 1974-86.
- *(3105) - EXPO DE TIMBRES etc. This entry should have been numbered (3110)
- (3112) - EXPO 83 VALLEE DU RICHELIEU MAI 28-29 MAY (Flag) Use at Beloeil 1983.
- (3135) - EXPOSITION-EXHIBITION BOIS PHILEX I NOV 11-12-13 1983 NOV. VICTORIAVILLE Use at Victoriaville 1983.
- * 3170 - (I) AOUT 12-16 AUG. Use at Rouyn Noranda 1964. *Delete (J)
- 3220 - Levis use is 1928-29.
- (3272) - FESTIVAL D'AUTOMNE DE RIMOUSKI FALL FESTIVAL Use at Rimouski 1982, 1985.
- (3273) - FESTIVAL DE L'OUEST WESTERN FESTIVAL JULY 20-29 JUILLET Use at Dolbeau 1973.
- 3296 - Spelling in part is REGION DE L'AMIANTE ASBESTOS etc.
- *(3304A) - Delete this slogan and number. See (3273)
- (3304D) - FESTIVAL WESTERN WESTERN FESTIVAL ST.ARSINE P.Q. JUILLET 13-22 JULY Use at Riviere Du Loup 1979.
- 3447 - Use is 1963-71.
- (3516E) - POIRE INTERNATIONALE DU LIVRE MONTREAL BOOK FAIR MAI 15-19 MAY '75 Use at Montreal 1975.
- 3539 - Add 1982 use.
- 3648 - Spelling is PAQUEBOT. Use at Quebec, not Toronto.
- 3770 - Add 1984 use.
- (4074A) - GRATUIT VISITEZ VISIT CIVIC PHOTOS DOMINION SQUARE BLDG JAN.24 TO FEB.28 FREE Use at Montreal 1931.
- 4128K - Full date reads MAY-6-MAI 1974
- 4135 - Reads in part NOV. 15th 1966 (not NOVEMBER)
(C) Date is NOV 15 (1969)
(D) Full wording is HADASSAH BAZAAR NOVEMBER 17 VENUE DE CHARITE NOVEMBRE 17
- 4335 - Add Canrose 1969.
- 4343 - The bilingual slogan at New Westminster reads HELP FIGHT CYSTIC FIBROSIS AIDEZ A COMBATTRE
LA FIBROSE KYSTIQUE
- 4460 - Two dies. (variety)
- 4662 - The entry in Revision No. 2 was incorrect. HONOR is correct.
- 4740 - Add Edmonton and Quebec. Spelling in part is SOCIAL JUSTICE
- 4755 - Add 1974 use at Weston. Also, slogan includes the date in the last line - MAY 18 MAI
- 4767 - Add Levis 1928.
- 4823 - Shown in Catalogue as 4923.
- (4903) - Add Quebec use in 1925.
- 4955 - Spelling is JAMBOREE
- (4957) - JEROPHILEX I EXPOSITION PHILATELIQUE PHILATELIC EXHIBITION SEPT.16-17-18 SEPT. ST.JEROME
Use at St. Jerome 1983.
- (5034) - JOUR DE L'ARMISTICE LEGION CANADIENNE COQUELICOTS VETCRAPT Use at Quebec 1929-30.
- 5035 - Use is 1931-33, 1935-41, 1947-48.
- *(5043) - Full text is JOURNEE MONDIALE DE L'ALIMENTATION WORLD FOOD DAY OCTOBER 16 OCTOBRE Use at Prince Albert and
Riviere Du Loup 1982.
- 5057 - Use is 1968-70.
- (5118D) - KERPHILA '76 CENTRE-CENTER ST.DENIS FEB 27-28-29 FEV. Use at Montreal 1976.
- 5213 - Spelling is L'ANNEE DE LA GRANDE PAIX etc.
- *(5230) - Add Quebec 1926. Sherbrooke use is 1928-29, 1931-33. Add Amos 1948, Drummondville 1949,
Grand Mere 1948, 1950, Rimouski 1948.
- 5243 - Add Noranda 1979
- 5290 - Add Chicoutimi.
- 5330 - Add Chicoutimi 1932.
- 5340 - 13 cities reported.
- 5443 - (A) Spelling in part is DE L'ELAN AGRICOLE
- 5474 - Full text of 1972 use reads LIONS TRADE FAIR POIRE COMMERCIAL LIONS MAY 18-19-20 MAI
- (5504) - LOYALIST DAYS JULY 13-22 PRESCOTT ONT. (Bil) Use at Prescott 1979.
- 5554 - Use is 1961-67.

- 5554 (A) The NUMBERS variety used from 1967-70.
- *(5657) - Use at Montreal is confirmed.
- 5850 - (A) Bilingual die reads - MUSEUMS WEEK MAY 26-JUNE 2 SEMAINE DES MUSEES Use at Ottawa 1968.
- 6520 - The year (1925) is not included in the wording of the slogan.
- 6560 - Full text reads OLYMPICS XXI OLYMPIADE SUPORT POLISH CANADIAN PARTICIPANTS
APPUYEZ PARTICIPANTS CANADIENS POLONAIS (no DE after Olympiade)
- (6573) - ON DEBORDE D'ENERGIE AU CENTRE-MAURICE BRIMMING OVER WITH ENERGY Use at Shawinigan 1983-84.
- * 6585 - Vancouver use is 1959 only. Revision No.2 was in error.
- 6679 - Spelling is Riviere Du Loup
- 6708 - Hull use is 1972-76. Sherbrooke is 1974-75, 1977.
- 6735 - 1930 dates are OCTOBER-21-24 (not 21-14)
- 6880 - Spelling in part is NOTRE SOURIRE
- *(6940) - Full text is PENSEZ A LA CUEILLETTE DU PAPIER
- (6968) - PHILATELIC EXHIBITION EXPOSITION PHILATELIQUE Use at Sept Iles 1969-71.
- 7078 - Add Montreal use in 1921.
- 7143 - Use is 1961-72.
- 7260 - PROTECT THE BIRDS etc. Add Victoria use in 1929.
- 7320 - (J) Date is 1923 not 1924.
- 7407 - Spelling is QUEPEX not Quepec.
- * 7480 - Corrected text for 1972 use is REGATES JUILLET 8-9 JULY JUILLET 15-16 JULY REGATTAS.
Add (N) JULY 10-11 1971.
- 7524 - Add 1977 use.
- 7525A - Text reads REGISTER ALL LETTERS OF VALUE FAITES RECOMMANDER TOUTES VOS LETTRES DE VALEUR
A second die reading in part as TOUTES LES LETTRES (not Toutes Vos) saw use at Hull 1925 and
Thetford Mines 1928.
- 7595A - Add use in 1942.
- 7600 - Add (C) 1 AOUT 1970
- 7695 - Spelling is ORDNANCE
- 7715 - Reads in part 50 IEME (not 501)
- (7784H) - SALON DE L'AUTO AUTO SHOW MAI 1-2-3 MAY 1981 Use at Riviere Du Loup 1981.
(A) MAI 7-8-9 MAY 1982
- *(7784J) - SALON DU SPORT MOTORISE MOTOR SPORT SHOW MAY 4-5-6 MAI Use at Riviere Du Loup 1979.
(A) MAI 2-3-4 MAY (1980)
- 7965 - Use should be 1965, not 1963.
- 8060A - Add Quebec use.
- (8127) - SEMAINE DE LA NATATION SWIMMING WEEK APRIL 5-12 AVRIL 1981 Use at Riviere Du Loup 1981.
- * 8133 - There are three different wordings to Proulx 8133. Separate numbers have been given to two of them,
as follows:
- * 8133 - SEMAINE DE L'EDUCATION 3 AU 9 MARS Used at Montreal and Quebec 1963, 68.
- (8133D) - SEMAINE DE L'EDUCATION MARCH 3-9 MARS EDUCATION WEEK Used at Cite De Jacques Cartier, Lachine and
Montreal 1963.
- (8133H) - SEMAINE DE L'EDUCATION DU 3 AU 9 MARS EDUCATION WEEK Used at Cite De Jacques Cartier, Lachine,
Montreal, Quebec and Sherbrooke in 1968.
- 8135 - Add to 1973 usage - Cap De La Madeleine, Hull, Rouyn-Noranda, Quebec, Sherbrooke, Val D'Or.
- 8290 - Spelling is HUNGRY
- *(8362) - Use at Matane is 1981-83.
- 8400 - Reads in part STAMP EXHIBITION (delete SHOW)
- 8465 - Add Vancouver to list of users.
- 8480 - Spelling in part is SMITH'S FALLS Use at Smith's Falls.
- (8511) - SOUSCRIPTION PRET D'HONNEUR DONNEZ GENEREUSEMENT Use at St.Hyacinthe 1964.
- 8520 - Add Quebec 1941.
- 8555A - (A) USE APT.NUMBER (spelling variety, not NUMBERS) Use at Montreal in 1976-77.
- 8570 - Add Medicine Hat use in 1970.
- 8575 - 1965 use reported with spelling SPORTSMEN'S
- (8622) - STAMPEDE AND EXHIBITION JUNE 21-22 Use at Winnipeg 1957.
- 8755A - Montreal use is 1949-55.
- 8925 - (A) Bilingual slogan reads SUPPORT MENTAL HEALTH COMBATTIONS LA MALADIE MENTALE Add use at London in 1974.

- 8935 - Reads in part SUPPORT MOTHERS' MARCH etc. (apostrophy in wrong place)
 8935A - Full text reads SUPPORT MOTHERS' MARCH APPUYEZ LA MARCHE DES MERES
 8936 - Although not seen, this slogan quite likely reads MOTHERS' also
 8960 - Kelowna use is 1956-1963.
 9205 - Add 1967 use.
 9313N - APR 24-25 (1981) use at Beauharnois, Dorion Vaudreuil, Valleyfield.
 (A) APR 23-24 (1982) Beauharnois, Chateaugay, Valleyfield.
 (B) APR 22-23 (1983) Beauharnois, Chateaugay, Valleyfield.
 * 9320 - Full text is TERCENTENARY CELEBRATION IIIe CENTENAIRE MAY 17-18 MAI
 9323 - Add Ville De Laval 1977.
 9325 - Reads in part USC'S 25TH YEAR OTTAWA
 9500 - Date reads APR-13-14-1928 (not April)
 *(9642) - Add use at Sherbrooke 1981.
 9675 - French text reads in part DES TRANSPORTS
 9842A - Full text is USE POST OFFICE MONEY ORDERS SERVEZ VOUS DES MANDATS DE POST Use at Levis 1927.
 (A) French text changed to EMPLOYEZ LES MANDATS DE POSTE Various cities 1930-50.
 (9878) - UTILISEZ CODES POSTALES USE POSTAL CODES Use at Quebec 1972. This is a correction to the spelling of 9880.
 * 9880 - UTILISEZ CODES POSTAUX USE POSTAL CODES Use at Quebec 1972. Postaux was improperly used. See (9878).
 9882 - 17 cities reported 1972-73 as follows:
 1972 - Alma, Asbestos, Cap De La Madeleine, Chicoutimi, Dolbeau, Drummondville, Hull,
 Jonquiere Kenogami, Mont Laurier, Montmagny, Nicolet, Quebec, Roberval, Rouyn-Noranda, Shawinigan
 Thetford Mines, Trois Rivieres.
 1973 - Chicoutimi, Quebec.
 9915 - 16 cities reported in 1960. Possibly a lesser number of users in 1961-63.
 9925 - (A) Date reads AUG.30-SEP.6 1913
 9944 - Dates are MAY 9-10-11.
 9953 - Date is MAY-23RD-24TH (not 23-24)
 *(10003A) Add Beauharnois, St.Jean Sur Richelieu.
 (10004E) VISITEZ VISIT PHILEXPO IV MAR.14-15-16 MARS Use at Rimouski 1971.
 (A) PHILEXPO V MARS 19-20-21 MAR (1972)
 10012 - (D) AUGUST 14 1965 Fergus die spells August in full.
 10025 - Full text is VISIT NATIONAL PRODUCED IN CANADA EXHIBITION EXPOSITION NATIONALE DES PRODUITS DU
 CANADA MONTREAL 4-14 NOV 1936
 * 10147 - COUNTY is correct. Catalogue is correct.
 *10164G - VISIT HURONIA POTTERY AND ART FAIR JULY 5-6 Use at Collingwood 1969.
 10195 - (I) Date reads 21 AUG.-6 SEPT. (not AUG 21-SEPT 6)
 10250P - Add 1976 use at Islington.
 10260 - VISIT YOUR SCHOOLS EDUCATION WEEK Use at Brantford 1959-60, Sarnia 1956-57,59
 10280 - Trois Rivieres use is 1963-64, 68.
 (10301) - VOTEZ COMME VOUS VOUDREZ MAIS VOTEZ VOTE AS YOU WISH, BUT VOTE Use atQuebec 1932. See 10293 which probably
 does not exist.
 10350 - Add 1919 use at Truro; add 1921 use at Montreal.
 10403 - WELCOME TO MILE OF GOLD WINTER CARNIVAL FEB 2-3-4 1962 Use at Kirkland Lake 1962.
 (A) FEB 1-2-3 1963
 10641 - Full text is WORLD FOOD DAY JOURNEE MONDIALE DE L'ALIMENTATION OCTOBER 16 OCTOBRE 1982-83 use reported
 as follows: 1982 - Flin Flon, Kenora, Moose Jaw, Quebec, Sydney. 1983 at Moose Jaw and Grande Prairie.
 *(10642)- Delete this entry. See 10641.
 10695 - Spelling is POULTRY

BACK OF THE BOOK

Hand Cancels .

- 4 - BROME FAIR REMEMBER THE DATES SEPT.6TH,7TH,8TH Use at Foster 1926.
 (A) SEPT.5TH,6TH,7TH (1927)
 (D) SEPT.1ST,2ND,3RD (1941)
 (4D) - CENTENAIRES ILE PERROT CENTENARIES Use at Ile Perrot Sud in 1949.

- (4H) - CHAMPIONNAT PROVINCIAL DES SAUTS PROVINCIAL SKI JUMPING CHAMPIONSHIP VALLEE JUNCTION FEBRUARY 16 FEVRIER
Use at Vallee Junction (Proof book impression but year unknown.)
- (21D) - VISIT VAL D'OR FOR FIREMEN' FIELD DAY JULY 1ST Use at Val D'Or 1941.
- (21H) - VISIT VAL D'OR FOR THE DOG DERBY MARCH 1ST TO 6TH,1939 Use at Val D'Or 1939.

Special Service Markings .

- (2) - CANADA POSTAGE PAID PORT PAYE PERMIT 4 Quebec use 1946-47.
- 5 - Montreal use is 1936-45.
 - (A) MONTREAL QUEBEC (in the grid). Use at Montreal 1959-65. Slogan is always to the left of the dater hub.
- 8 - Add Montreal use 1936 and 1942. Violet ink in 1942.
- 16 - FREE No wavy lines, no killer bars. Letters 7.5 mm high. Use at Ottawa 1918-19, 1928, 1930-33, 1941, 1951-52.
 - (A) Letters 15.5 mm high. Use at Ottawa 1944-46.
- 17 - FREE With wavy line killer bars. Letters 6 mm high. Ottawa use 1935-40.
- * 19 - FREE CANADA FRANCO "Canada" is 30 mm in length. Ottawa use 1956, 58.
 - (A) Canada is 19.5 mm in length. Ottawa use 1960, 62.
- 32 - Add Vancouver use in 1934. Quebec use is 1929, 34, 38. Victoria use in 1934 is now questionable.
- * (36) - Quebec use is 1917-20, 1922-23, 1925.

AN UNUSUAL DATING PROBLEM

The proof book illustrates a proof and matching receipt strike of NELSON's slogan 1900, COME TO GOLDEN JUBILEE NELSON, B.C. AUG.4-11-1947. This indicates that a die with this wording and dating was delivered to Ottawa, sent to Nelson and receipted on June 16, 1947.

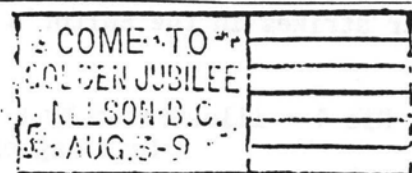
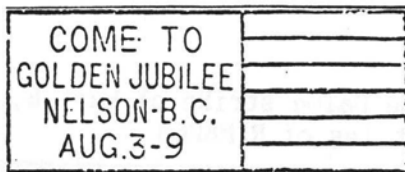
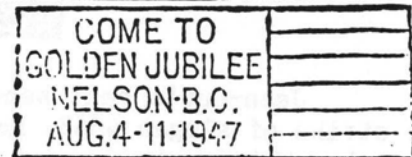
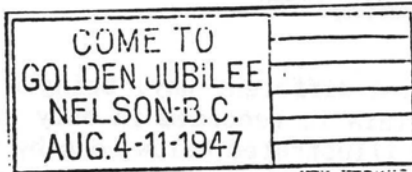
Since it was receipted, it is possible that it had some use, but if so very limited, because there is also another proof of a different die, although with the same wording, but with dates AUG.3-9, which is receipted August 5, 1947. This suggests that the original die's dates were incorrect, that this was discovered either immediately or after short use, and a new die with corrected dates sent out somewhat later.

However, the revised dating die has been seen as early as July 15, well before the receipt strike Aug. 5 date, and it has on the reverse a large green and gold seal of the Jubilee showing the Aug.3-9 dates. Since this seal had probably been prepared locally some time before its July 15 use, it can be assumed that AUG.3-9 were the intended dates, not a late change, and that a corrected die was issued well before the Aug. 5 receipt strike date.

The question therefore arises as to whether the incorrectly dated die actually had any use, other than on the receipt strike of June 16, or was retired immediately after receipt and the only actual use was from the corrected die at some date after June 16, but probably well prior to the July 16 earliest so far seen.

Members should check holdings of this slogan, and if they have a strike from the original die, probably only in the second half of June, 1947 if at all, may cherish it as a relatively rare item.

The two proofs and two receipt strikes and the official seal are illustrated below.



FURTHER TO EARLY WINNIPEG USE

This subject was presented in prior issue 28, but recent photos from Jean-Guy Dalpe have produced interesting additions. Jean-Guy is much noted for his specialized interest in the slogans of Quebec province, so it was somewhat surprising to have him send three important photos of early usage in so mundane an office as WINNIPEG.

One photo is of a Jan. 23, 1923 strike of slogan 387, AUTO & RADIO EQUIPMENT SHOW, which has been previously established as consisting of three U dies issued in late 1922, retained to 1923. However, while two of the dies are quite common, the third has only been reported in one strike, but this is a second. It is interesting to note that the three dies, illustrated below, follow the normal WINNIPEG pattern of this period in having different numbers of cuts in the left line of the slogan box.

Die 1

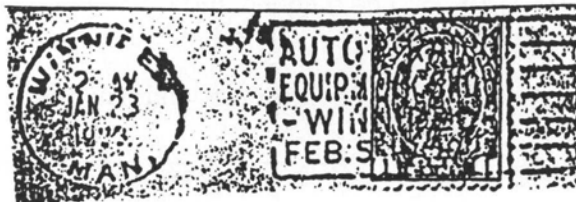
Die 2

T/AUTO directly over I/EQUIPMENT
two cuts at left

T/AUTO slightly left of I/EQUIPMENT
one cut at left



Die 3 - T/AUTO slightly right of I/EQUIPMENT - three cuts at left



Jean-Guy's next sending is interesting in a different way, being a Mar. 8, 1921 strike of slogan 4563, HOME BUILDING EXPOSITION. This is recorded in only two dies, although a third had appeared possible. The two are illustrated below, one by the only receipt strike in the Proof Book and Jean-Guy's strike, and the other by one of two clear strikes in the Editor's collection.

Die 1 - illustrated by a receipt strike and the Dalpe strike of Mar. 8, 1921
left leg of W/WINNIPEG over left leg of R/MARCH



Die 2 - illustrated by an actual strike,
left leg of W/WINNIPEG over right side of R/MARCH

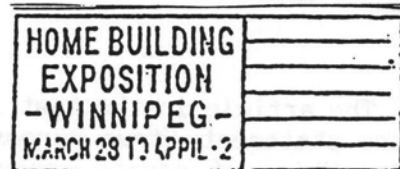
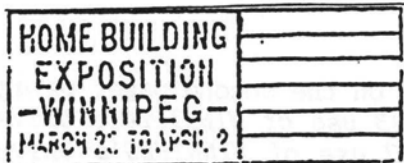


An actual strike of die 1 had not been seen before Jean-Guy's sending, but the receipt strike is odd. There are no cuts in the left side of the box, but the right side has been clearly cut in three places. This suggests a new experiment in box cutting, which would be reasonable if the purpose of the cuts was to drain off excess ink.

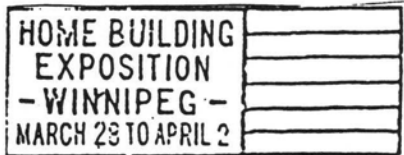
Jean-Guy's strike, although partial and quite unclear, does seem to show the same pattern of cuts at the right as appears on the receipt strike, but also shows three cuts at the left. This would suggest that the experiment of cutting only at the right was unsuccessful, so cuts at the left were resumed, but not until after the die had been receipted on Jan. 3, 1921.

There is a further oddity about this slogan, as illustrated below. In the Pritchard & Andrews proof book, there are two proofs of the slogan on one page and another two on the next. The two dies of each pair of proofs differ from one another, but the two pairs do not match, so there are illustrations of four dies.

1st pair of P & A proofs



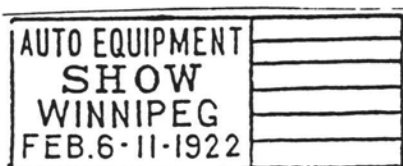
2nd pair of P & A proofs



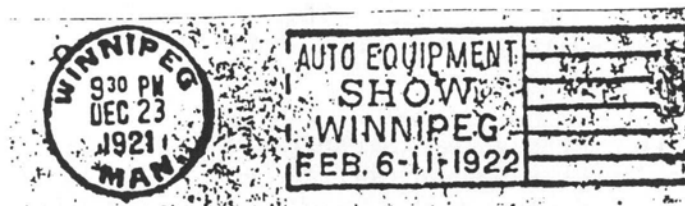
The 2nd pair match the two recorded dies, but there is no known usage of the 1st pair and it is almost impossible that all four dies were issued. This suggests that the 1st pair were discarded as unsatisfactory and replaced by the 2nd pair. There are no obvious errors in the 1st pair, but the slogan boxes are about one mm. narrower and the lettering slightly more cramped than in the 2nd. In any event, the fact that these are pairs, rather than trios, seems to indicate that only two dies were used, rather than the three that might have been anticipated.

Jean-Guy's third photo seems to support the premise that the P & A proof of slogan 388, AUTO EQUIPMENT SHOW with "6" reversed, was corrected and issued, to confirm three dies of this slogan, as illustrated below.

Die 1 - illustrated by a P & A proof and a receipt strike with two breaks at left.
O/AUTO centered over S/SHOW



Die 2 - illustrated by a receipt strike with three breaks at left.
O/AUTO left of center S/SHOW



Die 3 - illustrated by P & A incorrect proof and Jean-Guy's strike of Feb. 4, 1922
with one break at left - O/AUTO right of center S/SHOW



The article in the last issue had a bad typo. On the second page, paragraph two, is the statement "*true purpose in the early 1912-13 use of WINNIPEG'S Universal machines*". This, of course, should have read "*1919-23 use of WINNIPEG's Universal machines.*"

**ADVISE YOUR
CORRESPONDENTS OF YOUR CORRECT
POST OFFICE ADDRESS**

Slogan 63 was classified with related slogans 55 and 61 in Issue 23. There are no significant changes in slogans 55 and 61, but reports from members established that separating slogan 63 into seven dies was incorrect. The illustrations of dies 6 and 7 were duplicates and elimination of die 7 changes the re-issue sequence of most of the other six dies. Accordingly, the following is an illustrated revision of slogan 63 usage as it now appears to be.

Two offices with documented use have not been seen, so die identification is not known.

PORT ARTHUR - 24.01.31

COLLINGWOOD - 25.08.31

Format A, Universal die 1



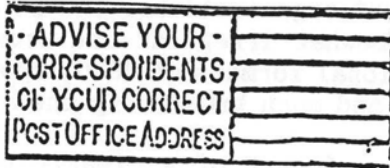
| | | |
|----------------|------------|------------|
| BELLEVILLE | 22.05.29 S | 22.07.29 S |
| ST. CATHARINES | 22.08.22 S | 23.11.21 S |

Format A, Universal die 2



| | | | | | |
|-------------|------------|------------|------------|----------|----------|
| EDMONTON | 22.05.02 S | 22.05.15 S | HALIFAX | 25.07.23 | 27.07.05 |
| VANCOUVER | 22.07.20 S | 22.09.01 S | OWEN SOUND | 27.10.19 | |
| PORT ARTHUR | 22.12.03 S | 22.12.12 S | SASKATOON | 28.12.10 | 29.03.11 |
| MONCTON | 23.04.12 | 23.09.23 S | LETHBRIDGE | 30.01.08 | 30.11.15 |
| KITCHENER | 24.01.03 | 24.04.25 S | LONDON | 33.03.21 | 33.06.05 |
| ST. JOHN | 25.01.21 | 25.05.09 | WINNIPEG | 33.09.09 | 33.10.18 |

Format A, Universal die 3



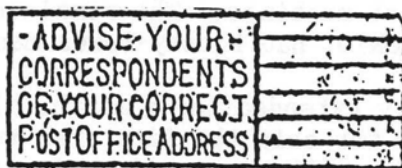
| | | | | | |
|---------------|------------|------------|----------------|----------|------------|
| FORT WILLIAM | 22.06.12 S | | SARNIA | 25.10.19 | 25.11.03 S |
| PORT ARTHUR | 22.08.22 S | | STRATFORD | 27.10.20 | 29.02.01 |
| VICTORIA | 22.12.22 S | 23.01.16 S | PRINCE RUPERT | 30.01.06 | 30.05.23 |
| ST. HYACINTHE | 23.03.19 | | CARLETON PLACE | 30.07.24 | 33.05.21 |

Format A, Universal die 4



| | | | | | |
|--------------|------------|-------------|----------|----------|----------|
| WINNIPEG | 22.07.05 S | 22.08.11 S | KINGSTON | 25.01.15 | 27.01.11 |
| LONDON | 23.04.06 S | | GALT | 26.03.27 | 26.05.25 |
| MEDICINE HAT | 23.09.10 | 23.12.12 S | LONDON | 26.09.05 | 26.11.06 |
| | | 1924 report | | | |

Format A, Universal die 5



| | | | | | |
|---------------|------------|------------|---------------|------------|------------|
| CHARLOTTETOWN | 22.05. ? S | | WINNIPEG | 25.05.12 | |
| WALKERVILLE | 23.09.13 | | NIAGARA FALLS | 25.07.29 | 27.05.02 |
| VICTORIA | 23.12.04 | 24.01.22 S | SUDBURY | 29.01.25 | 29.02.04 S |
| WOODSTOCK | 24.02.14 | | NIAGARA FALLS | 54.05.15 S | 65.11.20 S |

Format A, Universal die 6



| | | | | | |
|---------------|------------|------------|-------------|-------------|------------|
| WINDSOR | 22.05.07 S | | NANAIMO | 23.01.25 | 33.05.05 |
| VANCOUVER | 23.09.10 | 23.10.24 S | VANCOUVER | 34.04.14 | 34.11.12 |
| PRINCE RUPERT | 23.11.30 | 23.12.29 S | PENTICTON | 45.11.27 | 46.12.10 S |
| SASKATOON | 24.03.12 | 24.06.15 S | GODERICH | 48.01.27 | |
| LETHBRIDGE | 25.01.15 | 25.02.16 S | VERNON | 48.05.11 S | 48.07.12 S |
| CORNWALL | 26.05.05 S | 26.06.02 S | BRACEBRIDGE | 48.09.21 | |
| PRESCOTT | 27.19.19 | 28.07.10 | KAMLOOPS | 49.01.17 | 49.10.21 S |
| REGINA | 28.09.17 | 28.11.19 | SELKIRK | 1957 report | 83.04.06 S |

GIVE TO CONQUER CANCER

Slogan 3880

Shortly after the end of WW II, a considerable number of Canadian slogans began to be sponsored by groups appealing for funds to combat various diseases, especially cancer and tuberculosis. There had been slogans of a similar nature issued much earlier, notably the Toronto proprietary **HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES**, first issued in 1913 and continuing for many years, plus the very limited multi-office use of **HELP CANADA CONQUER CANCER** in 1935. However, these were either local issues, or if multi-office, limited in their duration.

The first major multi-office slogan of this nature originated when a national group, probably the Canadian equivalent to the American Cancer Society, began sponsoring a Dominion-wide annual appeal for funds to combat cancer with slogan 3880 in 1946, which continued in its original format until 1962. Since this use extended past the period during which the Proof Book was maintained, only use to 1952 is reasonably well documented, but the later years from 1953 to 1962 cannot be definitively established. For this reason, the Editor had previously hesitated to attempt classifying the slogan.

However, preliminary study indicated that this slogan was so interestingly related to others as to warrant some attention. There is clearly a direct connection between it and other multi-office anti-cancer slogans that had some concurrent periods of use and much overlap of using offices. These were 3005, **ENROLL TO CONQUER CANCER**, first issued in 1947-48 and revived in 1955-62, 3412 **FIGHT CANCER GIVE NOW**, initiated in 1951 and continued into the 1960's, a brief revival of 4310 **HELP CANADA CONQUER CANCER** in 1955 and the considerably later 1260 **CANCER CAN BE BEATEN** of 1969-73.

Although most usage of these very similar related slogans is beyond the documented period, there is enough reported data to strongly suggest that it was most unlikely that these would have been sponsored by different organizations, and in effect competed with 3880. Rather, it appears that their somewhat irregular use from 1947 until into the 1970's may have been replacement or additional formats of 3880, sponsored by the same organization, with the intent of continuing and much broadening the appeal.

If in fact slogan 3880 is only the preliminary format of a clearly related major group of slogans, all advertising the same cause and probably under the same sponsorship, extending some thirty years from its 1946 origination, it seemed desirable to at least classify the documented use to 1952 and give some indication of what followed.

Original 1946 issue of 3880 was of nine dies, sent to the standard group of English speaking nation-wide major offices. They were OTTAWA and one large city in each of eight provinces, excluding Quebec. Possibly because MONTREAL began use of a proprietary Fight Cancer bilingual slogan 4510 in 1946, no bilingual dies of 3880 were issued. The nine English dies were of two machine types, as the three Maritime offices, HALIFAX, ST. JOHN and CHARLOTTETOWN, still used Perfect machines. The remaining six, VANCOUVER, EDMONTON, REGINA, WINNIPEG, OTTAWA and TORONTO, had Pitney-Bowes machines.

Issue was made in early April and use normally extended for a month, although in several years one or more offices retained its die for only the first two weeks in April, then re-issued it to a smaller neighboring office. This extension of use first took place in 1946, when the die originally issued to VANCOUVER was re-issued to VICTORIA, not in mid-April as would later be the case, but well into May. Therefore, 1946 use was by ten offices, using nine dies.

In 1947, all nine dies were issued in early April and there is no record of any subsequent re-issue during that year. However, the using offices varied somewhat from the 1946 usage. The three Perfect dies were randomly re-issued to the same Maritime offices that had used them in 1946, but the Pitney-Bowes group omitted OTTAWA and TORONTO, which were replaced by VICTORIA and LONDON. The 1947 use was therefore at only nine offices from nine dies.

It is pertinent to the concept of a related group of slogans that, while OTTAWA and TORONTO were omitted from the slogan 3880 usage in 1947-48, they were not omitted from the appeal in this period. Each office had 1947-48 use of one of two new dies of slogan 3005, **ENROLL TO CONQUER CANCER**, first issued in these two years, then placed in reserve until re-issued in 1955. In 1949-50, both offices were again issued dies of 3880, but from 1951 both began continuing use of 3412, **FIGHT CANCER GIVE NOW** when that related slogan was introduced in 1951.

Use of 3880 expanded in 1948 with the issue of one new Pitney-Bowes and two new Perfect dies. The three original Maritime offices received Perfect dies in early April, and so did two offices without prior use, CALGARY and MEDICINE HAT. Also, the P die issued to MEDICINE HAT was re-issued to LETHBRIDGE in mid-April, so the five Perfect dies were used by six offices. VANCOUVER, VICTORIA, EDMONTON, REGINA, WINNIPEG and LONDON were randomly re-issued Pitney-Bowes dies, as in 1947, but the additional PB die made possible the rather surprising inclusion of DRUMHELLER in this group, a relatively small office. Total 1948 use was therefore at thirteen offices, using twelve dies.

A further expansion of use occurred in 1949, when one new P and two new PB dies were added, but only five of the six available P dies are documented as issued. Four went to the three original Maritime offices plus to CALGARY, as in 1948, with the fifth issued to PRINCE RUPERT. There is no record of 1949 use at either MEDICINE HAT or LETHBRIDGE, but as mentioned, there was a sixth P die available, which may have been used, although an appropriate office is not documented or reported.

In 1949 nine PB dies were available. Four were re-issued to PB offices that used the slogan in 1948, LONDON, REGINA, VANCOUVER and VICTORIA, the other five to HAMILTON, KINGSTON and NEW WESTMINSTER for first time usage, and to OTTAWA and TORONTO for revived use. DRUMHELLER, EDMONTON and WINNIPEG, with 1948 use, were omitted.

From 1950 to 1952 six P and nine PB dies were available. In 1950 all six P dies and eight of nine PB dies are documented as issued. There is a report of LONDON 1950 use, but no receipt strike, so it may be that LONDON used the ninth PB die.

An oddity of 1950 usage is that a PB die is receipted from OTTAWA on March 27, several days earlier than any of the other receipt strike dates, but the same die was then receipted from TORONTO on April 1st. While there had been prior instances of a die being used at two offices in a given year, their interval between the two issues was greater than the only four days in this instance. Because of the OTTAWA-TORONTO joint use of one die, there were fifteen documented using offices in 1950, with LONDON as a reported but undocumented sixteenth.

In 1951, all fifteen available dies are documented as having been issued, and five of them were re-issued to a second office after about two weeks use. Therefore, the fifteen dies were used by a total of twenty offices. One PB die has not been recorded after 1951, so it may be assumed that it was damaged and not replaced. Also in 1951, five P and five PB dies of 3412 were introduced, so there were actually thirty offices with combined use of 3880 and 3412. It should be noted that nine of the ten 3412 using offices had previously used 3880, the only exception being first time use of a cancer related slogan at SASKATOON. This certainly suggests that the original appeal had been much broadened by slogan 3412 as a new format of additional dies, rather than as a completely separate slogan.

All six P dies were issued in 1952, but one was re-issued after two weeks to a seventh office. Also, there is a reliable report of undocumented 1952 Perfect use at TRAIL, so if this is correct, one of the other five P dies must also have been re-issued. Seven of the eight PB dies are receipted and two of them re-issued to an eighth and ninth office. There is a reliable report of undocumented 1952 Pitney-Bowes use at NEW WESTMINSTER, so if this is correct, it may have used the unaccounted for PB die that was not receipted. The total of confirmed 1952 using offices for 3880 is therefore sixteen, plus two very probable reports.

Also in 1952, two new dies of 3412 were added to the original ten and all twelve are documented as used, bringing the total combined use of 3880 and 3412 again to thirty offices.

Although there are several pages of proofs and receipt strikes for 1953, they are obviously incomplete, not including anything for slogan 3880 or 3412, and the Proof Book was not maintained thereafter. Nevertheless, 3880 use is reported or seen until 1962 and 3412 until 1968, but a definitive listing with all dies identified cannot be made after 1952. It can be assumed that the Perfect dies were obsolete during or after 1955, when Perfect machines were withdrawn from all but a few very small offices. However, all 3880 material seen from 1955 matches prior known PB dies, which suggests that the Perfect dies were not replaced and that all the 3880 later use was only from the earlier PB dies, together with PB dies of other related slogan formats.

Appendix A and C give the documented 1946-52 usage of 3880, but an Appendix B is added that lists seen or reported 1953-62 material with die identification when seen, plus non-identifiable reports from CPSGB and from some members of our group. This at least gives an indication of the extent of the 1953-62 usage.

Additionally, a special Table has been prepared which lists cancer related slogan use from the fifty-one offices confirmed or reported as having used any of the four related formats in the period 1947-62. It must be stressed that most of the 1953-62 use is based on unseen reports only, so it may be both incorrect and incomplete. Also, it can be noted that in four instances there are reports of an office using two formats in one year. This seen as more likely erroneous reporting than actual practice.

In any event, the Table certainly gives considerable support to the concept that these four differently worded slogans were a related group, with a single message and purpose, distributed more or less randomly to a growing list of offices as more dies in one format or another became available. The table ends when the reported usage of 3880 ceased, as too little is known about the post 1962 use of the other formats or of the introduction of slogan 1260 and the 1260-A bilingual version to continue it.

However, it is not unreasonable to assume that, by the time of the introduction of 1260 and 1260-A, most dies of the original four formats were no longer serviceable, so were replaced by this new format with a different wording that was nevertheless essentially a continuation of the basic message, used at much the same group of offices as in the prior years.

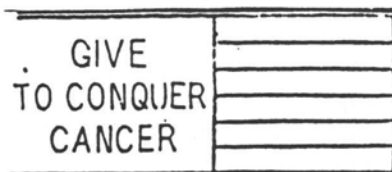
Incidentally, although no research has yet been done on the subject, it is very possible that much the same concept of different but related wordings of the same message applies to the considerable number of fund appeal slogans pertaining to the fight against T.B.

Table of 1947 usage of cancer related slogans 3005, 3412, 3880 and 4310

| OFFICE | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | 1960 | 1961 | 1962 |
|---------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| BRANDON | | | | | | | | | | | | 3412 | 3412 | 3412 | 3412 | 3412 |
| BRANTFORD | | | | | | | | 3412 | | | 3412 | 3412 | 3880 | 3880 | 3412 | 3412 |
| CALGARY | | 3880 | 3880 | 3880 | 3412 | 3412 | 3412 | 3880 | 3880 | 3412 | 3412 | 3412 | 3412 | 3880 | 3412 | 3412 |
| CHARLOTTETOWN | 3880 | 3880 | 3880 | 3880 | | 3880 | | | | | | | | | | |
| CHILLIWACK | | | | | | | 3412 | 3880 | 3880 | 3412 | 3412 | 3412 | 3880 | 3412 | 3412 | 3412 |
| CORNER BROOK | | | | | | | | | | | 3880 | 3412 | 3412 | 3412 | 3880 | 3412 |
| DRUMHELLER | | 3880 | | | | | | | | | | | | | | |
| EDMONTON | 3880 | 3880 | | | 3880 | 3412 | 3880 | 3880 | 3880 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| FORT WILLIAM | | | | | | | | | | | | | | | | 3412 |
| FREDERICTON | | | | | | | | | 3412 | | | 3880 | 3005 | 3412 | 3880 | 3412 |
| HALIFAX | 3880 | 3880 | 3880 | 3880 | 3412 | 3412 | 3880 | 3412 | 3412 | 3412 | 3880 | 3412 | 3412 | 3412 | 3412 | 3412 |
| HAMILTON | | | 3880 | 3880 | 3412 | 3412 | 3880 | 3412 | 3412 | 3880 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| | | | | | | | 3412 | | | | | | | | | |
| KAMLOOPS | | | | | 3880 | 3880 | | | | | | | | | | |
| KELOWNA | | | | | 3880 | 3880 | | | | | | | | | | |
| KENORA | | | | | | | | | | | | | | | 3412 | 3412 |
| KINGSTON | | | 3880 | 3880 | | | | | | | | | | | | 3412 |
| LETHBRIDGE | | 3880 | | | 3880 | 3880 | | | 4310 | | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| LONDON | 3880 | 3880 | 3880 | 3880 | 3412 | 3412 | 3880 | 3412 | 3005 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| MEDICINE HAT | | 3880 | | | 3880 | 3880 | | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| MONCTON | | | | 3880 | 3412 | 3412 | 3880 | 3412 | | | | | | | | |
| MOOSE JAW | | | | | 3880 | 3880 | | 3412 | 3880 | 3412 | 3412 | | | 3412 | 3412 | 3412 |
| | | | | | | | | | 3412 | | | | | | | |
| NANAIMO | | | | | 3880 | 3880 | 3412 | 3880 | 3412 | 3412 | 3880 | 3880 | 3412 | 3412 | 3412 | 3880 |
| NELSON | | | | | 3880 | 3880 | | | | | | | | | | |
| NEW WEST. | | | 3880 | 3880 | 3880 | 3880 | 3412 | 3880 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| NORTH BAY | | | | | | | | | | | | | | | | 3412 |
| OTTAWA | 3005 | 3005 | 3880 | 3880 | 3412 | 3412 | 3412 | 3412 | 3412 | | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| PENTICTON | | | | | 3880 | 3880 | | | | | | | | | | |
| PETERBOROUGH | | | | | | | | | | | | | | | | 3412 |
| PORTAGE | | | | | | | | | | | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| PORT ARTHUR | | | | | | | | | | | | | | | | 3412 |
| PR. ALBERT | | | | | 3880 | | | | | 3412 | 3412 | 3412 | | 3880 | 3412 | 3412 |
| | | | | | | | | | | | | | | 3412 | | |
| PR. GEORGE | | | | | 3880 | | | | | | | | | | | |
| PR. RUPERT | | | 3880 | 3880 | 3880 | 3880 | | | 4310 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3880 |
| RED DEER | | | | | 3880 | 3880 | | | | | | | | | | |
| REGINA | 3880 | 3880 | 3880 | 3880 | 3880 | 3880 | 3880 | 3412 | 3880 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| ST. JOHN | 3880 | 3880 | 3880 | 3880 | 3412 | 3412 | 3880 | 3412 | 3880 | 3412 | 3880 | 3412 | 3412 | 3412 | 3005 | 3412 |
| ST. JOHN'S | | | | | | 3412 | | 3412 | 3412 | | | 3412 | 3412 | | 3880 | 3412 |
| SARNIA | | | | | | | 3412 | 3412 | | 3880 | 3412 | 3412 | 3412 | | 3412 | 3412 |
| SASKATOON | | | | | 3412 | 3412 | 3412 | | 3412 | 3412 | 3412 | 3412 | 3412 | | 3412 | |
| SAULT | | | | | | | | | | | | | | | | 3412 |
| SYDNEY | | | | | 3880 | 3880 | | 3412 | 3880 | 3005 | 3005 | | 3412 | | 3880 | 3880 |
| THE PAS | | | | | | | | | | | | | 3880 | | 3412 | 3412 |
| TORONTO | 3005 | 3005 | 3880 | 3880 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| TRAIL | | | | | 3880 | 3880 | 3412 | | 3412 | 3412 | 3412 | 3005 | 3412 | 3412 | 3412 | 3005 |
| TRURO | | | | | | | | | 3412 | | | | | | | |
| VANCOUVER | 3880 | 3880 | 3880 | 3880 | 3412 | 3412 | 3412 | 3880 | 3880 | 3412 | 3412 | 3412 | 3412 | | 3412 | 3412 |
| VERNON | | | | | 3880 | 3880 | | | | | | | | | | |
| VICTORIA | 3880 | 3880 | 3880 | 3880 | 3880 | 3880 | 3412 | 3880 | | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |
| WELLAND | | | | | | | | | 3412 | 3880 | 3412 | 3412 | 3412 | 3880 | 3412 | 3412 |
| WINDSOR | | | | 3880 | 3880 | 3880 | | | | | 3880 | 3880 | 3412 | 3412 | 3412 | 3880 |
| | | | | | | | | | | | 3412 | | | | | |
| WINNIPEG | 3880 | 3880 | | | | | | | | | 3412 | 3412 | 3412 | 3412 | 3412 | 3412 |

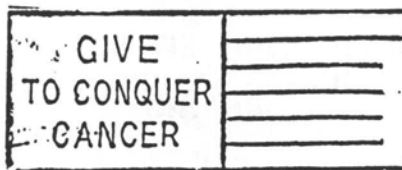
APPENDIX A

Pitney-Bowes die 4



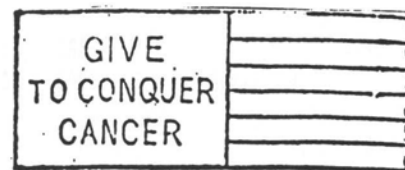
TORONTO 46.04.06
 EDMONTON 47.04.01
 REGINA 48.04.10
 TORONTO 49.03.31
 NEW WESTMINSTER 50.04.01
 EDMONTON 51.04.01
 Not recorded after 1951

Pitney-Bowes die 5



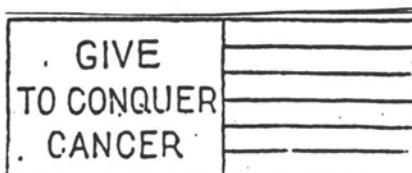
VANCOUVER 46.04.04 1st 1946 use
 VICTORIA 46.05.26 2nd 1946 use
 WINNIPEG 47.04.01
 DRUMHELLER 48.04.17
 LONDON 49.04.01
 OTTAWA 50.03.27 1st 1950 use
 TORONTO 50.04.01 2nd 1950 use
 KAMLOOPS 51.04.03 1st 1951 use
 VERNON 51.04.18 2nd 1951 use
 WINDSOR 52.04.01 1st 1952 use
 PENTICTON 52.04.17 2nd 1952 use

Pitney-Bowes die 6



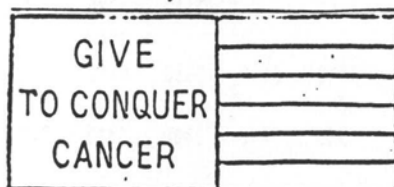
WINNIPEG 46.04.06
 LONDON 47.04.01
 VICTORIA 48.04.23
 VANCOUVER 49.04.01
 VANCOUVER 50.04.01
 REGINA 51.04.14
 KELOWNA 52.04.01

Pitney-Bowes die 7



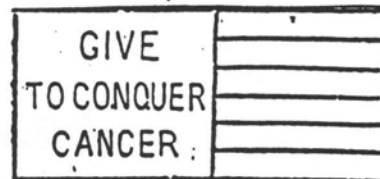
WINNIPEG 48.04.06
 HAMILTON 49.04.01
 HAMILTON 50.04.01
 VICTORIA 51.04.01 1st 1951 use
 NEW WESTMINSTER 51.04.17 2nd 1951 use
 REGINA 52.04.12

Pitney-Bowes die 8



KINGSTON 49.04.03
 REGINA 50.04.03
 RED DEER 51.04.02
 KAMLOOPS 52.04.15

Pitney-Bowes die 9



OTTAWA 49.04.02
 LONDON ? reported only 1950 use
 may be from this die
 PRINCE GEORGE 51.04.20
 NEW WESTMINSTER ? reported only 1952 use
 may be from this die

APPENDIX B

BRANTFORD 53 REPORT
 EDMONTON PB-9 53.04.10 S
 HALIFAX 53 REPORT
 HAMILTON PB-5 53.04.16 S
 LONDON PB-2 53.04.03 S
 MONCTON 53 REPORT
 REGINA 53 REPORT
 ST. JOHN 53 REPORT

CALGARY 54 REPORT
 CHILLIWACK 54 REPORT
 EDMONTON PB-8 54.04.23 S
 NANAIMO PB-9 54.05.05 S
 NEW WEST. PB-2 54.04.10 S
 VANCOUVER PB-3 54.04.02 S
 VICTORIA PB-5 54.05.05 S

BRANTFORD 55 REPORT
 CHILLIWACK PB-2 55.04.16 S

EDMONTON PB-3 55.04.20 S
 MOOSE JAW 55 REPORT
 REGINA 55 REPORT
 ST. JOHN 55 REPORT
 SYDNEY 55 REPORT
 VANCOUVER PB-8 55.04.15 S

HAMILTON PB-3 56.04.27 S
 SARNIA 56 REPORT
 WELLAND PB-8 56.04.11 S

CORNER BROOK 57 REPORT
 HALIFAX PB-6 57.04.20 S
 NANAIMO PB-2 57.04.07 S
 ST. JOHN PB-3 57.04.16 S

FREDERICTON PB-6 58.04.29 S
 NANAIMO PB-2 58.04.07 S
 WINDSOR PB-3 58.04.15 S

BRANTFORD PB-2 59.04.16 S
 CHILLIWACK PB-6 59.04.22 S
 THE PAS 59 REPORT

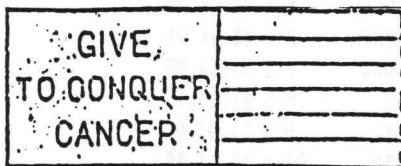
BRANTFORD 60 REPORT
 CALGARY PB-3 60.04.29 S
 PRINCE ALBERT 60 REPORT
 WELLAND 60 REPORT

CORNER BROOK 61 REPORT
 FREDERICTON 61 REPORT
 ST. JOHN'S 61 REPORT
 SYDNEY 61 REPORT

NANAIMO 62 REPORT
 PRINCE RUPERT 62 REPORT
 SYDNEY 62 REPORT
 WINDSOR 62 REPORT

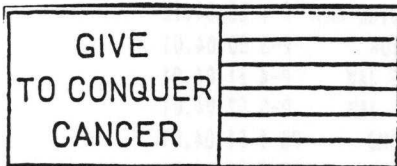
APPENDIX A

Perfect die 1



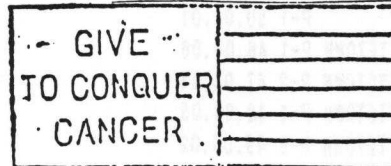
CHARLOTTETOWN 46.04.06
 ST. JOHN 47.04.01
 CHARLOTTETOWN 48.04.05
 Probable undocumented 1949 use
 CALGARY 50.04.01
 TRAIL 51.04.02
 LETHBRIDGE 52.04.01 1st 1952 use
 MEDICINE HAT 52.04.16 2nd 1952 use
 Probable undocumented 1952 use

Perfect die 2



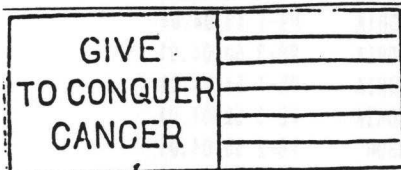
HALIFAX 46.04.08
 CHARLOTTETOWN 47.04.14
 CALGARY 48.04.05
 CALGARY 49.04.01
 ST. JOHN 50.04.03
 NELSON 51.04.16
 PRINCE RUPERT 52.04.02

Perfect die 3



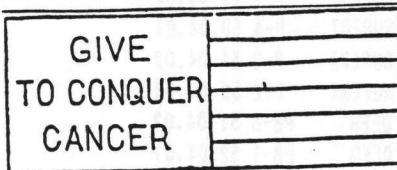
ST. JOHN 46.04.16
 HALIFAX 47.04.01
 MEDICINE HAT 48.04.05 1st 1948 use
 LETHBRIDGE 48.04.19 2nd 1948 use
 ST. JOHN 49.04.01
 MONCTON 50.04.01
 PRINCE RUPERT 51.04.02
 CHARLOTTETOWN 52.04.03 S

Perfect die 4



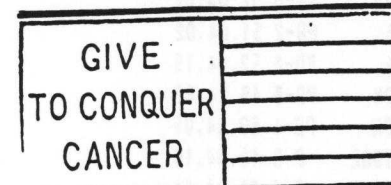
ST. JOHN 48.04.06
 PRINCE RUPERT 49.03.30
 PRINCE RUPERT 50.04.01
 MOOSE JAW 51.04.01 1st 1951 use
 PRINCE ALBERT 51.04.17 2nd 1951 use
 NELSON 52.04.01

Perfect die 5



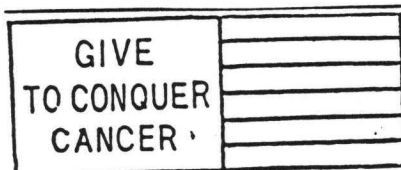
HALIFAX 48.04.06
 HALIFAX 49.04.01
 CHARLOTTETOWN 50.04.15
 SYDNEY 51.03.12
 SYDNEY 52.04.01

Perfect die 6



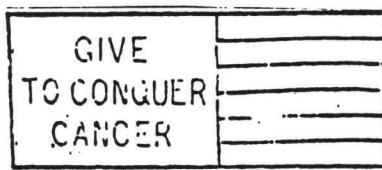
CHARLOTTETOWN 49.05.02
 HALIFAX 50.04.01
 LETHBRIDGE 51.04.01 1st 1951 use
 MEDICINE HAT 51.04.16 2nd 1951 use
 MOOSE JAW 52.04.01

Pitney-Bowes die 1



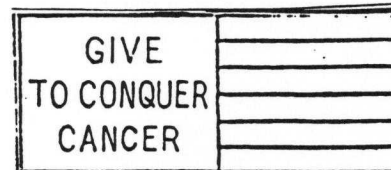
EDMONTON 46.04.03
 VICTORIA 47.04.02
 LONDON 48.04.09
 VICTORIA 49.04.04
 KINGSTON 50.04.09
 NANAIMO 51.04.01
 RED DEER 52.04.01 1st 1952 use
 VERNON 52.04.16 2nd 1952 use

Pitney-Bowes die 2



OTTAWA 46.04.08
 VANCOUVER 47.04.01
 VANCOUVER 48.04.06
 REGINA 49.04.01
 WINDSOR 50.04.01
 KELOWNA 51.04.02 1st 1951 use
 PENTICTON 51.04.27 2nd 1951 use
 NANAIMO 52.04.01

Pitney-Bowes die 3



REGINA 46.04.03
 REGINA 47.04.01
 EDMONTON 48.04.06
 NEW WESTMINSTER 49.04.01
 VICTORIA 50.04.01
 WINDSOR 51.04.01
 VICTORIA 52.04.01

APPENDIX C

| | | | | | | | | |
|---------------|-------|--|--------------|------|--|-----------|------|--|
| CALGARY | P-2 | 48.04.05 | MEDICINE HAT | P-3 | 48.04.05 | ST. JOHN | P-3 | 46.04.16 |
| CALGARY | P-2 | 49.04.01 | MEDICINE HAT | P-6 | 51.04.16 | ST. JOHN | P-1 | 47.04.01 |
| CALGARY | P-1 | 50.04.01 | MEDICINE HAT | P-1 | 52.04.16 | ST. JOHN | P-4 | 48.04.06 |
| CHARLOTTETOWN | P-1 | 46.04.06 | MONCTON | P-3 | 50.04.01 | ST. JOHN | P-3 | 49.04.01 |
| CHARLOTTETOWN | P-2 | 47.04.14 | MOOSE JAW | P-4 | 51.04.01 | ST. JOHN | P-2 | 50.04.03 |
| CHARLOTTETOWN | P-1 | 48.04.05 | MOOSE JAW | P-6 | 52.04.01 | SYDNEY | P-5 | 51.03.12 |
| CHARLOTTETOWN | P-6 | 49.05.02 | NANAIMO | PB-1 | 51.04.01 | SYDNEY | P-5 | 52.04.01 |
| CHARLOTTETOWN | P-5 | 50.04.15 | NANAIMO | PB-2 | 52.04.01 | TORONTO | PB-4 | 46.04.06 |
| CHARLOTTETOWN | P-3 | 52.04.03 | NELSON | P-2 | 51.04.02 | TORONTO | PB-4 | 49.03.31 |
| DRUMHELLER | PB-5 | 48.04.17 | NELSON | P-5 | 52.04.01 | TORONTO | PB-5 | 50.04.01 |
| EDMONTON | PB-1 | 46.04.03 | NEW WEST. | PB-3 | 49.04.01 | TRAIL | P-1 | 51.04.16 |
| EDMONTON | PB-4 | 47.04.01 | NEW WEST. | PB-4 | 50.04.01 | TRAIL | P-? | reported only 1952 use would be a P die |
| EDMONTON | PB-3 | 48.04.06 | NEW WEST. | PB-7 | 51.04.17 | VANCOUVER | PB-5 | 46.04.04 |
| EDMONTON | PB-4 | 51.04.01 | NEW WEST. ? | PB-9 | reported only 1952 use may be from this die | VANCOUVER | PB-2 | 47.04.01 |
| HALIFAX | P-2 | 46.04.08 | OTTAWA | PB-2 | 46.04.08 | VANCOUVER | PB-2 | 48.04.06 |
| HALIFAX | P-3 | 47.04.01 | OTTAWA | PB-9 | 49.04.02 | VANCOUVER | PB-6 | 49.04.01 |
| HALIFAX | P-5 | 48.04.06 | OTTAWA | PB-5 | 50.03.27 | VANCOUVER | PB-6 | 50.04.01 |
| HALIFAX | P-5 | 49.04.01 | PENTICTON | PB-2 | 51.04.27 | VERNON | PB-5 | 51.04.18 |
| HALIFAX | P-6 | 50.04.01 | PENTICTON | PB-5 | 52.04.17 | VERNON | PB-1 | 52.04.16 |
| HAMILTON | PB-7 | 49.04.01 | PR. ALBERT | P-4 | 51.04.17 | VICTORIA | PB-5 | 46.05.26 |
| HAMILTON | PB-7 | 50.04.01 | PR. GEORGE | PB-9 | 51.04.20 | VICTORIA | PB-1 | 47.04.02 |
| KAMLOOPS | PB-5 | 51.04.03 | PR. RUPERT | P-4 | 49.03.30 | VICTORIA | PB-6 | 48.04.23 |
| KAMLOOPS | PB-8 | 52.04.02 | PR. RUPERT | P-4 | 50.04.01 | VICTORIA | PB-1 | 49.04.04 |
| KELOWNA | PB-2 | 51.04.02 | PR. RUPERT | P-3 | 51.04.02 | VICTORIA | PB-3 | 50.04.01 |
| KELOWNA | PB-6 | 52.04.15 | PR. RUPERT | P-2 | 52.04.02 | VICTORIA | PB-7 | 51.04.01 |
| KINGSTON | PB-8 | 49.04.03 | RED DEER | PB-8 | 51.04.02 | VICTORIA | PB-3 | 52.04.01 |
| KINGSTON | PB-1 | 50.04.09 | RED DEER | PB-1 | 52.04.01 | WINDSOR | PB-2 | 50.04.01 |
| LETHBRIDGE | P-3 | 48.04.19 | REGINA | PB-3 | 46.04.03 | WINDSOR | PB-3 | 51.04.01 |
| LETHBRIDGE | P-4 | 51.04.01 | REGINA | PB-3 | 47.04.01 | WINDSOR | PB-5 | 52.04.01 |
| LETHBRIDGE | P-1 | 52.04.01 | REGINA | PB-4 | 48.04.10 | WINNIPEG | PB-6 | 46.04.06 |
| LONDON | PB-6 | 47.04.01 | REGINA | PB-2 | 49.04.01 | WINNIPEG | PB-5 | 47.04.01 |
| LONDON | PB-1 | 48.04.09 | REGINA | PB-8 | 50.04.03 | WINNIPEG | PB-7 | 48.04.06 |
| LONDON | PB-5 | 49.04.01 | REGINA | PB-6 | 51.04.14 | | | |
| LONDON | PB-9? | reported only 1950 use may be from this die | REGINA | PB-7 | 52.04.12 | | | |

UP-DATES AND
CORRECTIONS TO BUY VICTORY BONDS

Bob Thorne wrote the original article on slogans 890, 890-A, 8520 and 7190 in Issue 16, and the Editor subsequently published an illustrated revision in Issue 23. Now Bob has taken a good look at the revision and finds some embarrassing errors made by the Editor.

These involve the illustrations for the three bilingual or French versions of the slogan, one of each used in 1941, 1942 and 1943. Bob points out that in each case MONTREAL used two dies, while QUEBEC and TROIS RIVIERES each used one, so there were four dies issued in each year. However, again in each case, the illustrations show only three different dies, the two MONTREAL die illustrations being duplicates, rather than different. He is quite right in this, and it should have been caught before it happened, but there is at least a reason why such an error could occur if close attention was not paid.

It was Post Office policy that, whenever a slogan die was sent to an office, with directions for its period of use, the receiving office was requested to strike an example of the usage on an unfranked O.H.M.S. envelope, on its first day of use, and immediately forward it to Ottawa. The documentation does not give any official name for these strikes, but the Editor refers to them as "*Receipt Strikes*", since they indicated receipt of the die.

When these strikes were received at Ottawa, the envelope would be cut down to approximately 1" by 3 3/4", just large enough to show the dater and slogan, and the cut down would then be pasted into the proof book to show the dates and locations of each die in use. It was a very effective system, so long as everyone carefully followed orders, but human laziness and error created problems for subsequent researchers.

One problem was delay in sending the receipt strikes to Ottawa, sometimes for several days or more. This accounts for the occasional instance of recorded use from an office several days prior to the officially documented receipt date.

A second problem involved those offices having more than one machine--most notably TORONTO and MONTREAL--and could therefore be issued two or more dies of the same slogan for concurrent use. The policy intention was that if more than one die of the same slogan was issued, an appropriate number of receipt strikes would be sent to Ottawa.

This injunction was normally followed, and in most cases the proof book shows multiple receipt strikes equal to the number of multiple dies issued. However, human tendencies to short-cut time and effort often took its toll, since it was quicker and easier to just run off two or more receipt strikes from one die in one machine than to run off a receipt strike from each die in each machine being used.

Accordingly, receipt strikes of multiply issued dies are too often identical, rather than showing each individual die involved, and that is precisely what happened at MONTREAL in the case of each of its three versions of Buy Victory Bonds slogans, issued in 1941, 1942 and 1943. The Editor's failure to notice this resulted in the revision showing in each case duplicate illustrations of the MONTREAL dies, taken directly from the proof book.

The proper illustrations have now been determined, and all twelve dies involved are shown on the next page, together with updated--and in the case of slogan 7190--corrected usage.

SLOGAN 8520
SOUSCRIVONS A L'EMPRUNT DE LA VICTOIRE

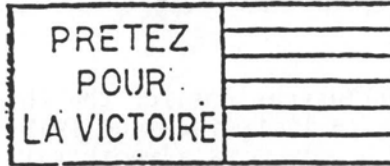
SLOGAN 7190
PRETEZ POUR LA VICTOIRE

SLOGAN 890-A
BUY VICTORY BONDS PRETEZ A LA VICTOIRE

Perfect die 1, issued MAY.41

Perfect die 1, issued FEB.42

Perfect die 1, issued APR.43



MONTREAL 41.05.22 41.06.25

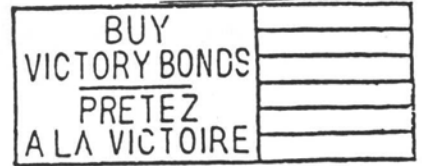
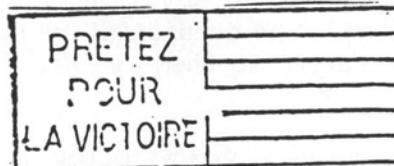
MONTREAL 42.02.07 42.03.09
TROIS RIVIERES 42.10.07 42.11.04

MONTREAL 43.04.13 43.05.08
MONTREAL 43.10.06 43.10.28

Perfect die 2, issued MAY.41

Perfect die 2, issued FEB.42

Perfect die 2, issued APR.43



MONTREAL 41.05.22 41.06.25

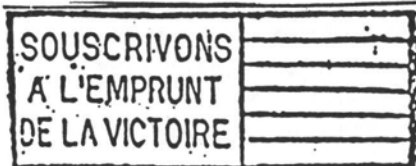
MONTREAL 42.02.07 42.03.09
QUEBEC 42.10.07 42.10.09

MONTREAL 43.04.13 43.05.05
QUEBEC - B/O use 43.10.06 43.10.28

Perfect die 3, issued MAY.41

Perfect die 3, issued FEB.42

Perfect die 3, issued APR.43



QUEBEC 41.05.23

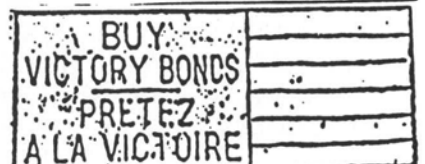
QUEBEC 42.02.07 42.03.06
MONTREAL 42.10.07 42.11.04

QUEBEC - B/O use 43.04.12 43.05.12
MONTREAL 43.10.06 43.11.05

Perfect die 4, issued MAY.41

Perfect die 4, issued FEB.42

Perfect die 4, issued APR.43



TROIS RIVIERES 41.05.24

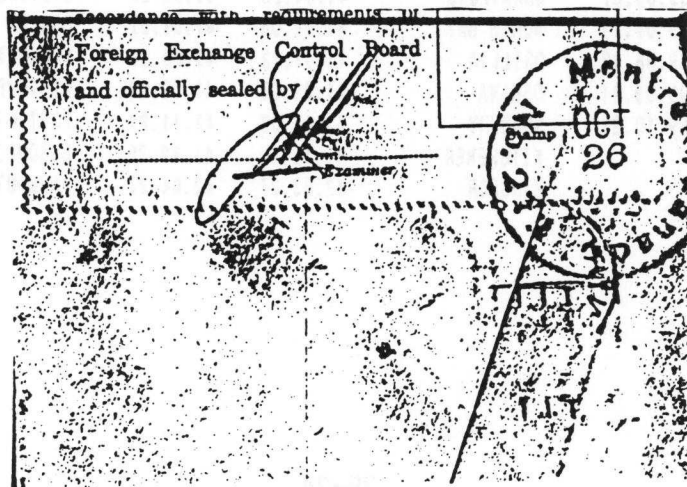
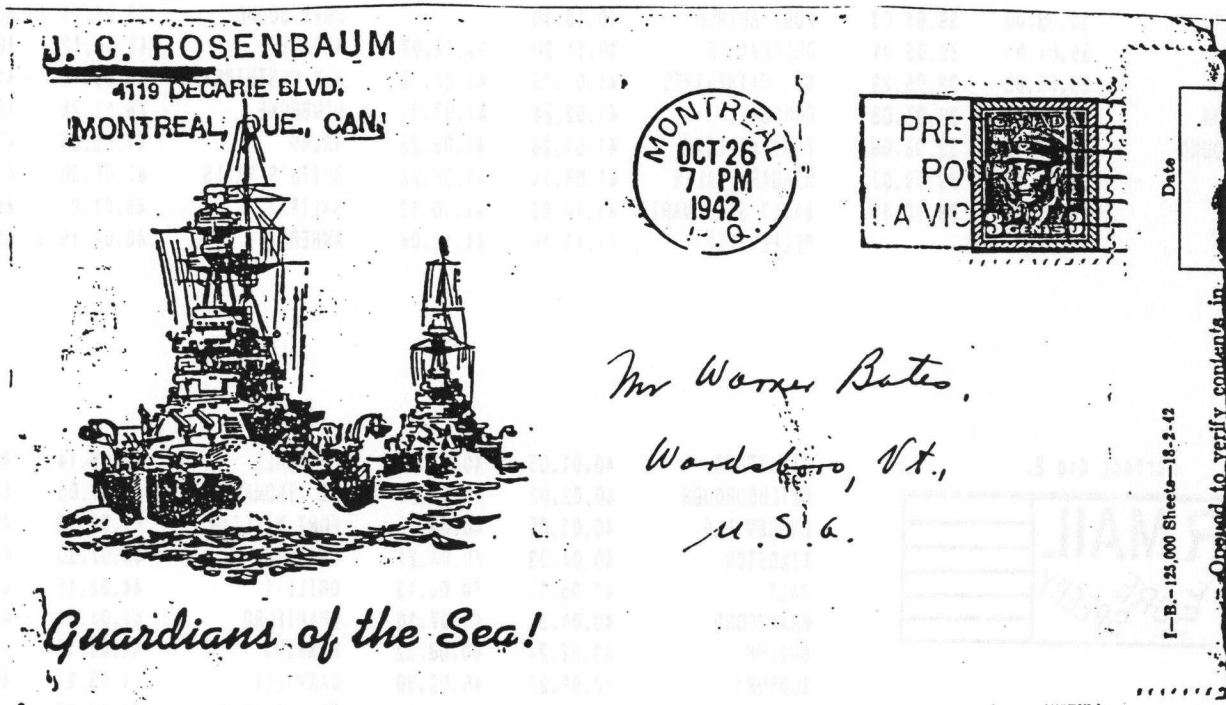
TROIS RIVIERES 42.02.07
MONTREAL 42.10.07 42.10.31

TROIS RIVIERES 43.04.14 43.05.21
TROIS RIVIERES 43.10.06

AN ATTRACTIVE W. W. I I COVER

While slogan collectors should be more concerned with a slogan strike than the cover or piece on which it may have been struck, there are times when a connection between the slogan and the cover can be attractive. Slogan 7190, PRETEZ POUR LA VICTOIRE, is a very W.W.II related slogan, being one of the French versions of Buy Victory Bonds, and a cover with this slogan, addressed to the United States and illustrated below, certainly connects to its war related slogan in two fashions.

An obvious connection is the patriotic chachet (in green on the original) of two battleships, but additionally it can be noted that this cover was "Opened to verify contents in accordance with requirements of Foreign Exchange Control Board" and then officially resealed, the Foreign Exchange Control Board being a major war-time agency with broad powers over the export of funds.



A portion of the reverse of the cover, showing the balance of the official seal which begins on the front.

Appendix A

Office Receipt or Seen to
 Seen From

Perfect die 1.



| | | |
|------------|----------|----------|
| KITCHENER | 39.02.06 | 39.03.03 |
| LINDSAY | 39.03.09 | 39.04.03 |
| GUELPH | 39.04.08 | 39.05.01 |
| CHATHAM | 39.05.05 | 39.05.22 |
| HAMILTON | 39.06.10 | 39.07.08 |
| OWEN SOUND | 39.07.12 | 39.08.08 |
| SARNIA | 39.08.14 | 39.09.07 |
| GUELPH | 39.09.15 | 39.10.13 |

Office Receipt or Seen to
 Seen From

| | | |
|------------------|----------|----------|
| OWEN SOUND | 39.10.27 | 39.11.13 |
| OSHAWA | 39.11.17 | 39.12.08 |
| SUDBURY | 40.01.04 | |
| PORT ARTHUR | 40.02.17 | 40.03.11 |
| CHATHAM | 40.03.21 | 40.03.27 |
| ST. CATHARINES | 40.04.26 | 40.05.17 |
| LINDSAY | 40.06.06 | 40.06.13 |
| FORT WILLIAM | 40.07.18 | |
| STRATFORD | 40.08.27 | |
| PORT ARTHUR | 40.10.10 | |
| BROCKVILLE | 40.11.20 | 40.12.03 |
| ST. CATHARINES | 41.01.15 | 41.02.08 |
| CORNWALL | 41.02.24 | 41.03.31 |
| FORT WILLIAM | 41.04.28 | 41.06.23 |
| NIAGARA FALLS | 41.08.14 | 41.09.22 |
| SAULT STE. MARIE | 41.10.03 | 41.10.19 |
| BELLEVILLE | 41.11.14 | 41.12.04 |

Office Receipt or Seen to
 Seen From

| | | |
|-----------------|------------|----------|
| ST. CATHARINES | 42.01.19 | 42.02.20 |
| PETERBOROUGH | 42.03.26 | |
| LINDSAY | 42.05.14 | 42.05.25 |
| PORT ARTHUR | 42.09.11 | |
| GALT | 42.11.06 | 42.11.25 |
| PEMBROKE | 43.02.10 | |
| BELLEVILLE | 43.07.30 | 43.08.02 |
| PICTON | 44.01.20 | 44.02.10 |
| LEAMINGTON | 45.08.03 | 45.08.14 |
| OWEN SOUND | 46.02.14 | 46.03.28 |
| NAPANEE | 46.05.12 | 46.07.10 |
| NEW WESTMINSTER | 46.09.16 | 46.10.22 |
| PEMBROKE | 46.12.28 | 47.01.21 |
| TRURO | 47.05.05 | 47.06.04 |
| SMITH'S FALLS | 47.06.30 | 47.09.02 |
| HALIFAX | 48.01.05 | 48.01.15 |
| AMHERST | 48.04.19 S | 48.09.13 |

Perfect die 2.



| | | |
|---------------|----------|----------|
| KINGSTON | 39.02.06 | 39.02.20 |
| GALT | 39.03.07 | 39.04.06 |
| FORT WILLIAM | 39.04.10 | 39.05.06 |
| BROCKVILLE | 39.05.15 | 39.06.07 |
| TORONTO | 39.06.15 | 39.07.11 |
| ORILLIA | 39.07.18 | 39.08.12 |
| ST. THOMAS | 39.08.23 | 39.09.11 |
| FORT WILLIAM | 39.09.25 | 39.10.21 |
| ORILLIA | 39.10.27 | |
| NIAGARA FALLS | 39.12.04 | |

| | | |
|--------------|----------|----------|
| STRATFORD | 40.01.03 | 40.01.30 |
| PETERBOROUGH | 40.02.02 | 40.02.29 |
| BROCKVILLE | 40.03.05 | 40.03.28 |
| KINGSTON | 40.04.03 | 40.04.21 |
| GALT | 40.05.17 | 40.06.13 |
| BRANTFORD | 40.06.21 | 40.07.16 |
| GUELPH | 40.07.24 | 40.08.22 |
| SUDBURY | 40.08.27 | 40.08.30 |
| PETERBOROUGH | 40.10.01 | 40.11.16 |
| KINGSTON | 41.01.22 | 41.02.04 |
| GALT | 41.03.18 | 41.04.08 |
| BRANTFORD | 41.04.26 | 41.05.23 |
| NORTH BAY | 41.06.06 | 41.07.07 |
| ORILLIA | 41.07.23 | 41.08.26 |
| OSHAWA | 41.09.08 | 41.09.29 |
| SUDBURY | 41.11.03 | 41.11.24 |
| KITCHENER | 41.12.15 | 41.12.20 |
| WINDSOR | 42.03.27 | 42.04.27 |

| | | |
|---------------|------------|----------|
| CORNWALL | 42.05.14 | 42.07.14 |
| ST. THOMAS | 42.11.05 | 42.12.08 |
| FORT WILLIAM | 43.02.13 | 43.03.19 |
| CHATHAM | 43.07.30 | 43.08.11 |
| ORILLIA | 44.02.16 | 44.03.03 |
| BRANTFORD | 44.04.21 | 44.05.19 |
| NANAIMO | 44.06.13 | 44.07.04 |
| OAKVILLE | 44.08.21 | 44.09.08 |
| GRAVENHURST | 44.10.03 | |
| HALIFAX | 45.08.07 | 45.08.28 |
| CHARLOTTETOWN | 46.02.15 | 46.03.27 |
| LISTOWEL | 46.05.03 | 46.07.15 |
| OSHAWA | 46.09.12 | 46.11.26 |
| YARMOUTH | 47.05.06 | 47.05.10 |
| LISTOWEL | 47.06.18 | |
| FORT WILLIAM | 47.09.13 S | 47.10.06 |
| COBOURG | 47.12.31 | 48.02.12 |
| YARMOUTH | 48.04.13 | |

Appendix A

Perfect die 3.



| | | |
|----------------|------------|----------|
| ST. CATHARINES | 39.02.08 | 39.03.10 |
| CORNWALL | 39.03.13 | 39.04.18 |
| BRANTFORD | 39.04.24 | 39.05.23 |
| BELLEVILLE | 39.05.27 | 39.06.11 |
| OTTAWA | 39.06.28 S | 39.07.24 |
| NORTH BAY | 39.07.29 | 39.08.29 |
| PEMBROKE | 39.09.02 | 39.09.25 |

| | | |
|------------|----------|----------|
| BRANTFORD | 39.10.06 | 39.11.02 |
| NORTH BAY | 39.11.07 | 39.11.16 |
| LONDON | 39.12.07 | 40.01.05 |
| SAULT | 40.01.09 | 40.02.07 |
| WINDSOR | 40.02.28 | 40.03.16 |
| BELLEVILLE | 40.03.19 | 40.04.13 |
| KITCHENER | 40.04.26 | 40.05.09 |
| CORNWALL | 40.05.30 | 40.06.29 |
| SAULT | 40.08.15 | 40.09.10 |
| WINDSOR | 40.10.03 | |
| BELLEVILLE | 40.11.08 | |
| CHATHAM | 40.12.12 | 40.12.25 |
| KITCHENER | 41.02.25 | 41.03.22 |
| LINDSAY | 41.04.02 | 41.04.16 |
| GUELPH | 41.05.10 | 41.05.15 |
| OWEN SOUND | 41.06.13 | 41.08.18 |

| | | |
|------------|----------|----------|
| STRATFORD | 41.10.29 | 41.11.15 |
| BROCKVILLE | 41.12.15 | 41.12.22 |
| CHATHAM | 42.01.19 | 42.03.19 |
| BRANTFORD | 42.05.14 | 42.06.14 |
| GUELPH | 42.09.10 | 42.10.05 |
| SARNIA | 42.11.06 | |
| WOODSTOCK | 43.02.11 | 43.03.31 |
| BROCKVILLE | 43.07.30 | 43.08.15 |
| BRANDON | 44.01.14 | 44.05.01 |
| COBOURG | 44.06.10 | 45.05.15 |
| CALGARY | 46.02.21 | 46.03.14 |
| AMHERST | 46.05.02 | 47.03.19 |
| CORNWALL | 47.05.30 | 47.09.09 |
| BROCKVILLE | 47.12.31 | 48.01.28 |
| LISTOWEL | 48.03.08 | 48.06.30 |

Pitney-Bowes die 1.

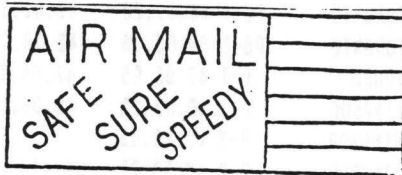


| | | | |
|----------|------|----------|----------|
| KENORA | PB-1 | 39.04.25 | |
| KAMLOOPS | PB-1 | 39.06.28 | 39.08.12 |

| | | |
|---------------|------------|----------|
| PORT COLBORNE | 39.09.02 | 39.10.23 |
| TIMMINS | 39.11.13 | 39.12.27 |
| KENORA | 40.01.09 | 40.02.09 |
| KAMLOOPS | 40.03.21 | 40.05.11 |
| PORT COLBORNE | 40.05.28 | 40.06.01 |
| TIMMINS | 40.07.27 | 40.08.17 |
| KENORA | 40.10.02 | |
| KAMLOOPS | 40.12.28 S | 41.02.05 |
| TIMMINS | 41.02.25 | 41.03.19 |
| PORT COLBORNE | 41.04.28 | 41.05.24 |

| | | |
|---------------|----------|----------|
| KENORA | 41.06.20 | 41.06.23 |
| KAMLOOPS | 41.08.16 | 41.11.17 |
| PORT COLBORNE | 42.02.14 | 42.04.09 |
| KAMLOOPS | 42.05.16 | 42.05.29 |
| KENORA | 42.09.24 | |
| PORT COLBORNE | 42.11.11 | 43.02.26 |
| KENORA | 43.08.03 | |
| TORONTO | 44.01.20 | 46.06.19 |

Pitney-Bowes die 2.



| | | |
|---------|----------|----------|
| TORONTO | 46.08.06 | 48.09.03 |
|---------|----------|----------|

Appendix B

| | | | | | | | | | | | |
|---------------|-----|------------|----------|---------------|------|------------|----------|---------------|------|----------|----------|
| AMHERST | P-3 | 46.05.02 | 47.03.19 | HALIFAX | P-2 | 45.08.07 | 45.08.26 | PEMBROKE | P-3 | 39.09.02 | 39.09.25 |
| AMHERST | P-1 | 48.04.19 S | 48.09.13 | HALIFAX | P-1 | 48.01.05 | 48.01.15 | PEMBROKE | P-1 | 43.02.10 | |
| BELLEVILLE | P-3 | 39.05.27 | 39.06.11 | HAMILTON | P-1 | 39.06.10 | 39.07.08 | PEMBROKE | P-1 | 46.12.28 | 47.01.21 |
| BELLEVILLE | P-3 | 40.03.19 | 40.04.13 | KAMLOOPS | PB-1 | 39.06.28 | 39.08.12 | PETERBOROUGH | P-2 | 40.02.02 | 40.02.29 |
| BELLEVILLE | P-3 | 40.11.08 | | KAMLOOPS | PB-1 | 40.03.21 | 40.05.11 | PETERBOROUGH | P-2 | 40.10.01 | 40.11.16 |
| BELLEVILLE | P-1 | 41.11.14 | 41.12.04 | KAMLOOPS | PB-1 | 40.12.28 S | 41.02.05 | PETERBOROUGH | P-1 | 42.03.26 | |
| BELLEVILLE | P-1 | 43.07.30 | 43.08.02 | KAMLOOPS | PB-1 | 41.08.16 | 41.11.17 | PICTON | P-1 | 44.01.20 | 44.02.10 |
| BRANDON | P-3 | 44.01.14 | 44.05.01 | KAMLOOPS | PB-1 | 42.05.16 | 42.05.29 | PORT ARTHUR | P-1 | 40.02.17 | 40.03.11 |
| BRANTFORD | P-3 | 39.04.24 | 39.05.23 | KENORA | PB-1 | 39.04.25 | | PORT ARTHUR | P-1 | 40.10.10 | |
| BRANTFORD | P-3 | 39.10.06 | 39.11.02 | KENORA | PB-1 | 40.01.09 | 40.02.09 | PORT ARTHUR | P-1 | 42.09.11 | |
| BRANTFORD | P-2 | 40.06.21 | 40.07.16 | KENORA | PB-1 | 40.10.02 | | PT. COLBORNE | PB-1 | 39.09.02 | 39.10.23 |
| BRANTFORD | P-2 | 41.04.26 | 41.05.23 | KENORA | PB-1 | 41.06.20 | 41.06.23 | PT. COLBORNE | PB-1 | 40.05.28 | 40.06.01 |
| BRANTFORD | P-3 | 42.05.14 | 42.06.14 | KENORA | PB-1 | 42.09.24 | | PT. COLBORNE | PB-1 | 41.04.28 | 41.05.24 |
| BRANTFORD | P-2 | 44.04.21 | 44.05.19 | KENORA | PB-1 | 43.08.03 | | PT. COLBORNE | PB-1 | 42.02.14 | 42.04.09 |
| BROCKVILLE | P-2 | 39.05.15 | 39.06.07 | KINGSTON | P-2 | 39.02.06 | 39.02.20 | PT. COLBORNE | PB-1 | 42.11.11 | 43.02.26 |
| BROCKVILLE | P-2 | 40.03.05 | 40.03.28 | KINGSTON | P-2 | 40.04.03 | 40.04.21 | ST. CATH. | P-3 | 39.02.08 | 39.03.10 |
| BROCKVILLE | P-1 | 40.11.20 | 40.12.03 | KINGSTON | P-2 | 41.01.22 | 41.02.04 | ST. CATH. | P-1 | 40.04.26 | 40.05.17 |
| BROCKVILLE | P-3 | 41.12.15 | 41.12.22 | KITCHENER | P-1 | 39.02.06 | 39.03.03 | ST. CATH. | P-1 | 41.01.15 | 41.02.08 |
| BROCKVILLE | P-3 | 43.07.30 | 43.08.15 | KITCHENER | P-3 | 40.04.26 | 40.05.09 | ST. CATH. | P-1 | 42.01.19 | 42.02.20 |
| BROCKVILLE | P-3 | 47.12.31 | 48.01.28 | KITCHENER | P-3 | 41.02.25 | 41.03.22 | ST. THOMAS | P-2 | 39.08.23 | 39.09.11 |
| CALGARY | P-3 | 46.02.21 | 46.03.14 | KITCHENER | P-2 | 41.12.15 | 41.12.20 | ST. THOMAS | P-2 | 42.11.05 | 42.12.08 |
| CHARLOTTETOWN | P-2 | 46.02.15 | 46.03.27 | LEAMINGTON | P-1 | 45.08.03 | 45.08.14 | SARNIA | P-1 | 39.08.14 | 39.09.07 |
| CHATHAM | P-1 | 39.05.05 | 39.05.22 | LINDSAY | P-1 | 39.03.09 | 39.04.03 | SARNIA | P-3 | 42.11.06 | |
| CHATHAM | P-1 | 40.03.21 | 40.03.27 | LINDSAY | P-1 | 40.06.06 | 40.06.13 | SAULT | P-3 | 40.01.09 | 40.02.07 |
| CHATHAM | P-3 | 40.12.12 | 40.12.25 | LINDSAY | P-3 | 41.04.02 | 41.04.16 | SAULT | P-3 | 40.08.15 | 40.09.10 |
| CHATHAM | P-3 | 42.01.19 | 42.03.19 | LINDSAY | P-1 | 42.05.14 | 42.05.25 | SAULT | P-1 | 41.10.03 | 41.10.19 |
| CHATHAM | P-2 | 43.07.30 | 43.08.11 | LISTOWEL | P-2 | 46.05.03 | 46.07.15 | SMITH'S FALLS | P-1 | 47.06.30 | 47.09.02 |
| COBOURG | P-3 | 44.06.10 | 45.05.15 | LISTOWEL | P-2 | 47.06.18 | | STRATFORD | P-2 | 40.01.03 | 40.01.30 |
| COBOURG | P-2 | 47.12.31 | 48.02.12 | LISTOWEL | P-3 | 48.03.08 | 48.06.30 | STRATFORD | P-1 | 40.08.27 | |
| CORNWALL | P-3 | 39.03.13 | 39.04.18 | LONDON | P-3 | 39.12.07 | 40.01.05 | STRATFORD | P-3 | 41.10.29 | 41.11.15 |
| CORNWALL | P-3 | 40.05.30 | 40.06.29 | NANAIMO | P-2 | 44.06.13 | 44.07.04 | SUDBURY | P-1 | 40.01.04 | |
| CORNWALL | P-1 | 41.02.24 | 41.03.31 | NAPANEE | P-1 | 46.05.12 | 46.07.10 | SUDBURY | P-2 | 40.08.27 | 40.08.30 |
| CORNWALL | P-2 | 42.05.14 | 42.07.14 | NEW WEST. | P-1 | 46.09.16 | 46.10.22 | SUDBURY | P-2 | 41.11.03 | 41.11.24 |
| CORNWALL | P-3 | 47.05.30 | 47.09.09 | NIAGARA FALLS | P-2 | 39.12.04 | | TIMMINS | PB-1 | 39.11.13 | 39.12.27 |
| FORT WILLIAM | P-2 | 39.04.10 | 39.05.06 | NIAGARA FALLS | P-1 | 41.08.14 | 41.09.22 | TIMMINS | PB-1 | 40.07.27 | 40.08.17 |
| FORT WILLIAM | P-2 | 39.09.25 | 39.10.21 | NORTH BAY | P-3 | 39.07.29 | 39.08.29 | TIMMINS | PB-1 | 41.02.25 | 41.03.19 |
| FORT WILLIAM | P-1 | 40.07.18 | | NORTH BAY | P-3 | 39.11.07 | 39.11.16 | TORONTO | P-2 | 39.06.15 | 39.07.11 |
| FORT WILLIAM | P-1 | 41.04.28 | 41.06.23 | NORTH BAY | P-2 | 41.06.06 | 41.07.07 | TORONTO | PB-1 | 44.01.20 | 46.06.19 |
| FORT WILLIAM | P-2 | 43.02.13 | 43.03.19 | OAKVILLE | P-2 | 44.08.21 | 44.09.08 | TORONTO | PB-2 | 46.08.06 | 48.09.03 |
| FORT WILLIAM | P-2 | 47.09.13 S | 47.10.06 | ORILLIA | P-2 | 39.07.18 | 39.08.12 | TRURO | P-1 | 47.05.05 | 47.06.04 |
| GALT | P-2 | 39.03.07 | 39.04.06 | ORILLIA | P-2 | 39.10.27 | | WINDSOR | P-3 | 40.02.28 | 40.03.16 |
| GALT | P-2 | 40.05.17 | 40.06.13 | ORILLIA | P-2 | 41.07.23 | 41.08.26 | WINDSOR | P-3 | 40.10.03 | |
| GALT | P-2 | 41.03.18 | 41.04.08 | ORILLIA | P-2 | 44.02.16 | 44.03.03 | WINDSOR | P-2 | 42.03.27 | 42.04.27 |
| GALT | P-1 | 42.11.06 | 42.11.25 | OSHAWA | P-1 | 39.11.17 | 39.12.08 | WOODSTOCK | P-3 | 43.02.11 | 43.03.31 |
| GRAVENHURST | P-2 | 44.10.03 | | OSHAWA | P-2 | 41.09.08 | 41.09.29 | YARMOUTH | P-2 | 47.05.06 | 47.05.10 |
| GUELPH | P-1 | 39.04.08 | 39.05.01 | OSHAWA | P-2 | 46.09.12 | 46.11.26 | YARMOUTH | P-2 | 48.04.13 | |
| GUELPH | P-1 | 39.09.15 | 39.10.13 | OTTAWA | P-3 | 39.06.28 S | 39.07.24 | | | | |
| GUELPH | P-2 | 40.07.24 | 40.08.22 | OWEN SOUND | P-1 | 39.07.12 | 39.08.08 | | | | |
| GUELPH | P-3 | 41.05.10 | 41.05.15 | OWEN SOUND | P-1 | 39.10.27 | 39.11.13 | | | | |
| GUELPH | P-3 | 42.09.10 | 42.10.05 | OWEN SOUND | P-3 | 41.06.13 | 41.08.18 | | | | |
| | | | | OWEN SOUND | P-1 | 46.02.14 | 46.03.28 | | | | |

HELP THE MUSKOKA

The only major article on this important TORONTO proprietary slogan to have previously appeared in the Newsletter was one page unillustrated in Issue 10, which referenced the fact that a comprehensive article had appeared in an 1989 issue of MAPLE LEAVES, the Newsletter of the Canadian Philatelic Society of Great Britain.

Nevertheless, not all members of our group are also members of CPSGB, so some attention to this slogan deserves reference in this Newsletter. The important factor here is to define and illustrate the various multi-die annual usage in the various formats and machine types over the period 1913-45.

Accordingly, this is presented below, in as condensed form as possible, but listing and illustrating all the die interchanges involved. The related slogan group actually involves four catalogued numbers, but is in fact a single slogan with varying formats and wordings.

Slogan 4485 - HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES

Slogan 4530 - HELP THE TORONTO FREE HOSPITAL FOR CONSUMPTIVES

Slogan 4486 - HELP THE MUSKOKA HOSPITAL FOR CONSUMPTIVES

Slogan 4380 - HELP MUSKOKA HOSPITAL FIGHT TUBERCULOSIS

This related group of slogans, all used at TORONTO only, originated in 1913 as 4485, was altered to 4530 in 1916-19, reverted to 4485 until 1921, then became 4486 by removing the word "FREE". In 1944 it made a final change to 4380.

Multiple dies were issued in Nov-Dec. of each year and retained until Jan-Feb. of the following year.

Slogan 4485 - 1913-16 use

Four I dies - identified A to D in the grid
a fifth die E added in late 1914

1913-14 use - four 1913 issue dies A to D

Die A



Die B



Die C



Die D



HELP THE MUSKOKA continued

Slogan 4485 - 1913-16 use continued

1914-15 use - four 1913-14 dies re-issued and a fifth die E added

Die E



1915-16 use - five 1914-15 dies re-issued

Slogan 4530 - 1916-19 use

Five 1915-16 dies A to E altered to read HELP THE TORONTO from HELP THE MUSKOKA

1916-17 use - five altered 1915-16 dies A to E re-issued

Die A



Die B



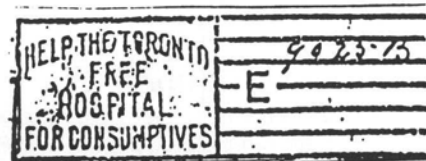
Die C



Die D



Die E



1917-18 use - five 1916-17 dies A to E re-issued

1918-19 use - five 1917-18 dies A to E re-issued
29-28

HELP THE MUSKOKA continued

Slogan 4485 revived - 1919-21 use

Five replacent U dies, without grid identification

1919-20 use - five 1919 replacement dies

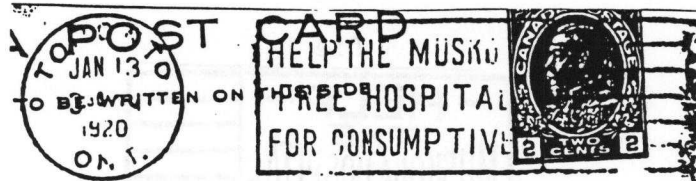
Die 1



Die 2



Die 3



Die 4



Die 5



1920-21 use - five 1919-20 dies re-issued

Slogan 4486 - 1921-44 use

Five 1920-21 dies altered by removing or omitting the word "FREE"

1921-22 use - five altered 1920-21 dies re-issued

1922-23 use - five 1921-22 dies re-issued

Late 1923-early 1929 use - five replacement U dies re-issued annually

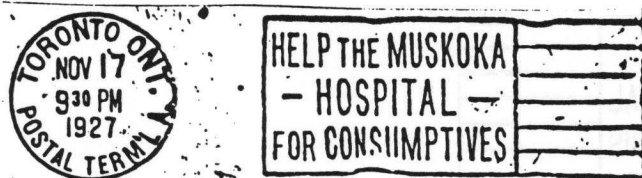
Die 1



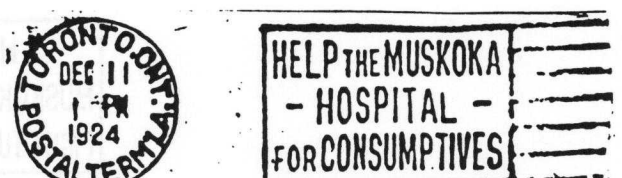
Die 2



Die 3



Die 4



HELP THE MUSKOKA continued

Late 1923-early 1929 use - five replacement U dies re-issued annually continued

Die 5



Late 1929-early 1931 use - five 1928-29 dies re-issued annually, plus revival of die 3 only of the 1922-23 usage

Late 1931-early 1938 use - three replacement P dies re-issued annually

Die 1



Die 2



Die 3



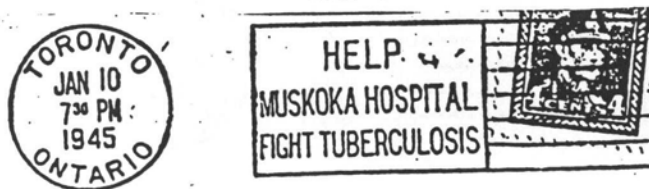
When TORONTO switched to PB machines in mid 1938, P dies could not be used, but earlier U dies of 1919-30 could be revived.

Late 1938-early 1944 revived usage of 1930-31 U dies 1 and 2 plus 1922-23 U die 3, previously revived in 1929-31

Slogan 4380 use - late 1944-early 1945 only
Three replacement PB dies

The Proof Book illustrates three proofs and three receipt strikes, indicating three dies issued, but all illustrations duplicate a single die. However, two dies are seen and a third probably exists.

Die 1



Die 2

