

THE SLOGAN BOX

NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

WHOLE NUMBER 30

JUNE, 1993

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Dear Fellow Member,

This being our fifth anniversary issue, I think it is important to give many thanks to our "EDITOR" Daniel G. Rosenblat, for his dedication to our group. We also must thank our past chairman, Jeff Switt, for founding our study group.

I would like to apologize for issue #29 not making it to all of the membership, due to personal matters, there has been much turbulence in my life. Please accept my most sincere apologies to all of those affected. I have therefore included issue #29 to all members, as I am not sure who did or didn't receive it.

I recently attended "The Royal" in Ottawa, the turnout was very strong. Hope to see many of you at BNAPEX in Toronto this fall.

Upon receipt of all members dues, we can re-evaluate the current dues assessment. Hopefully after book royalties and stipends, we will be able to reduce the current amount.

As noted in #29, please make the following changes:

1. My correct address as indicated on issue #30.
2. Make cheques payable to Dan Huffman, not BNAPS Slogan Study Group.

Until the next issue, I hope all is well.

Your Chairman,

A handwritten signature in cursive script that reads "Dan Huffman". The signature is written in black ink and is positioned below the typed name "Dan Huffman".

Dan Huffman

EDITOR'S MESSAGE

Members were no doubt somewhat disappointed when Issue 29, due in the mails in the first week of March, did not arrive until the end of March, and must have begun to wonder if the Editor had inadvertently retired when Issue 30, due in early May, had not arrived by June 1st.

However, here at last is Issue 30, and note that even though delayed, it is the Fifth Anniversary Issue, marking nearly nine hundred pages of Canadian slogan data that the Newsletter has published since Issue 1 in early 1988.

The problem actually did not involve the Editor, who remains in relatively good health for one of his years, and who has no desire to retire from this very lucrative employment unless offered a substantial pension.

Members should understand that the Editor prepares a manuscript of the Newsletter and forwards it to the Chairman, whose major duty is to publish the Newsletter, reproducing it from the manuscript, addressing the envelopes that carry it and placing it in the mails with appropriate postage. The interval between receiving the manuscript and depositing it in the mail should be no more than about a week, and the two Chairmen who served during the past five years have, until recently, met this objective in an admirable fashion.

Unfortunately, however, as will have been noted from his change of address published in Issue 29, the present Chairman has had his life somewhat disrupted by personal matters, that are none of our concern, and the blame for recent delays is attributable to these. He has now assured me that these are more or less behind him, and that Issue 30 will be in your hands very shortly after this writing. Of course, if you do not receive it, complain bitterly to the Chairman, if you can figure out a way of knowing that he is delinquent.

It would be rather pushing both the Editor and the Chairman if an attempt were made to make up for prior lost time, and bring Issue 31 back to the original schedule of arriving in early July. Therefore, the lost month will have to remain lost, and scheduled Newsletters for the balance of the year should be expected in early August, October and December.

On a different note, the Editor is pleased to be able to report that he has received official notification from the Society President that the Society will publish, and make available at the Toronto Convention, the latest in the series of annual slogan usage hand books that have been published in each of the past four years. This volume will not extend the usage beyond the 1941-53 period covered in last year's hand book, but rather is a completely corrected, updated and unified omnibus anthology of the prior volumes, covering the entire 1912-53 period.

It is, of necessity, highly condensed, but even so will run to about 115 pages, and should provide all Canadian slogan collectors with probably the most detailed information ever available in a single volume. It will be on sale at the Convention and can be ordered through the Society Book Department thereafter.

One other matter to look forward to. The Editor has placed an order with the Postal Archives for copies of about 1200 pages of P.O. correspondence pertaining to sponsored slogan usage from the mid-1940's until into the 1970's. Since most of this period is not covered by the proof book, it should considerably extend the documentation of the many medically related (cancer, T.B. etc.) fund appeals that had substantial usage then, but for which details are missing. The order has not yet been filled, but hopefully some results from it will be on hand for inclusion in the next Newsletter.

Issue 28 included an article that discussed the number of dies used by WINNIPEG for its various proprietary slogans in the early 1920's. The above slogan was specifically mentioned and illustrated to show that there appeared to have been three dies ordered, but only two used. This was based on the available documentation, as follows. The P.O. proof book has no proof strikes, but one receipt strike of a die with three cuts at the left of the slogan box. The Pritchard & Andrews proofs, struck before any cuts were made, are of two dies, both differing from the receipt strike. One is of a recorded die with two cuts, but the other shows a reversed numeral "6" in the event dates, so it was assumed that this incorrect die was not issued.

However, Jean-Guy Dalpe promptly sent a photo of a Feb. 4, 1922 strike that was clearly a correction of the die with the error, establishing use of a third die, with only one cut in the left side of the slogan box, rather than the two or three cuts that appear on the other dies. Shortly thereafter, John Robertson forwarded a photo of a Dec. 24, 1921 strike of the same die, showing the one cut, so use of this corrected third die is now well established as having been used from December of 1921 until early February of 1922.

John also sent a photo of a clear Feb. 3, 1922 strike of the die with three cuts, previously seen only as a receipt strike of Dec. 23, 1921. The third die, with two cuts, appears to have had the most use, since the Editor has several strikes during the normal usage period.

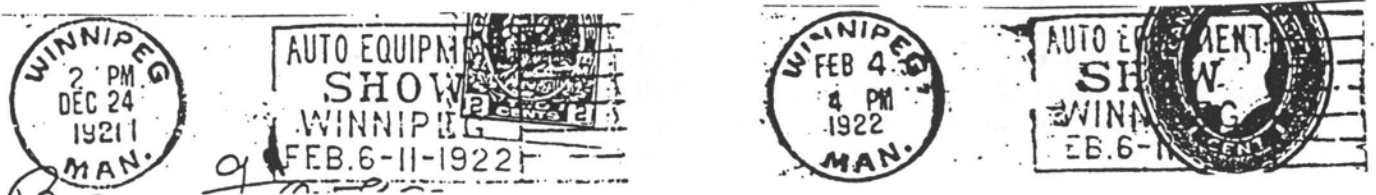
Accordingly, the three dies can now be fully illustrated below as used, together with a correct P & A proof of one, a P.O. receipt strike of a second and the original incorrect P & A proof of the third.



Die 1, the correct 1st P & A proof and recorded use with two cuts.



Die 2, the P.O. receipt strike and recorded use with three cuts.



Die 3, the 2nd P & A proof, with the error, and early and late recorded use in the corrected form, with one cut.

When major slogan use was first introduced in Canada in 1912, all available cancelling machines were of the International type, that replaced the earlier Bickerdikes from 1902. Therefore, all slogan use in 1912, and the great majority of slogan use from 1913 until most Internationals were replaced by Universals in mid-1919, was from dies acceptable to International machines.

However, beginning in 1913, a few Universal machines replaced or were added to International usage in at least twelve offices, presumably on an experimental basis. These included additional machines in MONTREAL, QUEBEC and OTTAWA and replacement machines in BELLEVILLE, BRANTFORD, KINGSTON, MOOSE JAW, NIAGARA FALLS, OWEN SOUND, PETERBOROUGH, PORT ARTHUR and SASKATOON.

It can be noted that the replacements were in smaller one-machine offices and it would be interesting to have documentation as to why this experiment was undertaken and on what basis the selected offices were chosen. Unfortunately, the Archives have not retained correspondence for this period, so the answers to these questions can only be conjectured.

Since Universal machines were generally introduced to replace Internationals in mid-1919, it can be assumed that the experimental early Universal usage was successful, and suggests that some dissatisfaction with the Internationals was evident well before their later almost total replacement shortly after the end of WW I.

The dates of these Universal additions or replacements has been indicated by David Sessions in his definitive work on International machine usage, *"The Early Rapid Cancelling Machines of Canada"*.

In any event, this limited Universal use between 1913 and mid-1919 impacted slogan usage, since the Universals could not accept the International dies that produced the large majority of early slogans, so special dies were required for Universal slogan use in this period. As not all of the twelve offices involved had slogan use prior to mid-1919, the number of these special Universal dies is quite limited, and therefore constitute an interesting specialized collecting field.

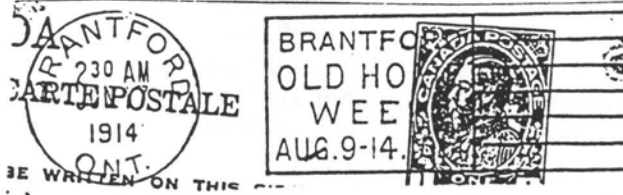
Accordingly, the known usage is listed, and when possible illustrated. Since receipt strikes were not introduced until after this period, illustrations must be of actual strikes as available, rather than clearer documentation. The separation of the Universals from the Internationals on actual strikes is not difficult, since the daters that were used with the two types were distinctively different. The International dies were used with a dater having the year at the bottom, while the Universals were used with a dater having the year in the indicia and a provincial abbreviation or CANADA at the bottom.

Usage is recorded from eight of the twelve offices, totaling twenty-eight uses of eleven different slogans, as follows alphabetically by office.

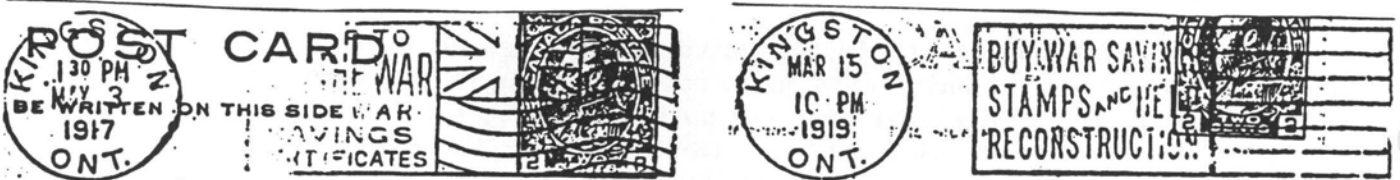
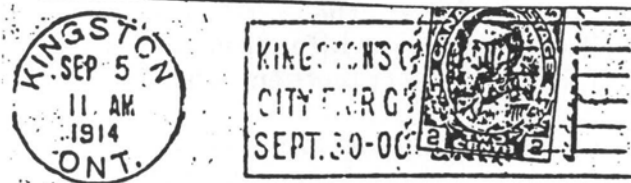
BELLEVILLE - Sessions states that the U machine replaced an I somewhat later than most, not being issued until February of 1917. The office used an I die slogan 205, **ANNUAL CITIZENS' CELEBRATION**, in 1914, but had no slogan use of the WW I flags or of 895, **BUY WAR SAVINGS STAMPS**, and only resumed slogan use in late 1919 with one of the Victory Loan group.

BRANTFORD - A U machine replaced an I in September of 1913. There had been no 1912 I slogan use, but a U slogan 693, **BRANTFORD OLD HOME WEEK**, was issued in 1914, a U die of flag slogan 4570 was used in 1917 and a U die of slogan 895 in early 1919, so there was use of three Universal slogan dies in the early period. All three can be illustrated on the following page.

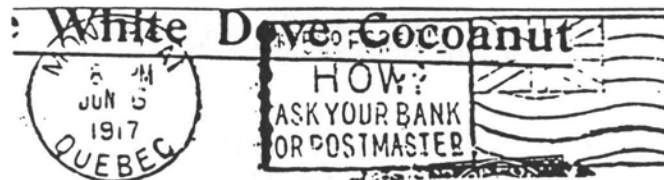
BRANTFORD early Universal slogan use.



KINGSTON - A U machine replaced an I in October of 1913. There had been no I slogan use, but a U slogan 5143, KINGSTON'S ONLY FAIR, was issued in 1914, a U die of flag slogan 4570 was used in 1917 and a U die of slogan 895 in early 1919, so there was use of three Universal slogan dies in the early period. All three can be illustrated below.



MONTREAL - A U machine was added to the several I machines in 1913, but MONTREAL'S 1914 multi-die use of slogan 1340, CARTIER CENTENARY, was exclusively from its I machines. In 1917-18 MONTREAL had I use of flag slogans 4570, 9741-A and 894, but the U machine was used only for the 1917 flag slogan 9741. MONTREAL's early 1919 multi-die use of slogan 895 was all International, so there was only one Universal slogan die used in the early period, illustrated below.



MOOSE JAW - A U machine replaced an I in August of 1913. There had been no I slogan use, but a U slogan 5800, MOOSE JAW STAMPEDE, was issued in 1916, a U die flag slogan 7415 in 1917 and a U die of slogan 895 in early 1919, so there was use of three Universal slogan dies in the early period. Slogans 5800 and 7415 are not available for illustration by actual strikes, but the Flag Cancellation Handbook has a reduced size photo of the very scarce 7415, from the Ray Peters collection, so this is reproduced below, together with an actual strike of the early 895 use.



NIAGARA FALLS - A U machine replaced an I in September of 1913. There had been no I slogan use and the office did not participate in the 1917-18 flag slogan use nor in the use of 895. Its first slogan was the proprietary 2218, CONSERVE ENERGY, used from mid-1919 until 1921, so there was no use of Universal slogan dies in the early period.

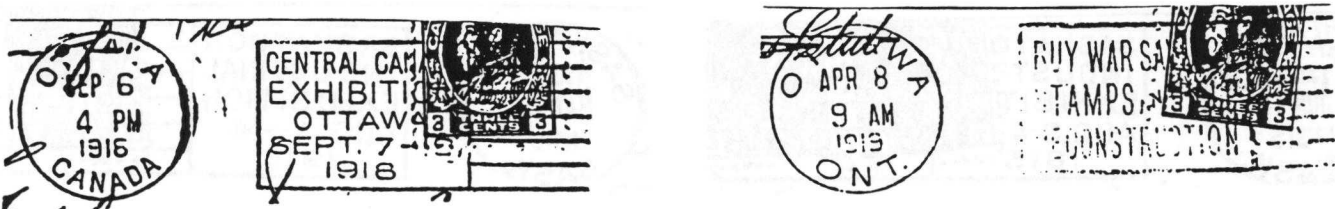
OTTAWA - A U machine was added to the I machines at this office in October of 1912, the earliest of such additions or replacements. It also received much more use in the early period than that at other offices. The 1912 use of slogan 2555, DOMINION EXHIBITION, was not affected, nor the early 1913 use of slogan 6785, OTTAWA HORSE SHOW, but the later 1913 use of slogan 1572, CENTRAL CANADA EXHIBITION, was issued in I and U dies, both of which are illustrated to demonstrate the differences in the shape of the top line. Also note that the U dater reads "CANADA" at the bottom, rather than ONT.



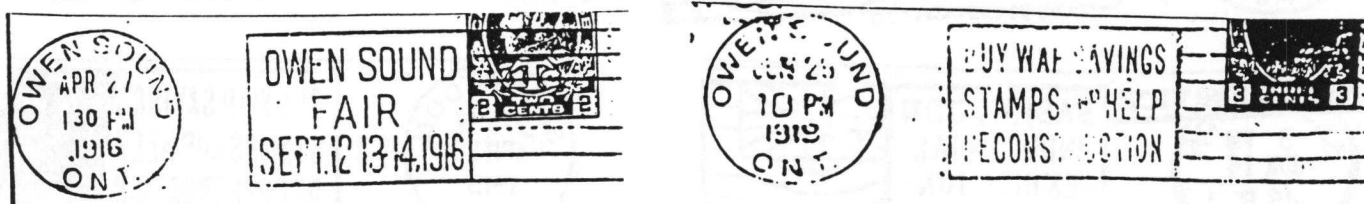
The use of slogan 1572 was probably omitted in 1914-15, due to the outbreak of WW I, but was resumed in 1916 with redated use of the 1913 U die. The 1913 I die may have also been redated, but is not yet recorded. Also, late in the year, a U die of slogan 6895, PATRIOTIC MOTOR SHOW, was issued and retained until early 1917, although no I die of this is recorded. In 1917 the 1572 slogan was again omitted, but a U die of flag slogan 4570 was issued. The 1916 slogan 1572 and 1917 4570 are illustrated below with the daters again reading CANADA below. An actual strike of 6895 is not available.



There was no OTTAWA flag usage in 1918, but slogan 1572 was revived with a redated 1916 U die and a redated version of the possible unrecorded 1916 I die may exist. In early 1919 OTTAWA used an I die of slogan 895, but also had concurrent use of a U die. The 1918 use of 1572 and 1919 use of 895 are illustrated below, the dater still reading CANADA in 1918, but altered to ONT. in 1919.

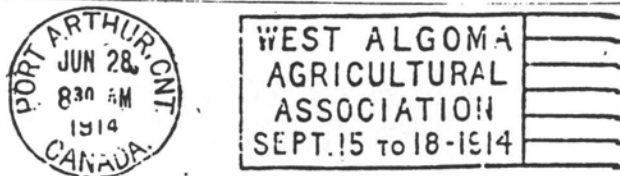


OWEN SOUND - A U machine replaced an I in August of 1914. There had been no I slogan use, but a U slogan 6805, OWEN SOUND FAIR, was issued in 1915 and redated in 1916. The 1915 use is not available for illustration, but the redated 1916 is illustrated below. OWEN SOUND did not participate in the 1917-18 flag slogans, but a U die of slogan 895 was used in early 1919, also illustrated below.



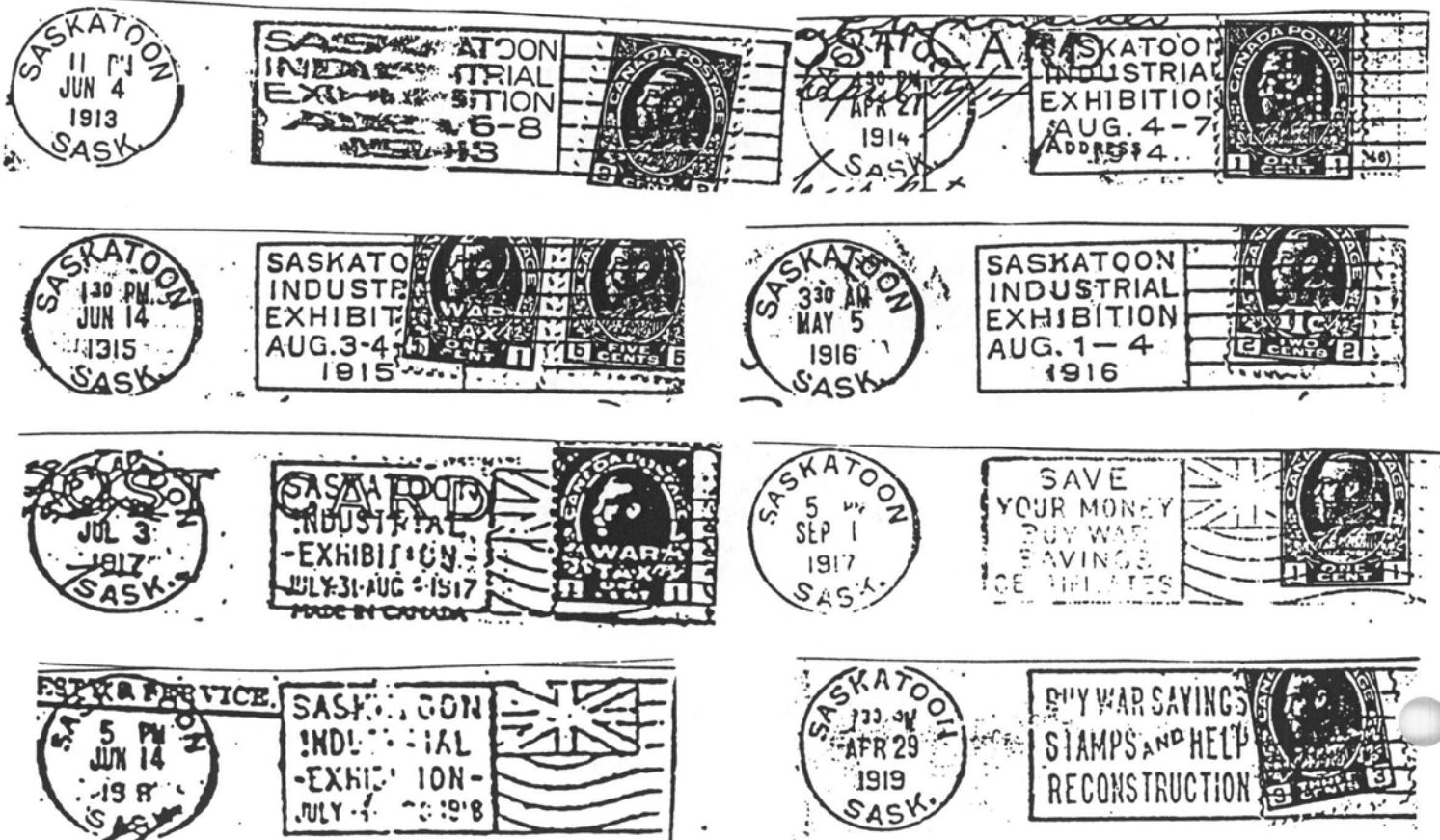
PETERBOROUGH - A U machine replaced an I in November of 1912. There had been no I slogan use and the office did not participate in the 1917-18 flag slogan use nor in the use of 895. Its first slogan was not issued until a proprietary advertising the PETERBORO EXHIBITION in 1923.

PORT ARTHUR - A U machine replaced an I in December of 1913. There had been no I slogan use, but a U die of slogan 10410, WEST ALGOMA AGRICULTURAL ASSOCIATION, was used in 1914. A U die of flag slogan 4570 was used in 1917, but the office did not have any use of 895. The flag slogan is not available for illustration, but slogan 10410 is illustrated below.



QUEBEC - A U machine was added to the I machine at this office in June of 1913. There had been prior use of I slogan 3160, EXPOSITION PROVINCIALE DE QUEBEC, in 1912 and early 1913, but all additional advertising for this event, flag slogan use in 1917 and early 1919 use of 895 continued to be from I dies only. Therefore, there is no early U slogan use from the office.

SASKATOON - A U machine replaced an I in early 1913. There had been no I slogan use, but a U die of slogan 7815, SASKATOON INDUSTRIAL EXHIBITION, was issued in mid-1913. A new U die of the same slogan was issued in 1914 and redated in 1915 and 1916. A new U die advertising the Exhibition in a flag format was issued in 1917 and redated in 1918, a U die of flag slogan 7890 was used in 1917 and a U die of 895 was used in early 1919. The total of early U slogans was therefore eight usages from five dies, by far the largest number used by any of the twelve offices. All are available for illustration below.



Slogans 4815 and 4815-A

These two major postal directive slogans were listed in Issue No. 9 in August of 1989 and revised in Issue No. 17 of December, 1990, but updates and additions since then warrant a further revision.

English slogan dies were issued from 1922, used to 1950, and bilinguals from 1930, continuing to 1950. English dies were eventually issued in four formats, the bilinguals in only one. Initial English 1922-26 use was previously reported as being from five format A Universal dies, in three lines, without ornamentation, having a grid at the right. A single strike of a sixth die of this format is now added. Incomplete documentation of this period leaves seven offices with officially reported 1922-25 use, though without receipt strikes and not yet seen, so without die identification.

Use of these six dies ceased by 1934 or earlier, when almost all offices had changed to Perfect machines, but two were retained until re-issued in 1948-50, when Universal dies could be used in the Pitney-Bowes Universal machines then employed.

In late 1926-early 1927, eight new format B Universal dies were issued in three lines of larger letters, with ornamentation but without a grid. Four had extensive use until 1934, concurrent with the format A dies, although the other four are only documented as having been used by two or three offices in this period. All eight were retired by 1934, but two were retained until revived in 1948-50.

By 1930-31, most eastern offices had converted to Perfect machines and could no longer use the Universal dies, requiring issue of three new format C Perfect dies, somewhat similar to format A, with a grid, but with taller lettering and a short dash preceding the word "PARCELS". All three of these dies had very extensive use, largely in eastern Canada from 1930-31 until 1934, and thereafter to 1947 across the country, as the only dies of the slogan in use, since almost all offices then had Perfect usage.

Perfect dies continued in use in 1948-50, concurrent with the four re-issued Universal dies then used in offices that had switched from Perfects to Pitney-Bowes Universals. They were also concurrent with a single new format D Pitney-Bowes die, with short narrow letters and a grid, used in only three offices in 1949-50.

A problem exists in identifying the first issues of one of the three Perfect dies. The proof book illustrates three different dies, with facing receipt strikes of WINDSOR for die C-2 and MONCTON for C-1, but the third receipt is of die C-1 used at NIAGARA, six weeks later than the issue to MONCTON. Therefore, the first recipient of die C-3 is not documented, but has been seen used at OSHAWA in February of 1931, reliably reported used at SIMCOE in May of 1931, seen at LONDON in October of 1931 and GALT in December. The first documented use is from PEMBROKE in February of 1932.

There is a very unusual usage of this slogan at LONDON in the 1931-33 period. LONDON had received a Perfect machine in late 1930, but also retained its Universal until it was replaced by a second Perfect in 1934. Accordingly, LONDON used both Universal and Perfect dies concurrently in this period. A Universal die B-7 was issued to LONDON on July 7, 1931 and retained until January 6, 1933, an unusually long period during which LONDON's Universal machine was dedicated to the use of this one slogan, of which several strike have been seen during its 18 months of use.

However, LONDON was also issued a Perfect die of the same slogan on two occasions during the Universal use. Die C-3 was used there in Oct-Dec. 1931 and C-1 in June-Sep. 1932. This is the only recorded instance of an office using two different dies of the same postal directive slogan concurrently, and it happened on two occasions.

The bilingual slogan was not issued until 1930, when a single Perfect die, without grid, was issued to MONTREAL, and then re-issued, two or three times a year until 1950, to a group of thirteen other province of Quebec offices.

APPENDIX A

Documented issue or return dates are without a suffix. If not documented, recorded dates are suffixed S to indicate SEEN.

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

| | | | | | |
|----------------|----------|---------|----------|-------------|----------|
| PRINCE RUPERT | 22.02.14 | NANAIMO | 23.09.13 | CORNWALL | 24.11.22 |
| WOODSTOCK ONT. | 22.09.23 | LINDSAY | 24.04.17 | COLLINGWOOD | 25.04.28 |
| BROCKVILLE | 23.09.10 | | | | |

| | | | | | | | | |
|--------|---------------------|------------------|--------|---------------------|------------------|--------|---------------------|------------------|
| Office | Issued or seen from | Ret'd or seen to | Office | Issued or seen from | Ret'd or seen to | Office | Issued or seen from | Ret'd or seen to |
|--------|---------------------|------------------|--------|---------------------|------------------|--------|---------------------|------------------|

FORMAT A

Universal die A-1



Probable unrecorded 1922 issue use

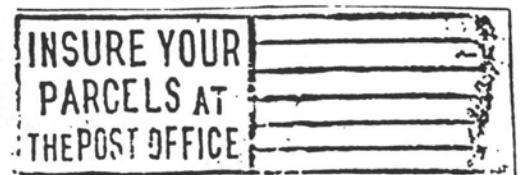
| | | |
|----------------|----------|------------|
| VICTORIA | 23.10.08 | |
| LONDON | 23.11.29 | 24.02.25 S |
| HALIFAX | 25.05.05 | 25.05.31 S |
| REGINA | 25.08.11 | 25.09.12 S |
| PRESCOTT | 26.02.19 | 26.04.23 S |
| GUELPH | 26.08.05 | 28.06.26 |
| BRANTFORD | 29.01.25 | 29.04.26 S |
| SARNIA | 30.06.08 | 30.10.22 |
| FORT WILLIAM | 30.11.13 | 31.11.14 |
| SOUTH EDMONTON | 33.05.02 | 33.09.18 |

Universal die A-2



| | | |
|--|------------|------------|
| MOOSE JAW | 22.08.16 S | |
| PETERBOROUGH | 23.09.12 | 24.10.30 S |
| AMHERST | 25.01.14 | 27.10.24 |
| PRINCE RUPERT | 28.08.31 | |
| NIAGARA FALLS | 29.01.25 | 30.12.18 |
| Assumed as damaged and not re-issued. | | |
| AMHERST strikes have not been seen, but from the documented use period it is probably die A-2. | | |

Universal die A-3



| | | |
|----------------|------------|------------|
| OWEN SOUND | 22.07.28 S | |
| BELLEVILLE | 23.12.10 | 24.12.24 S |
| HAMILTON | 25.05.05 | 25.06.16 S |
| WINNIPEG | 25.06.23 | 28.10.01 |
| PRINCE ALBERT | 29.01.25 | 32.06.04 |
| ST. CATHARINES | 33.09.08 | 34.04.17 |

Universal die A-4



Probable unrecorded 1922 issue use

| | | |
|-----------------|------------|-------------|
| WOODSTOCK ONT | 23.09.12 | 23.10.08 S |
| FREDERICTON | 23.11.08 | 24.00.00 S |
| ST. JOHN | 24.02.25 | 24.03.07 S |
| ST. CATHARINES | 25.01.23 S | 26.07.25 S |
| ST. CATHARINES | 26.12.05 | 27.10.24 |
| NEW WESTMINSTER | 29.01.25 | 33.05.22 |
| SMITH'S FALLS | 33.09.08 | 34.04.21 |
| AYLMER WEST | 48.01.22 | |
| COLLINGWOOD | 48.03.12 | |
| CAMPBELLTON | 48.09.23 | 1949 REPORT |
| KENORA | 49.01.14 | 49.04.14 S |
| BELLEVILLE | 49.08.24 | 49.09.13 S |
| LUNENBURG | 49.10.03 | |
| DUNDAS | 50.02.17 | |
| HESPELLER | 50.10.23 | |

Universal die A-5



| | | |
|----------------|------------|------------|
| VANCOUVER | 23.01.19 S | 23.02.19 S |
| PRINCE RUPERT | 24.02.14 | 24.03.03 S |
| EDMONTON | 25.11.23 S | 25.12.19 S |
| CALGARY | 26.01.13 | 26.02.16 S |
| KAMLOOPS | 27.10.19 | 31.11.06 S |
| PRESCOTT | 33.04.29 | 33.09.23 |
| SARNIA | 33.09.26 | 33.10.25 |
| NELSON | 34.04.13 | 35.09.28 |
| WOODSTOCK N.B. | 48.01.24 | 48.02.02 S |
| HALIFAX | 48.03.15 | 48.03.17 S |
| ST. THOMAS | 48.04.24 | 48.05.02 S |
| KELOWNA | 48.08.04 | |
| ESTEVAN | 49.01.15 | |
| PORT ALBERNI | 49.05.24 | 49.06.30 S |
| GALT | 49.07.22 | |
| HAILEYBURY | 49.09.05 | |

Universal die A-6



| | |
|---------------------------------------|------------|
| PORTAGE | 22.06.17 S |
| Assumed as damaged and not re-issued. | |

APPENDIX A continued - FORMAT B

Universal die B-1



| | | |
|--------------|----------|------------|
| MOOSE JAW | 26.10.05 | 27.01.12 |
| PORT ARTHUR | 27.10.19 | 29.02.01 |
| COLLINGWOOD | 29.03.27 | 29.07.19 |
| CALGARY | 29.10.04 | 32.05.31 |
| NANAIMO | 33.09.07 | 33.11.01 |
| LETHBRIDGE | 34.04.12 | 34.11.10 |
| LLOYDMINSTER | 48.01.26 | |
| SUSSEX | 48.06.18 | |
| LUNENBURG | 48.07.10 | |
| KENTVILLE | 49.01.18 | 49.03.26 S |
| CHATHAM ONT. | 49.07.06 | |
| ANTIGONISH | 49.08.26 | |
| CHATHAM N.B. | 49.09.20 | |
| COLEMAN | 50.04.11 | |
| KELOWNA | 50.10.25 | |

Universal die B-2



| | | |
|---------------------------------------|----------|----------|
| SMITH'S FALLS | 27.01.08 | 27.10.26 |
| HALIFAX | 28.07.12 | |
| Assumed as damaged and not re-issued. | | |

Universal die B-3



| | | |
|---------------|----------|------------|
| GALT | 27.01.05 | 27.05.30 S |
| BRANDON | 27.09.27 | 28.04.23 |
| VICTORIA | 28.05.18 | 28.09.10 |
| SASKATOON | 28.10.20 | 28.11.17 |
| ST. JOHN | 29.01.25 | 29.11.25 |
| HALIFAX | 30.05.12 | 30.07.16 |
| GALT | 30.10.20 | 30.11.22 |
| PRINCE RUPERT | 31.01.02 | 31.05.05 |
| MOOSE JAW | 31.10.05 | 31.11.16 |
| PRINCE RUPERT | 33.01.03 | 33.02.21 |
| TIMMINS | 33.05.02 | 33.09.15 |
| WELLAND | 34.04.14 | 34.08.09 |

Universal die B-4



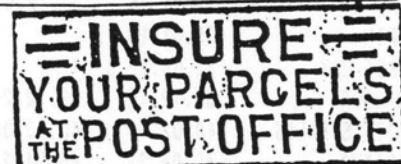
| | | |
|------------|----------|------------|
| YORKTON | 27.01.05 | 27.12.05 |
| OTTAWA | 28.01.03 | 29.01.02 |
| ST. THOMAS | 33.09.08 | 34.02.19 S |

Universal die B-5



| | | |
|----------------|------------|------------|
| CARLETON PLACE | 27.01.05 | 27.10.08 |
| SUDBURY | 27.10.15 | 29.02.01 |
| HALIFAX | 29.05.30 | 29.09.09 |
| REGINA | 29.09.24 | 30.06.07 |
| BRANDON | 30.05.08 | 31.05.08 |
| MOOSE JAW | 33.01.03 | 33.02.20 |
| TRENTON | 33.05.02 | 33.09.14 |
| BRANDON | 33.10.04 | 33.11.13 |
| GLACE BAY | 34.04.12 | 34.08.14 |
| CHILLIWACK | 48.03.22 S | |
| THE PAS | 48.05.03 | |
| CHATHAM | 48.09.18 | 48.10.12 S |
| HUMBOLDT | 49.01.15 | |
| KAMLOOPS | 49.04.19 | 49.04.25 S |
| BANFF | 49.08.22 S | |

Universal die B-6



| | | |
|---------------------------------------|----------|------------|
| REGINA | 27.04.11 | 27.06.17 |
| CALGARY | 27.09.27 | 29.08.23 S |
| Assumed as damaged and not re-issued. | | |

Universal die B-7



| | | |
|---------------|----------|----------|
| SYDNEY | 27.10.28 | 28.01.04 |
| SARNIA | 28.02.07 | 28.05.04 |
| WOODSTOCK ONT | 28.05.08 | 28.09.19 |
| CORNWALL | 29.08.12 | 29.11.23 |
| FREDERICTON | 30.05.16 | 31.04.24 |
| LONDON | 31.07.07 | 33.01.06 |
| STRATFORD | 33.09.09 | 33.10.12 |

Universal die B-8



| | | |
|--------------|----------|----------|
| MEDICINE HAT | 27.10.19 | 29.02.04 |
| EDMONTON | 30.09.02 | 32.06.06 |

APPENDIX A continued - FORMAT C

Perfect die C-1



Perfect die C-2



Perfect die C-3



| | | |
|------------------|------------|-------------|
| MONCTON | 30.11.19 | 30.12.22 S |
| NIAGARA | 31.01.26 | 31.02.23 S |
| KINGSTON | 31.09.17 S | |
| PETERBOROUGH | 32.02.09 | 32.03.30 S |
| LONDON | 32.06.11 | 32.09.26 S |
| TRURO | 32.10.07 | |
| WOODSTOCK | 33.03.01 | 33.03.18 S |
| HAMILTON | 33.04.07 | 33.05.01 |
| GALT | 33.09.01 | 33.09.18 S |
| HALIFAX | 34.02.09 | 34.03.21 S |
| CHATHAM ONT | 34.09.08 | 34.10.08 S |
| SARNIA | 34.10.09 | 34.11.24 S |
| CALGARY | 35.05.30 | 35.06.29 S |
| NEW WESTMINSTER | 35.10.02 | 35.11.01 S |
| OWEN SOUND | 35.11.22 | 36.01.10 S |
| PORTAGE | 37.03.22 | |
| OWEN SOUND | 37.07.22 | 38.01.20 S |
| NOOSE JAW | 38.04.14 | 38.08.24 S |
| NIAGARA | 38.11.06 | 38.12.04 S |
| PERTH | 39.01.19 | |
| GLACE BAY | 39.06.22 S | |
| BRANDON | 39.12.15 | 39.12.25 S |
| SMITH'S FALLS | 40.02.14 | 40.03.02 S |
| NANAIMO | 40.04.22 | 40.04.26 S |
| SWIFT CURRENT | 40.06.01 | 40.06.09 S |
| MEDICINE HAT | 40.07.08 | |
| FREDERICTON | 40.08.17 | |
| NEW WESTMINSTER | 40.10.15 | |
| PICTON | 40.12.05 | |
| PRINCE RUPERT | 41.01.29 | 41.02.21 S |
| FORT EIRE NORTH | 41.03.41 | 41.04.05 S |
| YARMOUTH | 41.06.11 | |
| NAPANEE | 41.07.23 | 41.09.12 S |
| WATERLOO | 41.10.03 | |
| GUELPH | 41.11.20 | 42.05.22 S |
| FORT FRANCES | 42.02.16 | 42.05.04 S |
| LEAMINGTON | 42.11.09 | |
| PICTON | 43.08.02 | |
| TRAIL | 44.02.21 | |
| NORTH BATTLEFORD | 44.04.24 | 46.03.16 S |
| SYDNEY | 46.06.11 | 46.07.09 S |
| GLACE BAY | 46.08.26 | 1947 REPORT |
| NAPANEE | 47.05.30 | |
| YORKTON | 47.10.07 S | |
| CORNWALL | 47.12.31 | 48.02.24 |
| SYDNEY | 48.04.12 | |
| TRAIL | 48.08.26 | 48.09.11 S |
| GLACE BAY | 48.11.15 | 1949 REPORT |
| BRANTFORD | 49.10.12 | 49.11.04 S |

| | | |
|---------------|------------|-------------|
| WINDSOR | 30.11.19 | 31.01.08 S |
| LONDON | 31.01.27 S | 31.03.06 S |
| TORONTO | 31.04.25 S | 31.08.13 S |
| OTTAWA | 31.11.24 S | |
| TORONTO | 32.02.10 | 32.02.29 S |
| KITCHENER | 32.09.29 | 32.10.22 S |
| OWEN SOUND | 33.03.02 | 33.11.08 S |
| KINGSTON | 34.02.20 | 34.03.01 S |
| CHARLOTTETOWN | 34.09.08 | 34.09.29 S |
| ST. JOHN | 35.11.25 | 35.12.16 S |
| MOOSE JAW | 36.02.21 | 36.02.25 S |
| MONCTON | 36.08.14 | 36.09.12 S |
| FORT FRANCES | 37.03.16 | 1938 REPORT |
| VANCOUVER | 38.03.02 | 38.03.31 S |
| FREDERICTON | 38.05.11 | 38.06.01 S |
| BRANDON | 38.07.25 | |
| NELSON | 38.11.09 | 38.11.11 S |
| ST. THOMAS | 39.01.19 | 39.02.08 S |
| GALT | 39.04.20 S | 39.10.18 S |
| CORNWALL | 39.10.23 | 39.11.06 S |
| COLLINGWOOD | 40.02.12 | 40.02.14 S |
| OAKVILLE | 40.04.19 | |
| PRINCE RUPERT | 40.06.05 | 40.06.10 S |
| AMHERST | 40.07.20 | |
| TRURO | 41.01.25 | 41.02.18 S |
| YORKTON | 41.04.29 | |
| MONCTON | 41.07.28 | |
| COBOURG | 41.10.13 | 41.10.27 S |
| LINDSAY | 41.11.19 | |
| GEORGETOWN | 42.02.27 | 42.08.17 S |
| NAPANEE | 43.08.12 | |
| YARMOUTH B/O | 44.03.06 | |
| OWEN SOUND | 44.04.24 | 44.05.03 S |

| | | |
|----------------|------------|------------|
| OSHAWA | 30.11.? | 31.02.07 S |
| SIMCOE | 31.05.23 S | |
| LONDON | 31.10.16 S | |
| GALT | 31.12.21 S | |
| PEMBROKE | 32.02.23 | |
| PARIS | 32.10.06 | 33.03.15 S |
| SIMCOE | 33.03.01 | 33.03.15 S |
| LONDON | 33.04.04 | |
| ORILLIA | 33.09.27 | 34.01.10 S |
| PEMBROKE | 34.02.16 | |
| FREDERICTON | 34.09.08 | 34.10.11 S |
| OTTAWA | 34.10.29 | |
| FREDERICTON | 35.05.30 | 35.07.02 S |
| NORTH BAY | 35.10.02 | 36.01.05 S |
| HALIFAX | 36.02.22 | 36.03.09 S |
| KITCHENER | 36.08.12 | 36.08.20 S |
| CORNWALL | 37.03.12 | 38.04.10 S |
| CHATHAM ONT | 38.05.11 | |
| KITCHENER | 38.06.27 | 38.07.21 S |
| PEMBROKE | 38.11.22 | 39.03.06 |
| SIMCOE | 39.07.05 | 39.07.10 |
| WINDSOR | 39.08.25 | 39.09.09 S |
| MONCTON | 39.10.23 | 39.11.22 S |
| TRAIL | 39.12.18 | 39.12.19 S |
| TRURO | 40.02.28 | 40.04.20 S |
| PERTH | 40.04.20 | 40.05.16 S |
| SOUTH EDMONTON | 40.06.04 | |
| BROCKVILLE | 40.07.17 | |
| PORTAGE | 40.08.29 | 40.09.16 S |
| WELLAND | 40.10.10 | |
| CHATHAM ONT | 40.11.22 | 41.04.17 S |
| TRAIL | 41.06.12 | 41.07.23 S |
| NANAIMO | 41.07.28 | |
| AMHERST | 41.09.11 | |
| GLACE BAY | 42.02.16 | 42.03.22 S |
| BROCKVILLE | 42.11.07 | 42.11.13 S |
| MONCTON | 43.08.02 | |
| WOODSTOCK ONT | 44.02.17 | 44.03.16 S |
| SMITH'S FALLS | 44.04.19 | 45.10.18 S |

APPENDIX A continued - FORMAT D

Pitney-Bowes die D-1

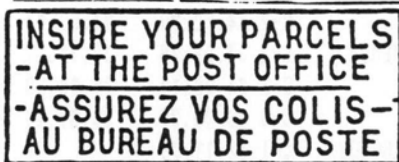


| | | |
|------------|----------|------------|
| BARRIE | 49.11.14 | |
| CHILLIWACK | 50.02.09 | 50.03.06 S |
| KENTVILLE | 50.10.24 | 50.12.16 S |

SLOGAN 4815-A - INSURE YOUR PARCELS AT THE POST OFFICE - ASSUREZ VOS COLIS AU BUREAU DE POSTE

FORMAT E

Perfect die E-1



| | | | | | | | | |
|----------------|------------|------------|----------------|----------|------------|----------------|------------|------------|
| MONTREAL | 30.11.17 | 30.11.21 S | TROIS RIVIERES | 37.03.12 | 37.04.01 S | JOLIETTE | 42.05.14 | |
| TROIS RIVIERES | 32.02.08 | | ST. HYACINTHE | 37.07.22 | 37.12.04 S | SHERBROOKE | 42.09.10 | 42.10.03 S |
| T, HYACINTHE | 32.09.01 | 32.11.14 S | CHICOUTIMI | 38.05.11 | 38.06.07 S | ST. JEAN | 42.11.19 | |
| MONTREAL | 33.03.02 | 33.04.11 S | TROIS RIVIERES | 38.07.11 | 38.07.25 S | ST. JEROME | 43.08.03 | 43.09. ? S |
| QUEBEC | 33.09.02 | | ST. JEAN | 38.11.07 | | SOREL | 44.01.29 | |
| GRANBY | 34.02.23 | | HULL | 39.01.20 | 39.02.16 S | CHICOUTIMI | 44.02.19 | 44.04.13 S |
| LEVIS | 34.09.10 | | LEVIS | 39.03.27 | 39.04.21 S | JOLIETTE | 44.06.10 | |
| JOLIETTE | 34.10.29 | | QUEBEC | 39.07.06 | | TROIS RIVIERES | 44.08.25 | 44.08.26 S |
| QUEBEC | 35.06.01 | 35.06.24 S | JOLIETTE | 39.08.23 | 39.08.30 S | THETFORD MINES | 44.10.06 | |
| MONTREAL | 35.10.04 | 35.10.30 S | ST. JEAN | 39.10.27 | 39.12.28 S | GRANBY | 45.08.06 | |
| HULL | 35.11.22 | | CHICOUTIMI | 40.05.18 | | ST. HYACINTHE | 46.02.28 | 46.05.25 S |
| SHERBROOKE | 36.02.23 S | 36.03.23 S | SHERBROOKE | 40.07.02 | 40.07.10 S | HULL | 46.09.12 | 46.09.25 S |
| ST. JEAN | 36.08.14 | 36.08.25 S | ST. JEROME | 40.08.17 | | ST. JEROME | 46.10.31 | 46.11.18 S |
| | | | TROIS RIVIERES | 40.10.05 | | SHERBROOKE | 46.12.30 | 47.01.07 S |
| | | | GRANBY | 40.11.20 | 40.12.19 S | ST. HYACINTHE | 47.05.05 | |
| | | | THETFORD MINES | 41.05.07 | | GRANBY | 47.09.18 S | |
| | | | HULL | 41.06.06 | | ST. JEAN | 48.01.06 | 48.02.05 S |
| | | | CHICOUTIMI | 41.07.24 | | SOREL | 48.09.11 | |
| | | | GRANBY | 41.09.10 | | ST. JEAN | 48.11.13 | |
| | | | ST. HYACINTHE | 41.11.21 | 42.03.21 S | TROIS RIVIERES | 49.08.20 | |
| | | | ST. JEAN | 42.04.13 | | HULL | 50.02.25 | 50.04.10 S |
| | | | | | | MONTREAL | 50.11.17 S | |

APPENDIX B

The following listing is of usage from 18 English dies, 14 Universals, 3 Perfects and one Pitney-Bowes. Usage is documented or recorded from 103 offices, between 1922 and 1950, consisting of 241 individual uses. Sixty-one offices used the slogan more than once, the greatest frequency being seven times, shared by HALIFAX and PRINCE RUPERT.

| | | | | | | | | |
|---------------|----------------|-------------|--------------|----------------|-------------|--------------|----------------|------------|
| AMHERST | A-2 25.01.14 | 27.10.24 | CORNWALL | ? 24.11.22 | | HAMILTON | A-3 25.05.05 | 25.06.16 S |
| | C-2 40.07.20 | | | B-7 29.08.12 | 29.11.23 | | C-1 33.04.07 | 33.05.01 |
| | C-3 41.09.11 | | | C-3 37.03.12 | 38.04.10 S | HESPELLER | A-4 50.10.23 | |
| ANTIGONISH | B-1 49.08.26 | | | C-2 39.10.23 | 39.11.06 S | HUMBOLDT | B-5 49.01.15 | |
| AYLMER WEST | A-4 48.01.22 | | | C-1 47.12.31 | 48.02.24 | KAMLOOPS | A-5 27.10.19 | 31.11.06 S |
| BANFF | A-5 49.08.22 S | | DUNDAS | A-4 50.02.17 | | | B-5 49.04.19 | 49.04.25 S |
| BARRIE | D-1 49.11.14 | | EDMONTON | A-5 25.11.23 S | 25.12.19 S | KELOWNA | A-5 48.08.04 | |
| BELLEVILLE | A-3 23.12.10 | 24.12.24 S | | B-8 30.09.02 | 32.06.06 | | B-1 50.10.25 | |
| | A-4 49.08.24 | 49.09.13 S | ESTEVAN | A-5 49.01.15 | | KENORA | A-4 49.01.14 | 49.04.14 S |
| BRANDON | B-3 27.09.27 | 28.04.23 | FORT EIRE N. | C-1 41.03.41 | 41.04.05 S | KENTVILLE | B-1 49.01.18 | 49.03.26 S |
| | B-5 30.05.08 | 31.05.08 | FORT FRANCES | C-2 37.03.16 | 1938 REPORT | | D-1 50.10.24 | 50.12.16 S |
| | B-5 33.10.04 | 33.11.13 | | C-1 42.02.16 | 42.05.04 S | KINGSTON | C-1 31.09.17 S | |
| | C-2 38.07.25 | | FORT WILLIAM | A-1 30.11.13 | 31.11.14 | | C-2 34.02.20 | 34.03.01 S |
| | C-1 39.12.15 | 39.12.25 S | FREDERICTON | A-4 23.11.08 | 24.00.00 S | KITCHENER | C-2 32.09.29 | 32.10.22 S |
| BRANTFORD | A-1 29.01.25 | 29.04.26 S | | B-7 30.05.16 | 31.04.24 | | C-3 36.08.12 | 36.08.20 S |
| | C-1 49.10.12 | 49.11.04 S | | C-3 34.09.08 | 34.10.11 S | | C-3 38.06.27 | 38.07.21 S |
| BROCKVILLE | ? 23.09.10 | | | C-3 35.05.30 | 35.07.02 S | LEAMINGTON | C-1 42.11.09 | |
| | C-3 40.07.17 | | | C-2 38.05.11 | 38.06.01 S | LETHBRIDGE | B-1 34.04.12 | 34.11.10 |
| | C-3 42.11.07 | 42.11.13 S | | C-1 40.08.17 | | LINDSAY | ? 24.04.17 | |
| CALGARY | A-5 26.01.13 | 26.02.16 S | GALT | B-3 27.01.05 | 27.05.30 S | | C-2 41.11.19 | |
| | B-6 27.09.27 | 29.08.23 S | | B-3 30.10.20 | 30.11.22 | LLOYDMINSTER | B-1 48.01.26 | |
| | B-1 29.10.04 | 32.05.31 | | C-3 31.12.21 S | | LONDON | A-1 23.11.29 | 24.02.25 |
| | C-1 35.05.30 | 35.06.29 S | | C-1 33.09.01 | 33.09.18 S | | C-2 31.01.27 S | 31.03.06 S |
| CAMPBELLTON | A-4 48.09.23 | 1949 REPORT | | C-2 39.04.20 S | 39.10.18 S | | B-7 31.07.07 | 33.01.06 |
| CARLETON PL. | B-5 27.01.05 | 27.10.08 | | A-5 49.07.22 | | | C-3 31.10.16 S | |
| CHARLOTTETOWN | C-2 34.09.08 | 34.09.29 S | GEORGETOWN | C-2 42.02.27 | 42.08.17 S | | C-1 32.06.11 | 32.09.26 S |
| CHATHAM N.B. | B-1 49.09.20 | | GLACE BAY | B-5 34.04.12 | 34.08.14 | | C-3 33.04.04 | |
| CHATHAM ONT. | C-1 34.09.08 | 34.10.08 S | | C-1 39.06.22 | | LUNENBURG | B-1 48.07.10 | |
| | C-3 38.05.11 | | | C-3 42.02.16 | 42.05.22 S | | A-4 49.10.03 | |
| | C-3 40.11.22 | 41.04.17 S | | C-1 46.08.26 | 1947 REPORT | MEDICINE HAT | B-8 27.10.19 | 29.02.04 |
| | B-5 48.09.18 | 48.10.12 S | | C-1 48.11.15 | 1949 REPORT | | C-1 40.07.08 | |
| | B-1 49.07.06 | | GUELPH | A-1 26.08.05 | 28.06.26 | MONCTON | C-1 30.11.19 | 30.12.22 S |
| CHILLIWACK | B-5 48.03.22 S | | | C-1 41.11.20 | 42.05.22 S | | C-2 36.08.14 | 36.09.12 S |
| | D-1 50.02.09 | 50.03.06 S | HAILEYBURY | A-5 49.09.05 | | | C-3 39.10.23 | 39.11.22 S |
| COBOURG | C-2 41.10.13 | 41.10.27 S | HALIFAX | A-1 25.05.05 | 25.05.31 S | | C-2 41.07.28 | |
| COLEMAN | B-1 50.04.11 | | | B-2 28.07.12 | | | C-3 43.08.02 | |
| COLLINGWOOD | ? 25.04.28 | | | B-5 29.05.30 | 29.09.09 | MOOSE JAW | A-2 22.08.16 S | |
| | B-1 29.03.27 | 29.07.19 | | B-3 30.05.12 | 30.07.16 | | B-1 26.10.05 | 27.01.12 |
| | C-2 40.02.12 | 40.02.14 S | | C-1 34.02.09 | 34.03.21 S | | B-3 31.10.05 | 31.11.16 |
| | A-4 48.03.12 | | | C-3 36.02.22 | 36.03.09 S | | B-5 33.01.03 | 33.02.20 |
| | | | | A-5 48.03.15 | 48.03.17 S | | C-2 36.02.21 | 36.02.25 S |
| | | | | | | | C-1 38.04.14 | 38.08.24 S |

APPENDIX B

| | | | | | | | |
|---------------|----------------|------------|---------------|----------------|---------------|---------------|----------------|
| NANAIMO | ? 23.09.13 | | PORTAGE | A-6 22.08.17 S | SUSSEX | B-1 48.06.16 | |
| | B-1 33.09.07 | 33.11.01 | | C-1 37.03.22 | SWIFT CURRENT | C-1 40.06.01 | 40.06.09 S |
| | C-1 40.04.22 | 40.04.26 S | | C-3 40.08.29 | 40.09.16 S | SYDNEY | B-7 27.10.28 |
| | C-3 41.07.28 | | PRESCOTT | A-1 26.02.19 | 26.04.23 S | | C-1 46.06.11 |
| NAPANEE | C-1 41.07.23 | 41.09.12 S | | A-5 33.04.29 | 33.09.23 | | C-1 48.04.12 |
| | C-2 43.08.12 | | PRINCE ALBERT | A-3 29.01.25 | 32.05.04 | THE PAS | B-5 48.05.03 |
| | C-1 47.05.30 | | PRINCE RUPERT | ? 22.02.14 | | TIMMINS | B-3 33.05.02 |
| NELSON | A-5 34.04.13 | 35.09.28 | | A-5 24.02.14 | 24.03.03 S | TORONTO | C-2 31.04.25 S |
| | C-2 38.11.09 | 38.11.11 S | | A-2 28.08.31 | | | C-2 32.02.10 |
| NEW WEST. | A-4 29.01.25 | 33.05.22 | | B-3 31.01.02 | 31.05.05 | TRAIL | C-3 39.12.18 |
| | C-1 35.10.02 | 35.11.01 S | | B-3 33.01.03 | 33.02.21 | | C-3 41.06.12 |
| | C-1 40.10.15 | | | C-2 40.05.05 | 40.06.10 S | | C-1 44.02.21 |
| NIAGARA | A-2 29.01.25 | 30.12.18 | | C-1 41.01.29 | 41.02.21 S | | C-1 48.08.26 |
| | C-1 31.01.26 | 31.02.23 S | REGINA | A-1 25.08.11 | 25.09.12 S | TRENTON | B-5 33.05.02 |
| | C-1 38.11.06 | 38.12.04 S | | B-6 27.04.11 | 27.06.17 | TRURO | C-1 32.10.07 |
| N. BATTLEFORD | C-1 44.04.24 | 46.03.16 S | | B-5 29.09.24 | 30.06.07 | | C-3 40.02.28 |
| NORTH BAY | C-3 35.10.02 | 36.01.05 S | ST. CATH. | A-4 25.01.23 S | 26.07.25 S | | C-2 41.01.25 |
| OAKVILLE | C-2 40.04.19 | | | A-4 26.12.05 | 27.10.24 | VANCOUVER | A-5 23.01.19 S |
| ORILLIA | C-3 33.09.27 | 34.01.10 S | | A-3 33.09.08 | 34.04.17 | | C-2 38.03.02 |
| OSHAWA | C-3 30.11.? | 31.02.07 S | ST. JOHN | A-4 24.02.25 | 24.03.07 S | VICTORIA | A-1 23.10.08 |
| OTTAWA | C-2 31.11.24 S | | | B-3 29.01.25 | 29.11.25 | | B-3 28.05.18 |
| | B-4 28.01.03 | 29.01.02 | | C-2 35.11.25 | 35.12.16 S | WATERLOO | C-1 41.10.03 |
| | C-3 34.10.29 | | ST. THOMAS | B-4 33.09.08 | 34.02.19 S | WELLAND | B-3 34.04.14 |
| OWEN SOUND | A-3 22.07.28 S | | | C-2 39.01.19 | 39.02.08 S | | C-3 40.10.10 |
| | C-2 33.03.02 | 33.11.08 S | | A-5 48.04.24 | 48.05.02 S | WINDSOR | C-2 30.11.19 |
| | C-1 35.11.22 | 36.01.10 S | SARNIA | B-7 28.02.07 | 28.05.04 | | C-3 39.08.25 |
| | C-1 37.07.22 | 38.01.20 S | | A-1 30.06.08 | 30.10.22 | WINNIPEG | A-3 25.06.23 |
| | C-2 44.04.24 | 44.05.03 S | | A-5 33.09.26 | 33.10.25 | WOODSTOCK N.B | A-5 48.01.24 |
| PARIS | C-3 32.10.06 | 33.03.15 S | | C-1 34.10.09 | 34.11.24 S | WOODSTOCK ONT | ? 22.09.23 |
| PEMBROKE | C-3 32.02.23 | | SASKATOON | B-3 28.10.20 | 28.11.17 | | A-4 23.09.12 |
| | C-3 34.02.16 | | SIMCOE | C-3 31.05.23 S | | | B-7 28.05.08 |
| | C-3 38.11.22 | 39.03.06 S | | C-3 33.03.01 | 33.03.15 S | | C-1 33.03.01 |
| PERTH | C-1 39.01.19 | | | C-3 39.07.05 | 39.07.10 S | | C-3 44.02.17 |
| | C-3 40.04.20 | 40.05.18 S | SMITH'S FALLS | B-2 27.01.08 | 27.10.25 | YARMOUTH | C-1 41.06.11 |
| PETERBOROUGH | A-2 23.09.12 | 24.10.30 S | | A-4 33.09.08 | 34.04.21 | YARMOUTH B/O | C-2 44.03.06 |
| | C-1 32.02.09 | 32.03.30 S | | C-1 40.02.14 | 40.03.02 S | YORKTON | B-4 27.01.05 |
| PICTON | C-1 40.12.05 | | | C-3 44.04.19 | 45.10.18 S | | C-2 41.04.29 |
| | C-1 43.08.02 | | S. EDMONTON | A-1 33.05.02 | 33.09.18 | | C-1 47.10.07 S |
| PORT ALBERNI | A-5 49.05.24 | 49.06.30 S | | C-3 40.06.04 | | | |
| PORT ARTHUR | B-1 27.10.19 | 29.02.01 | STRATFORD | B-7 33.09.09 | 33.10.12 | | |
| | | | SUDBURY | B-5 27.10.15 | 29.02.01 | | |

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

This group of slogans was classified as recently as Issue 28, but since then photos of two of the five offices with unseen documented use have been seen, and therefore can be die identified. Additionally, this identification makes it very probable that the other three offices were consecutive 1924 use of die 2. Also, the prior classification did not include an Appendix B, which can now be presented.

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 was 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 three offices included in the Distribution Lists as using 4265, but with receipt strikes missing, so that positive die identification of them cannot be made. However, as mentioned above, these three can now be tentatively assigned as die 2.

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. The bilingual die was never 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, and die 1 is not recorded after 1926, so it can be assumed that all were unserviceable after the early 1930's, and not retained as was the single die of 4255.

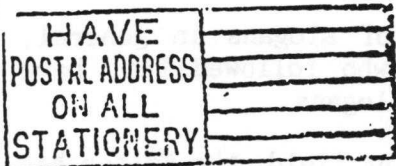
For 4255, the catalogue states use by 19 offices in 1923-29, 1932-33 and 1947-51, but 24 offices are confirmed as having used it, oddly without repetition by any office, and it is recorded in 1930, though not in 1931. The last usage at AYLMER WEST has been seen in November of 1950, so use into early 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, with use from 1923 until 1934. 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



| | | | | | |
|---------------|------------|-------------|--------------|------------|------------|
| SARNIA | 24.11.13 | 1925 prob. | PENTICTON | 47.03.22 | 47.04.25 S |
| EDMONTON | 25.02.12 | 25.02.18 S | KENORA | 47.05.31 | 47.07.05 S |
| WOODSTOCK | 25.03.30 | | NEW GLASGOW | 47.09.22 S | |
| VICTORIA | 25.08.28 | 25.09.03 S | PICTOU | 48.01.24 | |
| ST. JOHN | 25.11.17 | 1926 prob. | MISSION CITY | 48.07.17 | 48.08.11 S |
| REGINA | 26.08.03 | 26.10.18 | BRIDGEWATER | 48.09.27 | 48.11.01 S |
| PRINCE RUPERT | 27.04.25 S | 27.02.17 S | KELOWNA | 49.01.18 | |
| TIMMINS | 27.10.20 | 29.02.11 | CHATHAM | 49.09.19 | |
| FORT FRANCES | 30.03.22 | 30.08.27 | NIAGARA | 50.02.20 | 50.03.08 S |
| COBOURG | 32.05.28 | 33.05.01 | AYLMER WEST | 50.11.23 S | |
| STRATFORD | 33.05.02 | 33.09.12 | | | |
| WINNIPEG | 23.10.15 S | 1924 report | | | |
| LETHBRIDGE | 24.01.31 | | | | |
| SASKATOON | 24.09.26 | | | | |

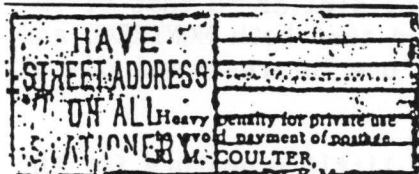
Slogan 4265 - HAVE STREET ADDRESS ON ALL STATIONERY.

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

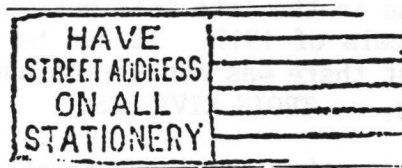
| | | | | | |
|-------------|----------|---------------|----------|-------------|----------|
| PORT ARTHUR | 24.04.11 | PRINCE RUPERT | 24.08.21 | FREDERICTON | 24.12.10 |
|-------------|----------|---------------|----------|-------------|----------|

Probable from the documented issue dates that all three are consecutive usages of die U-2.

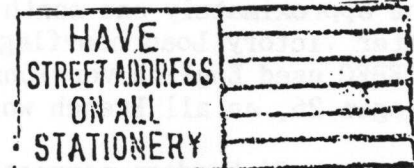
Universal die 1



Universal die 2



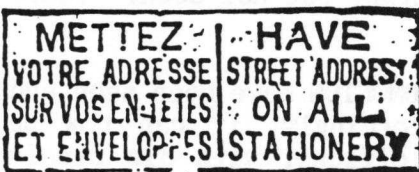
Universal die 3



| | | | | | | | | |
|---------|----------|------------|-----------|----------|------------|-----------------|------------|------------|
| TORONTO | 23.08. ? | 23.08.27 S | REGINA | 23.10.05 | | VICTORIA | 23.07.30 S | 23.08.16 S |
| SYDNEY | 23.09.15 | | WINDSOR | 25.01.17 | 25.02.12 S | ST. JOHN | 23.10.22 S | 23.10.30 S |
| NIAGARA | 23.11.14 | 24.05.05 | CALGARY | 26.08.07 | 26.12.11 | NANAIMO | 24.03.06 | 24.04.17 S |
| OTTAWA | 24.09.18 | 24.10.04 S | GALT | 29.01.17 | 29.04.27 | WOODSTOCK | 24.08.26 | |
| MONCTON | 25.05.05 | 26.02.26 S | MOOSE JAW | 29.06.11 | 29.08.02 | VANCOUVER | 24.12.10 | 26.02.13 |
| | | | EDMONTON | 29.08.12 | 29.11.26 | PR. ALBERT | 27.04.11 | 32.06.04 |
| | | | EDMONTON | 30.04.22 | 30.09.02 | NEW WESTMINSTER | 33.04.29 | 33.09.16 |
| | | | CORNWALL | 32.03.28 | 32.11.10 | VANCOUVER | 34.04.14 | 34.06.25 S |

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 | 26.08.03 S |
| | | 1927 report |
| TROIS RIVIERES | 28.01.05 | 28.11.08 |
| MONTREAL | 30.08.29 | 31.04.21 S |

APPENDIX B - Slogan 4265 only.

| | | | | | | | | | | | |
|-------------|------|----------|------------|-------------|------|----------|------------|-----------|-----|------------|------------|
| CALGARY | U-2 | 26.08.07 | 26.12.11 | NANAIMO | U-3 | 24.03.06 | 24.04.17 S | ST. JOHN | U-3 | 23.10.22 S | 23.10.30 S |
| CORNWALL | U-2 | 32.03.28 | 32.11.10 | NEW WEST. | U-3 | 33.04.29 | 33.09.16 | SYDNEY | U-1 | 23.09.15 | |
| EDMONTON | U-2 | 29.08.12 | 29.11.26 | NIAGARA | U-1 | 23.11.14 | 24.05.05 | TORONTO | U-1 | 23.08. ? | 23.08.27 S |
| EDMONTON | U-2 | 30.04.22 | 30.09.02 | OTTAWA | U-1 | 24.09.18 | 24.10.04 S | VANCOUVER | U-3 | 24.12.10 | 26.02.13 |
| FREDERICTON | U-2? | 24.12.10 | | PORT ARTHUR | U-2? | 24.04.11 | | VANCOUVER | U-3 | 34.04.14 | 34.06.25 S |
| GALT | U-2 | 29.01.17 | 29.04.27 | PR. ALBERT | U-3 | 27.04.11 | 32.06.04 | VICTORIA | U-3 | 23.07.30 S | 23.08.16 S |
| MONCTON | U-1 | 25.05.05 | 26.02.26 S | PR. RUPERT | U-2? | 24.08.21 | | WINDSOR | U-2 | 25.01.17 | 25.02.12 S |
| MOOSE JAW | U-2 | 29.06.11 | 29.08.02 | REGINA | U-2 | 23:10.05 | | WOODSTOCK | U-3 | 24.08.26 | |

TO THE LIMIT OF YOUR ABILITY

Slogans 894 and 26

Flag obliterators are a part of the larger field of slogans in general, although the efforts of the late Ed Richardson, and those who followed him, have somewhat elevated them to a higher plane than less patriotic slogans.

Impressed by the magnitude of prior research in the Flag field, the Editor has been reluctant to intrude on it by including his own observations with the material regularly classified in the Newsletter, but on this fifth anniversary of its first issue, he has summoned up the courage to present some comments and additions to the data published in Richardson's definitive *Canadian Flag Cancellation Handbook*.

Thanks largely to assistance from Douglas Lingard, it is now possible to present the usage of slogan 894, and its all French version slogan 26, Flag types 37 and 38, in an illustrated format by dies, similar to that which is normally employed in this Newsletter.

The issue of eleven International dies of slogan 894 was to eleven major offices, OTTAWA as the capital, one office in each of the eight English speaking provinces and two offices in Quebec. They were probably issued almost simultaneously, between October 19 and 22 of 1918, and probably withdrawn together on November 22-23, the approximately one month's use in the late fall period being similar to that of the later Victory Loan non-flag cancels of 1919. It can be noted that both MONTREAL and QUEBEC used English versions, but there was concurrent use of one International die of slogan 26, an all French wording, at TROIS RIVIERES.

Richardson correctly notes that the issue date was a little premature for the wording, since "Victory" was not actually achieved until November 11th, more than three weeks after the earliest recorded use. He also comments that "*Their use seems to have been restricted to a few days in some instances, . . .*", Subsequent updating has extended recorded use to an extent that strongly suggests concurrent use at all offices for the same period, in accordance with normal Post Office policy at the time, there being negligible other slogan use to compete with.

Unfortunately, the Post Office Proof Book has no 1918 entries of any kind, but the Pritchard and Andrews proofs show ten strikes of slogan 894 and one of slogan 26. Two of the ten are duplicates of the die issued to TORONTO, so there are really only nine dies illustrated out of eleven issued. At the time when the Flag Handbook was published in 1973, eight of the dies had been identified by using office, while the ninth was thought to be that used at either CHARLOTTETOWN or EDMONTON. Both of these offices had been reported by McCready as using the slogan, but not seen. There was no proof matching the recorded MONTREAL use.

Subsequently, strikes from both CHARLOTTETOWN and EDMONTON have been seen and the ninth die identified as that used by EDMONTON. Accordingly, it can now be established that there was recorded use of 894 at eleven offices, with die proofs available for nine of them, but missing for CHARLOTTETOWN and MONTREAL. Although Richardson accepted McCready's reports of use at CHARLOTTETOWN-EDMONTON without personal confirmation, McCready had also reported use at CALGARY and MONCTON, which Richardson did not accept. Since neither office has yet been confirmed, he was very probably correct in this omission.

This usage, plus that of slogan 26, is listed on the following page, illustrated by the available die proofs and actual strikes of the two without proofs.