

# THE SLOGAN BOX

## NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

WHOLE NUMBER 33

MARCH, 1994

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Dear Fellow Member,

I am pleased to see that two new BNAPS members, J. Fraser Gorrie, and C. Douglas Sayles have chosen our study group for their one year membership. We also received an application from William Fisher. Welcome to our study group!! Back issues are available for the modest fee of US \$2.50/issue plus postage. The more you purchase at once, the cheaper the postage.

It pleases me that Dan Rosenblat is once again close by. Welcome back!

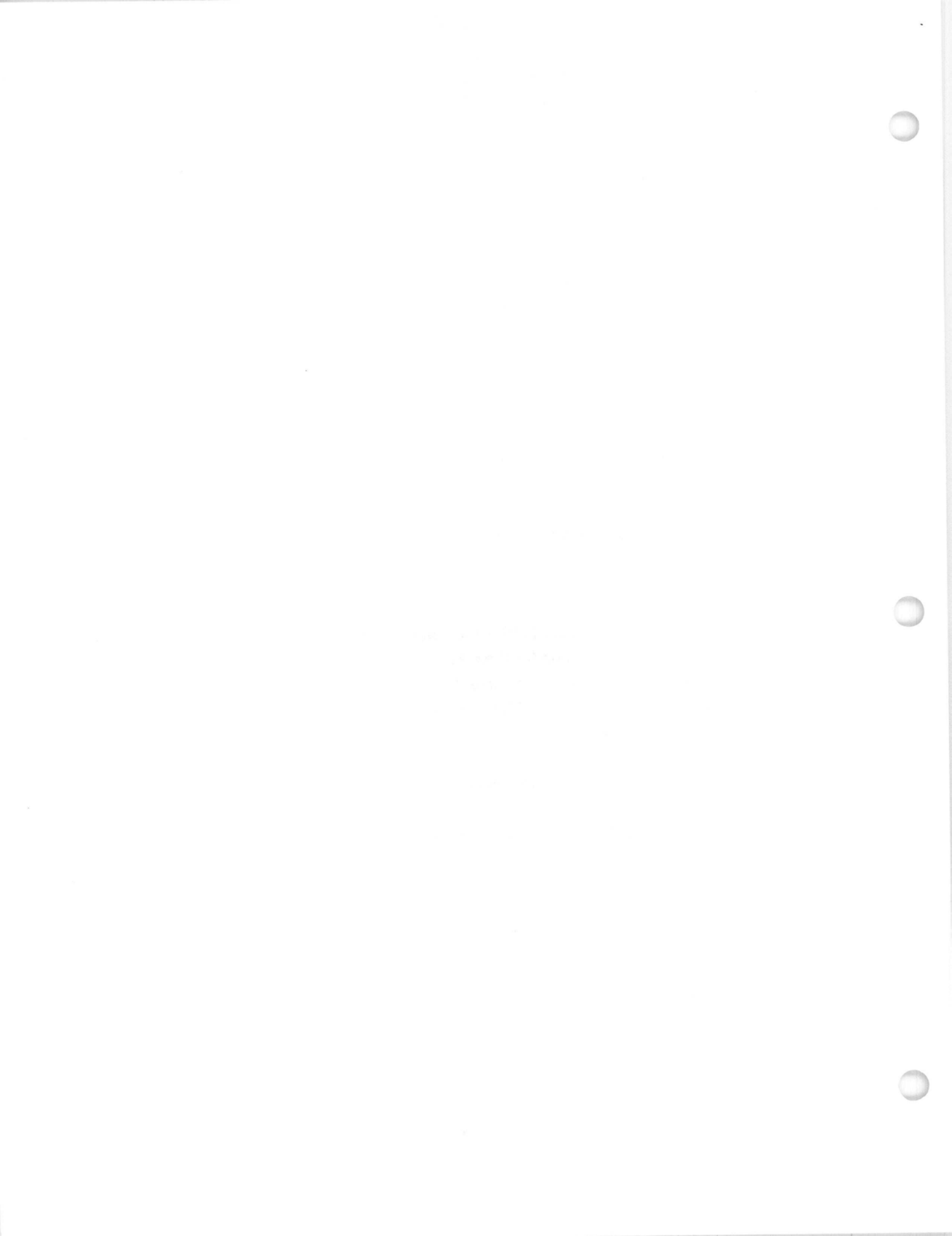
For those members that have not paid their dues by 31 March, 1994, this will be your last issue.

Until the next issue, I hope all is well.

Your Chairman,



Dan Huffman



## EDITOR'S MESSAGE

The attention of members is directed to the Masthead on the first page of this issue, which indicates a new address for the Editor that has been effective since mid-February.

The circumstances behind this move go back to the fall of 1991, when the Editor and his wife Julia, then residing at Stockton in California, undertook a Caribbean cruise. Both found the cruise very pleasant, but Julia went beyond that. She fell in love with the West Indies and insisted on returning there by air with the intent of finding just the right island on which to establish a new residence. She found several to her taste, especially Barbados, but was bitterly disappointed when the Editor firmly decided that the remoteness of these "emerging nations" area was unacceptable to him.

Julia then evolved her concept of a fine compromise, moving to Florida in order she could conveniently visit the Caribbean several times a year, while the Editor could remain in the relative comfort of the continental United States. In the interest of domestic relationship, the Editor reluctantly agreed and the move was made to Florida in April of 1992.

Unfortunately, by that time Julia began to suffer the ill effects of a severe liver disorder that precluded further Caribbean visits and eventually led to her death in November of 1993. For the Editor, this terminated the Florida experiment, and he has now returned to California, where he intends to spend the remainder of his declining years.

If any member is curious about the location of Byron, he will have difficulty in finding it on a map, so some explanation is in order. Some twenty-five years ago a developer began construction of a marine oriented residential community in northern California, about 80 miles east of San Francisco, in what is referred to as the Delta area, since it is at the confluence of two major rivers that eventually merge and flow into San Francisco Bay.

The housing was located along the banks of a small tributary river, with each house having its own dockage, plus a large marina, so the project--known as Discovery Bay--soon became very popular with boating people and has much expanded over the years. However, the Post Office has never seen fit to open an office there, but services it from the small nearby town of Byron, so the postal address is Byron, though Discovery Bay is now much larger than Byron itself.

The Editor had lived at Discovery Bay in 1980-85, prior to moving to nearby Stockton, and still had several friends living there, so it seemed an appropriate and pleasant place in which to reside, especially as it is only about 20 miles from the home of our Chairman, which will facilitate publishing of subsequent Newsletters. However, the time consuming task of moving from Florida has somewhat reduced the contents of this issue, although it includes another small portion of the 200 page set of the proprietary slogan illustrations that were introduced in the last issue.

A large correspondence file pertaining to Easter Seal slogans has been received from the Postal Archives, and gives a great deal of information about this related, although diversified, group of slogans from 1947 until 1955. Unfortunately, usage of the group continued well beyond that date, so the documentation, either from the Proof Book or this file, is far from complete.

While the early use can be separated both by slogans and by dies, much of that possibility ceases after 1955, not only because of absence of documentation, but because the many replacement dies required in 1956-70 were usually struck from a master die, making their separation almost impossible unless wording or format changed.

Therefore, these related slogans cannot be more than minimally classified in the customary detailed fashion, which would afford little value or satisfaction, but they are important enough to warrant some less detailed treatment that will at least give an indication of the using offices of each wording and format over the long period of their employment.

Accordingly, a much broader classification of them as a group, rather than individually, has been attempted. The data used comes from the following sources.

- (1) - The documentation, proof book and correspondence, that is available.
- (2) - The reported, but unseen, usage listed by the Slogan Study Group of CPSGB, from 1947 until their reports cease after 1965. These reports are by no means totally reliable, and are likely to include some date errors, but are too valuable to be ignored for that reason.
- (3) - A computerized inventory of the massive Robert Thorne collection. Although the reports are unseen, they can be considered very reliable.
- (4) - Material on hand, either as actual impressions or photo-copies from other collections, which can be examined carefully, and which exists to a limited degree until the end of the usage.

These sources certainly provide a great deal of data, but it is unlikely that they give a complete picture, so various omissions will no doubt be noted in due course.

There are some specific points about this usage that should be noted. Firstly, it was always seasonal, normally taking place for about a month before Easter, which of course varied somewhat from year to year. Therefore, specific earliest and latest usages can be omitted without depriving the classification of anything very valuable. Secondly, there does not appear to have been any national organization sponsoring a majority of the slogan use or establishing appeal periods. Rather, the slogans were sponsored by provincial organizations, which paid for various numbers of dies used in several offices each year, but also on occasion by local groups sponsoring a related slogan for proprietary use in a single office, for one year or more.

The major slogan wordings involved, in the order of their earliest use, are the following:

Slogan 820 - BUY AND USE CRIPPLED CHILDREN EASTER SEALS, with and without quotation marks around "CRIPPLED CHILDREN". This was originated in 1947 by the Ontario Society for Crippled Children, with most use in Ontario only until 1970, but with some exceptions. While use of the wording was largely in Ontario, many Ontario offices also used other different wordings from time to time. The Proulx Catalogue lists use of the wording at WINDSOR in 1967-68, separately as slogan 821. This use has not been seen, but it seems unlikely that it should be separated from 820.

Slogan 865 - BUY EASTER SEALS HELP CRIPPLED CHILDREN. This originated in Saskatchewan in 1951, but was later adopted nation-wide, with use until 1970.

Slogan 825 - BUY AND USE EASTER SEALS. This originated at HALIFAX in 1952, with additional use in Alberta and at SUDBURY until 1964.

Slogan 866 - BUY EASTER SEALS TO HELP CRIPPLED CHILDREN. This originated in Manitoba in 1952, with additional use in some other provinces until 1962.

Only these four slogan numbers will be included in this classification, since they are the major ones, but there are certainly several other more minor and usually proprietary slogans that have a relationship with the major ones. Among these noted are slogan 2690, EASTER SEALS HELP CRIPPLED CHILDREN, catalogued as used at six offices in 1956-58 and 1965-68, slogan 8880, SUPPORT EASTER SEAL CAMPAIGN, used at WALLACEBURG in 1953, slogan 4335, HELP EASTER SEALS HELP CRIPPLED CHILDREN, catalogued as used at six offices in 1968-69, slogan 34, ACHETEZ DES TIMBRES DE PAQUES etc., used at MONTREAL in 1949, slogan 865-A, BUY EASTER SEALS ACHETEZ DES TIMBRES DE PAQUES, used at NORANDA and ROUYN in 1960.

There is also slogan 9007, SUPPORT SHOWER OF DIMES FOR CRIPPLED CHILDREN, used for a considerable period at VICTORIA from 1949. Anything relating to "shower of dimes" is usually thought of as involving T.B. slogans, but as T.B. is crippling, there may be a connection, and in this case CRIPPLED CHILDREN are mentioned, although Easter Seals are not.

The method selected for presenting the combined usage of the four major slogans is as follows.

The classification will be prefaced by a page illustrating all four slogan wordings, but also dividing each into such different formats as are easily separated, the formats identified by letters, as for example the use of slogan 820 with and without quotation marks.

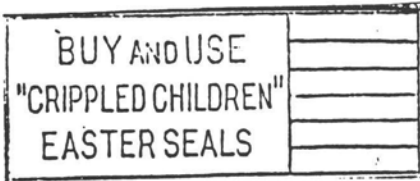
This will be followed by an alphabetical listing of all the using offices, with the office name followed by the year of use, the slogan number used and the format designation letter for each different slogan, if it has been seen and the format established. In the case of unseen reports, unfortunately a majority of the listing, the format will be designated as "?".

There will be no attempt to differentiate between machine types or dies, since as pointed out, this could only be accomplished to so minimum a degree as not to be worth undertaking. There was some early use of Perfect dies, but most 1947-55 use was from Pitney-Bowes dies and the Perfects were withdrawn from 1956, so attempting to separate the machine types is also not worth the effort.

If members will study the following material and report additions and corrections as their material indicates, the classification can probably be much improved and a more useful revision eventually published.

Format illustrations

Slogan 820



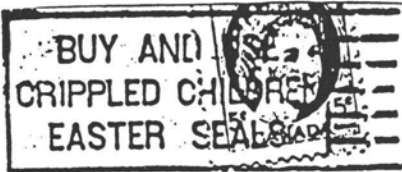
Format A



Format B



Format C



Format D

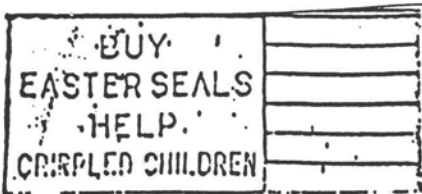


Format E



Format F

Slogan 865



Format A



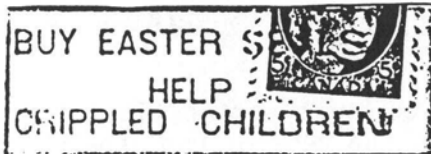
Format B



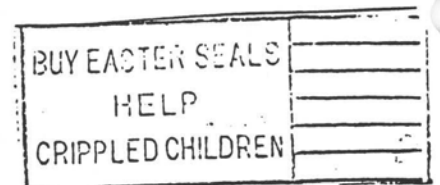
Format C



Format D

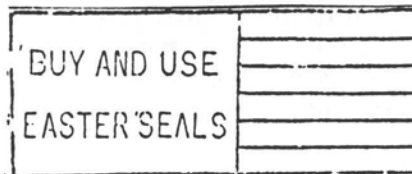


Format E



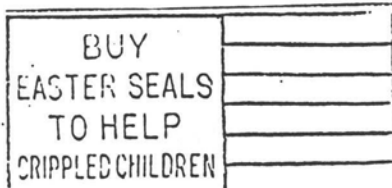
Format F

Slogan 825



Format A

Slogan 866



Format A

CRIPPLED CHILDREN EASTER SEAL SLOGANS

OFFICE	YEAR	SLOGAN	FORM	OFFICE	YEAR	SLOGAN	FORM	OFFICE	YEAR	SLOGAN	FORM	OFFICE	YEAR	SLOGAN	FORM	
ANTIGONISH	1955	865	C	BURLINGTON	1959	865	B	CORNWALL	1959	865	B	GUELPH	1948	820	A	
	1956	865	C		1960	865	?		1960	865	?		1950	820	A	
ARNPRIOR	1960	865	?		1961	865	?	1961	865	?	1951		820	A		
	1962	865	?	1962	865	?	1962	865	?	1956	820		A			
BARRIE	1959	865	?	1963	865	?	1963	865	?	1956	865		F	Confirmed use of both slogans in 1956, one early, one later.		
	1960	865	?	1964	865	B	continued	1964	865	?						
	1962	865	?	1965	865	?	DRYDEN	1960	865	?	1957	820	E			
	1963	865	?	1966	865	?		1962	865	?	1958	865	?			
	1964	865	B	1967	865	?		1963	865	?	1959	865	?			
BELLEVILLE	1959	865	?	CALGARY	1954	825	A	DUNNVILLE	1959	865	?	1960	865	?		
	1964	865	?		1955	825	A		1961	865	?	1961	865	?		
	1965	865	?		1956	865	?	EDMONTON	1954	825	A	1962	865	?		
	1966	865	?	CARLTON PL.	1960	865	?		1955	825	A	1963	865	?		
	1967	865	?		1962	865	?		1956	825	A	1964	820	C		
1969	865	C	1963		865	?	HALIFAX	1952	825	A	1965	865	?			
BOWMANVILLE	1959	865	?	CHAR'TOWN	1960	865		?	1953	825	A	1969	865	?		
	1960	865	?		1961	865		?	ELLIOT LAKE	1959	865	B	1952	825	A	
	1962	865	?		1962	865		?		1961	865	?	1954	825	A	
	1963	865	?		CHATHAM	1947		820	A	1963	865	?	1955	825	A	
BRACEBRIDGE	1959	820	E	1948		820		A	EXETER	1961	865	?	1956	825	A	
	1960	820	E	1949		820	A	1963		865	?	1957	865	?		
	1962	820	E	1950		820	A	FT. WILLIAM	1949	820	A	1958	865	F		
	1963	820	E	1951		820	A		1950	820	A	1960	820	D		
BRAMPTON	1965	865	?	1952		820	A	1951	820	A	1961	820	A			
				1953	820	A	1952	820	A	HAMILTON	1947	820	A			
BRANTFORD	1948	820	A	1954	820	A	1953	820	A		1948	820	A			
	1950	820	A	1955	866	A	1954	820	A		1949	820	A			
	1951	820	A	1956	820	E	1955	820	A		1950	820	A			
	1952	820	A	1957	820	A	1956	865	E		1951	820	A			
	1953	820	A	1958	865	?	1957	865	?		1952	820	A			
	1954	820	A	1959	865	?	1958	865	E		1953	820	A			
	1955	820	?	1960	865	?	1959	865	?		1954	820	A			
	1956	820	A	1961	865	?	1960	865	?		1955	820	B			
	1957	820	A	1962	865	?	1961	865	?		1956	820	A			
	1958	865	?	1963	865	?	1964	865	?		1957	820	A			
	1959	865	B	1964	865	?	1965	865	?		1958	865	F			
	1960	865	?	1965	865	?	1966	865	?		1959	865	B			
	1964	820	E	1966	865	?	1968	865	?		1960	865	?			
	1965	865	?	1968	865	?	GALT	1959	865	B	1961	865	?			
1966	865	?	COBOURG	1965	865	?		1960	865	?	1962	865	?			
1967	865	?		COCHRANE	1959	865		?	1961	865	?	1964	865	?		
1969	865	?	1960		865	?		1963	820	A	1966	865	?			
1970	865	?	1962	865	?	BROCKVILLE	1947	820	A	1967	865	?				
BROCKVILLE	1948	820	A	1963	865		?	1948	820	A	1968	865	C			
	1950	820	A	BROCKVILLE	1947		820	A	1949	820	A	1969	865	B		
	1951	820	A		1950	820	A									

CRIPPLED CHILDREN EASTER SEAL SLOGANS

INGERSOLL	1959	865	?	LEAMINGTON	1959	865	?	MOOSE JAW	1961	820	A	OTTAWA	1948	820	A
	1960	865	?		1960	865	?						1949	820	A
	1961	865	?		1961	865	?	NAPANEE	1959	865	?		1950	820	A
					1962	865	?		1961	865	?		1951	820	A
KAPUSKASING	1959	865	?		1963	865	?		1962	865	?		1952	820	A
	1960	865	?		1964	865	B		1963	865	?		1953	820	A
	1961	865	?		1968	865	?						1954	820	?
	1965	865	?		1969	865	C	NEW GLASGOW	1960	865	B		1955	820	B
									1961	865	?		1956	865	E
KENORA	1959	865	?	LETHBRIDGE	1954	825	A		1963	865	?		1957	865	?
	1961	865	?		1955	825	A		1965	865	?		1958	865	E
	1964	865	?										1959	865	E
	1965	820	A	LINDSAY	1959	865	?	NEWMARKET	1960	865	?		1960	865	E
					1960	865	?		1962	865	?		1961	865	?
					1961	865	?		1963	865	?		1963	865	?
KINGSTON	1947	820	A		1962	865	?		1964	865	B		1964	820	B
	1948	820	A		1963	865	?						1965	865	?
	1949	820	A		1964	865	?	NIAGARA	1963	865	?		1966	865	?
	1950	820	A						1964	865	?		1969	865	E
	1951	820	A	LISTOWEL	1959	865	?		1965	865	?				
	1952	820	A		1960	865	?		1966	865	?	PARRY SD.	1959	865	?
	1953	820	A		1961	865	?						1960	865	?
	1954	820	A		1963	865	?	NORTH BAY	1947	820	A		1961	865	?
	1955	820	?						1948	820	A		1962	865	?
	1956	820	B	LONDON	1947	820	A		1955	865	?		1964	865	?
	1957	820	A		1948	820	A		1956	865	?		1965	865	?
	1958	865	?		1949	820	A		1963	865	?				
	1959	865	E		1950	820	A		1964	865	?	PETERBORO	1947	820	A
	1960	865	?		1951	820	A						1952	820	A
	1961	866	A		1952	820	A	OAKVILLE	1963	865	?		1953	820	A
	1964	865	B		1953	820	A		1964	865	?		1954	820	A
	1965	865	?		1954	820	A		1965	865	?		1955	820	?
	1966	865	?		1955	820	A		1966	865	?		1956	820	A
	1967	865	?		1956	820	B		1967	865	?		1957	820	B
	1968	865	F		1957	820	B						1957	865	?
	1970	865	?		1958	865	?	ORANGEVILLE	1964	865	?		1958	865	E
					1959	865	?		1965	865	?		1959	865	?
KITCHENER	1952	820	A		1960	865	?						1960	865	?
	1953	820	A		1961	865	?	OSHAWA	1948	820	A		1961	865	?
	1954	820	A		1963	865	?		1949	820	A		1965	865	?
	1955	820	B		1964	865	E		1950	820	A				
	1956	820	A		1965	865	?		1954	820	B	PICTON	1959	865	B
	1957	820	A		1969	865	B		1955	820	A		1960	865	?
	1958	865	?						1956	866	A		1961	865	?
	1959	865	?	LUNENBURG	1962	865	?		1957	865	E		1962	865	?
	1960	865	?						1958	820	D		1963	865	?
	1963	820	A	MEDIC. HAT	1954	825	A		1959	820	D		1965	865	?
	1964	820	A		1955	825	A		1960	820	B		1969	865	?
	1965	820	A		1956	865	?		1962	820	B				
	1966	820	A						1963	820	A	PT. ARTHUR	1950	820	A
				MILTON WEST	1959	865	B		1964	820	?		1951	820	A
					1961	865	?		1965	820	D		1964	865	?
				MILTON	1963	865	?		1967	820	?		1965	865	?



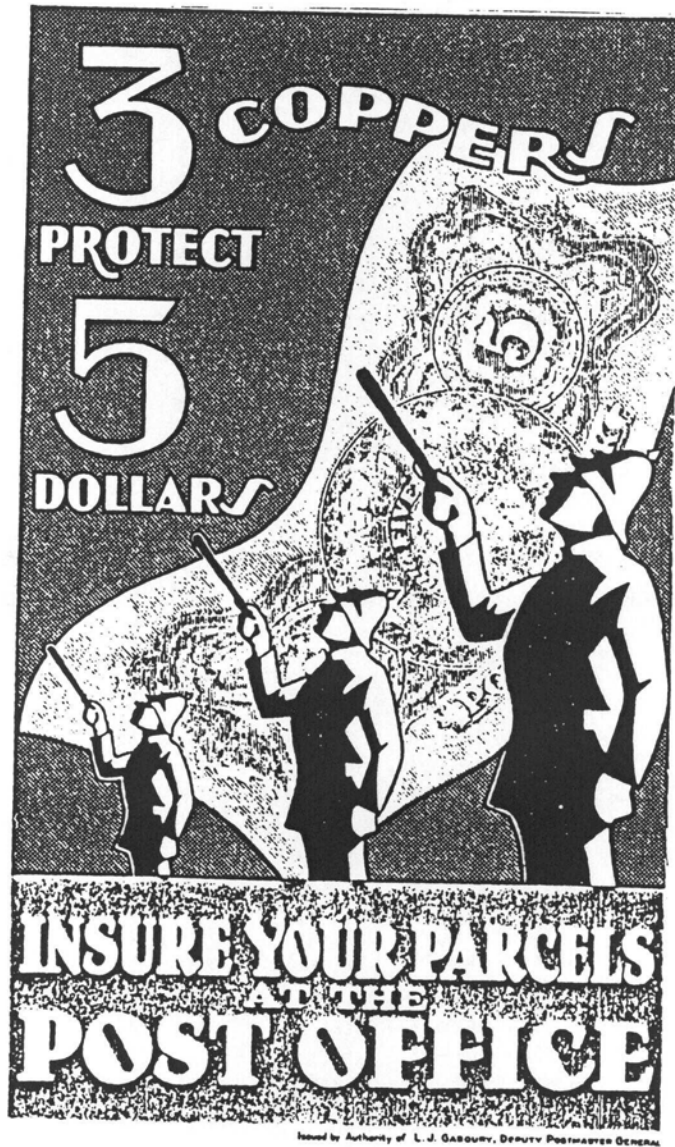
CRIPPLED CHILDREN EASTER SEAL SLOGANS

PRESCOTT	1959	865	?	SARNIA	1950	820	A	SWIFT CURR.	1957	865	?	WINDSOR	1947	820	A
	1960	865	?		1951	820	A		1958	865	B		1948	820	A
	1961	865	?		1959	865	?						1949	820	A
	1962	865	?		1960	865	?	SYDNEY	1955	865	?		1950	820	A
	1963	865	?		1961	865	?		1956	865	E		1951	820	A
	1965	865	?		1962	865	?		1957	865	?		1952	820	A
	1965	865	?		1963	865	?		1961	820	E		1953	820	A
					1964	865	?		1962	820	E		1954	820	A
PR. ALBERT	1956	865	F		1965	865	?		1963	820	E		1955	820	A
	1957	865	?										1957	865	?
	1958	866	A	SASKATOON	1951	865	A	TORONTO	1947	820	A		1958	865	E
	1960	865	?		1952	865	?		1948	820	A		1959	865	?
	1960	820	B		1953	865	?		1949	820	A		1961	865	?
	1961	820	A		1954	865	?		1950	820	A		1964	865	?
RED DEER	1954	825	A		1955	865	?		1951	820	A		1965	865	?
	1955	825	A		1956	865	?		1952	820	A		1966	865	?
	1956	825	A		1957	865	?		1953	820	A		1969	865	?
	1968	865	?		1958	820	A		1954	820	A				
					1961	820	?		1955	820	B	WINNIPEG	1952	866	A
									1956	820	A		1953	820	?
REGINA	1951	865	A	SAULT	1957	865	?		1956	820	B		1958	866	A
	1952	865	A		1958	866	A	Two 1956 dies confirmed.					1962	866	A
	1953	865	?		1959	865	?		1957	820	D		1964	865	?
	1954	865	?		1961	865	?		1958	865	A				
	1955	865	?		1964	820	?		1959	865	E	WOODSTOCK	1948	820	A
	1956	865	?		1965	865	?		1960	865	A		1958	865	B
	1957	865	?		1968	865	C		1961	865	?		1959	865	?
	1958	865	?						1963	865	?		1960	865	?
	1961	820	D	SIMCOE	1965	865	?		1964	820	C		1961	865	?
					1966	865	?		1965	865	?		1962	865	?
ST. CATH.	1947	820	A		1968	865	?		1966	865	D		1963	865	?
	1948	820	A						1967	865	?				
	1949	820	A	STRATFORD	1947	820	A		1968	865	?	YORKTON	1961	820	A
	1950	820	A		1948	820	A		1969	865	D				
	1951	820	A		1949	820	A								
	1952	820	A		1950	820	A	VANCOUVER	1953	866	A				
	1953	820	A		1951	820	A		1955	866	A				
	1954	820	A		1952	820	A								
	1955	820	A		1953	820	A	VICTORIA	1953	866	A				
	1956	820	A		1954	820	A		1954	866	A				
	1957	820	B		1955	820	A		1964	865	B				
	1958	865	E		1956	820	A		1965	865	B				
	1959	865	?		1957	865	?		1966	865	B				
	1960	865	?		1958	865	?		1967	865	B				
	1961	865	?		1960	865	?		1968	865	D				
	1963	865	?		1961	865	?		1969	865	C				
	1964	820	B		1963	865	?								
	1965	820	C		1965	820	?	WATERLOO	1965	820	E				
	1967	865	?		1968	865	B		1966	820	E				
ST. JOHN'S	1955	865	F	SUDBURY	1956	820	E	WELLAND	1959	865	?				
					1957	820	D		1961	865	?				
					1959	865	?		1963	865	?				
					1960	865	?		1964	820	A				
					1964	825	A								

By an odd coincidence, two members each recently brought the advertisement appearing below to the Editor's attention within a few weeks of one another. Both thought it was worth illustrating in the Newsletter, and the Editor most certainly agrees. In one instance it is reported as having been found as an insert with a 1934 cover.

The wording at the bottom is that of slogan 4815, INSURE YOUR PARCELS AT THE POST OFFICE, but the illustration and the upper wording clearly refer to slogan 7110, PARCEL POST INSURANCE \$5.00 FOR THREE CENTS.

It can be noted that the very small lettering at the bottom reads "ISSUED BY AUTHORITY OF L. J. GABOURAY, DEPUTY POSTMASTER GENERAL". Gabouray was D.P.M.G during the mid 1930's, well after the two Postal Directives referenced above were first issued, but they were still in frequent use until the end of 1934, at which point the switch to Perfect machine tended to obsolete them.



## CONSUMPTION AND TUBERCULOSIS

A correspondence file has recently been received from the Archives which deals with sponsored slogans pertaining to the campaign against tuberculosis, or as it was earlier referred to, consumption.

The earliest slogan advertising an appeal for funds to battle a disease is slogan 4470, a 1912-13 Toronto proprietary reading HELP THE KING EDWARD MEMORIAL FUND FOR CONSUMPTIVES, but data pertaining to it is not included in this file. However, there is some data in regard to another very early slogan with the same theme, again a Toronto proprietary that was first issued in 1913, slogan 4485 reading HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES.

The Editor had assumed that the Muskoka slogan, which continued in use in various formats over many years, had been sponsored by the Muskoka Free Hospital itself, but the file indicates that this was not the case. The sponsor appears to have been a Toronto headquartered organization known as the National Sanitarium Association of Canada, which operated the Muskoka Hospital in addition to several others with the same purpose.

A very impressive 1928 letterhead indicates that, in addition to Royal Patronage extended by King George and Queen Mary, the Honorary President was Viscount Willingdon, then Governor General of Canada, and the Honorary Vice President was the Lieutenant Governor of Ontario. Backing of this nature assured the organization of courteous attention from the Post Office, its correspondence being addressed to the Postmaster General himself and replied to by the Secretary of the Post Office Department personally.

However, the Business Manager of the Association, who signed the annual requests for use of the multiple dies, appears to have been somewhat naive about postal matters, for in his 1928 letter of request he adds the following comment.

"If this stamp can be placed on a blank space, it has a much better effect than if placed on a postage stamp."

It would seem that he was not aware of the concept of a slogan cancel having been evolved as a form of obliteration. In any event the request was promptly approved but the comment was ignored.

The annual requests continued to be promptly honored until 1944, when the P.O. informed the Association that the three dies that had been in use for many years were worn beyond further serviceability and would have to be replaced. The cost of replacement was accepted by the Association, but it requested a somewhat more modernized wording which became slogan 4380, HELP THE MUSKOKA HOSPITAL FIGHT TUBERCULOSIS. By then the term "tuberculosis" was considered more acceptable than the former "consumption".

The new dies were issued in November of 1944 and retained through January of 1945, but the file does not contain the normal request for re-issue in late 1945 and the dies were not re-issued in late in that year, the first omission of the Muskoka slogan since its inception in 1913. However, a request was made in late 1946 that is worth illustrating on the following page.

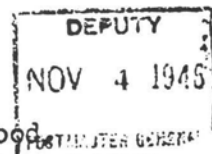
# NATIONAL SANITARIUM ASSOCIATION

OPERATING  
MUSKOKA HOSPITAL  
MUSKOKA COTTAGE SANATORIUM  
TORONTO HOSPITAL  
QUEEN MARY HOSPITAL FOR CHILDREN  
GAGE INSTITUTE CHEST CLINIC  
(FOR THE TREATMENT OF TUBERCULOSIS)



E. L. RUDDY, PRESIDENT  
C. E. ABBE, 1ST VICE-PRESIDENT  
J. P. MAHER, 2ND VICE-PRESIDENT  
GEO. A. REID, BUSINESS MANAGER  
AND SECY-TREASURER  
EXECUTIVE OFFICES AND DIAGNOSTIC CLINIC  
GAGE INSTITUTE, 223 COLLEGE STREET

TORONTO 2B October 30, 1946.



The Right Honourable Ernest Bertrand,  
Postmaster General,  
Ottawa, Ontario.

Honourable and Dear Sir:

For many years your department has been good enough to grant us the privilege of using cancellation dies at Toronto Post Office, reading:

"Help Muskoka Hospital for Consumptives".

This year, we would like this die to read:

"Buy T.B. Christmas Seals - Fight Tuberculosis with free chest X-rays".

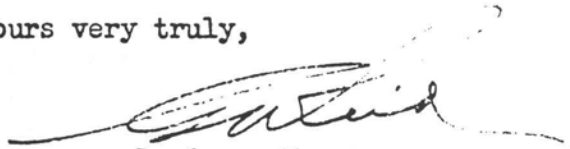
Something similar to the sample of wording enclosed.

If you can grant our request, it would be most helpful in our present free chest X-ray campaign in which we have undertaken to give a million free chest X-rays to the citizens of greater Toronto, and the County of York.

This die would also be of great assistance to other Tuberculosis organizations throughout the province who, like ourselves, conduct Christmas Seal Campaigns to raise funds for similar Tuberculosis surveys.

Thanking you in anticipation, I remain

Yours very truly,

  
Business Manager.

R/C.  
Encl.

This request indicates that the reason the Muskoka slogan use finally ceased was because the sponsors had decided to change the wording to create slogan 880, reading BUY T.B. CHRISTMAS SEALS FIGHT TUBERCULOSIS, which had continued use of at least one of three original dies to 1956. It can also be noted that while the Muskoka slogan was used both before and after Christmas, slogan 880 with specific reference to Christmas was not used after December 25th.

In addition to the above, the file also indicates that a considerable number of provincial or local organizations throughout the Dominion had individually sponsored slogans with the general theme of urging the purchase of Christmas seals to aid action against tuberculosis, or as usually abbreviated "T.B." These included the Ontario Tuberculosis Association, which in 1946 forwarded a request to the P.O. from the Brant County T.B. Survey for a die reading STAMP OUT TUBERCULOSIS, which resulted in slogan 8668 being issued at BRANTFORD in early 1947 and re-issued there once more in 1949.

Another active provincial group was the Alberta Tuberculosis Association, which in 1946 requested a die of slogan 1620, reading CHEST X-RAY FINDS EARLY T.B. FREE CHEST X-RAY, for CALGARY use. CALGARY had received a PB machine in 1945, intended for special purposes only, with its P machines retained for general use, but for unclear reasons this die was intended for a PB machine, so it was given brief use in the special purpose machine. However, when the Association requested its re-issue in 1947 and 1948 they had to accept its use at EDMONTON, which had general purpose PB machines.

At the same time as its request for slogan 1620, the Alberta Association also requested use at four offices of slogan 3442, reading FIGHT T.B. WITH CHRISTMAS SEALS. These were issued to CALGARY, EDMONTON, LETHBRIDGE and MEDICINE HAT in 1946 and re-issued for some years to the same offices. In 1949 the Association requested two further dies of slogan 3442 for use at DRUMHELLER and RED DEER. From 1953 the same wording, but from dies of a different format, was used in Nova Scotia and Newfoundland, but the file has no details regarding these.

In 1947 the Hamilton Health Association request a die of slogan 849, reading BUY CHRISTMAS SEALS, and asked for its re-issue in 1948, but it was not used at HAMILTON thereafter, though the same die was used at VANCOUVER in 1953.

There had also been some other earlier locally sponsored slogans with the Christmas Seals theme, including MONTREAL use of slogan 852 in 1924-25, Quebec province plus MONCTON and OTTAWA use of 855-A in 1927, LONDON use of 850 in 1938-42 and VANCOUVER use of 850-A in 1939-50, but the file omits reference to these.

However, it does have some correspondence relating to what appears to have been the first Dominion-wide issue of T.B. related slogans from 1949. In that year the Canadian Tuberculosis Association in Ottawa, which claimed to have 228 local committees affiliated with it, requested enough dies of slogan 9353, reading THE CHRISTMAS SEAL PROTECTS YOUR HOME FROM TUBERCULOSIS, to ensure use in any province which did not already have a slogan with this theme. Seven dies were issued to CHARLOTTETOWN, HALIFAX, FREDERICTON, OTTAWA, REGINA, ST. JOHN'S and WINNIPEG, with re-issued use to 1953,

It is obvious that this file is very incomplete, since the Proulx catalogue indicates use of many more slogans with this theme originating in the 1950's, beyond the scope of the Proof Book.

NATIONAL COUNCIL OF WOMEN  
FOUNDATION FUND APPEAL BEGINS OCT 1ST

Slogans 5935, 5935-A and (2207)

This rather minor appeal for contributions, issued in 1928 only, does not deserve much attention, except for an oddity in its usage. It can be assumed that it was sponsored by the Council, to advertise an appeal that was on a Dominion-wide basis, warranting slogan use in several offices. The choice of offices for the issue of six English Universal dies is a little peculiar, with OTTAWA, TORONTO and KINGSTON in Ontario, HALIFAX as the sole office in the Maritimes, WINNIPEG in Manitoba and VANCOUVER in B.C. One would have expected CALGARY or EDMONTON, or both, to have also been included.

In addition to the six English dies, a bilingual English over French die, in a smaller lettered format because of the much greater wording, was issued to MONTREAL. The Proulx Catalogue lists this as 5935-A

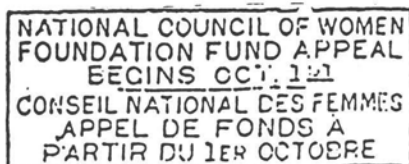
However, for unexplained reasons, the bilingual die does not appear to have been considered sufficient for MONTREAL use, since a second die, in French only reading CONSEIL NATIONAL DES FEMMES APPEL DE FONDS A PARTIR DU 1ER OCTOBRE, was also issued to that office at about the same time. The Proulx Catalogue omits this, so it has been assigned an appropriate number, (2207).

Montreal normally found a bilingual die to be satisfactory, with French only dies restricted to use at QUEBEC or other smaller French speaking offices. It is therefore rather surprising that the sponsors should have undertaken the extra payment for two different dies at MONTREAL.

A further complication is found in the Distribution List for MONTREAL, which lists the bilingual die as having been sent out on Sept. 25th and retained until October 16th, presumably about the end of the October campaign. However, the French only die is listed as sent out somewhat earlier, on Sept. 21st, but shown as returned on Sept. 27th, before the campaign actually began. The Editor has not seen any usage of this, but it must be quite scarce if it was retained for only a few days, and in fact it may not have had any use other than a receipt strike dated Sept. 24th.

It is interesting to conjecture why two dies should have been issued to MONTREAL, and why one of them was so abruptly withdrawn, but absent any further documentation, a reasonable explanation is not forthcoming.

The two MONTREAL dies are illustrated by proofs below.



Slogan 5935-A



Slogan (2207)

This very minor slogan is nevertheless somewhat complex. It is certainly a multi-office type, rather than proprietary, since it was used in more than one office, but just how many is not well established. The Proulx Catalogue lists VANCOUVER 1937-38 and 1948-52, LETHBRIDGE 1951-52, EDMONTON 1944 and SASKATOON 1943.

The VANCOUVER and LETHBRIDGE listings are confirmed by documentation, but the EDMONTON and SASKATOON are not, and are probably incorrect. The CPSGB listing does not include EDMONTON 1944, but does include SASKATOON 1943 as a single report from the most unreliable of their sixteen reporting members. Since Proulx often used CPSGB as a source of catalogue listing, this probably accounts for the SASKATOON, but the EDMONTON is more possible, though still unlikely.

What can be established is that the slogan originated as a sponsored type used at VANCOUVER only. A single Perfect die, with large lettering (see Fig. 1 below), was issued on December 1, 1937. There is no documentation of a late 1938 re-issue, but impressions have been seen in early 1938, so the die must have been retained until at least May of that year, but VANCOUVER usage then ceased until 1948.

It seems probable that the original sponsor requested re-issue in 1948, but by then VANCOUVER used Pitney-Bowes machines, so a new die, with smaller lettering (see Fig. 2 below), was required. This was issued on September 27, 1948 and re-issued in late September or early October of 1949-52. Thereafter, VANCOUVER use ceased.

However, in 1951, the original Perfect die was revived at LETHBRIDGE, which still used a Perfect machine. It was issued there on October 12, 1951 and re-issued on October 18 of 1952.

If the 1944 EDMONTON usage existed, it would have to have been from the Perfect die, since the PB die was not in existence until 1948. EDMONTON had been issued one PB machine in 1943, but most slogan use there until 1947 was from the office's retained Perfect machines. If any member has seen the EDMONTON usage, a report to the Editor would be appreciated.

In summary, the confirmed use is from only two offices, early (1937-38) and then later (1948-52) revived use at VANCOUVER from two different dies, and concurrent late (1951-52) use at LETHBRIDGE from the earlier die.



Fig. 1

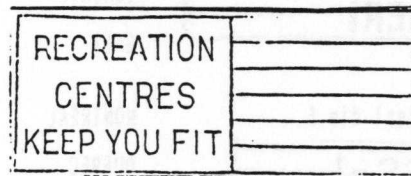


Fig. 2

Slogan 45 - ADDRESS YOUR MAIL TO STREET AND NUMBER

This postal directive slogan had been classified in Issue 16 and some interesting additional data noted and illustrated in Issue 26. However, it seems appropriate to publish another revised classification that includes the Issue 26 additions and therefore provides the complete picture of the usage as presently known.

Slogan 45 - ADDRESS YOUR MAIL TO STREET AND NUMBER - APPENDIX A

Dates without suffix are documented. If not documented, recorded dates are suffixed "S" to indicate "seen".

Universal die 1.



TORONTO	22.05.27 S	PRINCE ALBERT	25.07.24	27.11.02	
HAMILTON	22.06.23 S	22.07.08 S	WOODSTOCK	28.01.10	28.05.08
SARNIA	22.12.19 S	22.12.22 S	SARNIA	28.07.04	28.09.11
CALGARY	23.09.27 S	23.10.16 S	SARNIA	29.01.22	29.03.16
ST. THOMAS	23.12.20	24.04.23 S	REGINA	29.12.28	

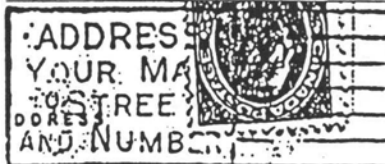
This REGINA use seems concurrent with REGINA use of die 6 below.

Universal die 2.



OTTAWA	22.05.26 S	22.06.20 S	MEDICINE HAT	29.01.25	33.05.05
BRANTFORD	23.09.10	27.04.11	CORNWALL	34.01.04	34.03.01 S
CALGARY	27.05.18	27.11.26	OWEN SOUND	48.08.19	48.09.17 S
REGINA	27.12.12	28.03.26	KAMLOOPS	48.10.04 S	49.01.03 S
HALIFAX	28.09.04	28.11.29	DUNNVILLE	49.09.02	49.09.06 S

Universal die 3.



VANCOUVER	22.05.23 S	22.06.14 S
CALGARY	22.09.16 S	

Universal die 4.



HALIFAX	22.05.20 S	22.06.22 S	CORNWALL	28.01.10	28.04.20
ST. JOHN	22.07.22 S	23.10.24 S	GALT	29.09.19	29.11.08
LETHBRIDGE	24.11.02	23.11.10 S	MOOSE JAW	30.09.23	30.11.28
TORONTO	24.07.13 S	26.10.22 S	SARNIA	31.12.31	32.11.12
GALT	27.11.24	28.01.10	EDMONTON	34.04.12	34.10.23

Universal die 5.



MONTREAL	22.05.15 S	22.06.23 S	WINDSOR	25.05.08	27.10.27
QUEBEC	22.07.24 S	22.08.04 S	GLACE BAY	28.02.27	29.02.01
HAMILTON	22.12.01 S	23.01.29 S	CORNWALL	29.11.21	30.04.29
KINGSTON	23.09.10	24.03.25 S	GALT	30.05.02	30.05.31
REGINA	24.08.11		LONDON	30.10.16	31.04.17
LONDON	24.12.03 S	25.02.07 S			



Slogan 45 - ADDRESS YOUR MAIL TO STREET AND NUMBER - APPENDIX A continued

Universal die 6.



WINNIPEG	22.05.09 S	22.05.18 S	VANCOUVER	27.09.27	27.11.08 S
REGINA	22.06.29 S	22.07.04 S	EDMONTON	29.02.01	29.08.12
NANAIMO	22.12.14 S		REGINA	29.09.24	31.02.19
SAULT	23.09.13	24.11.12 S	This REGINA use seems concurrent with		
REGINA	27.01.05	27.04.22	REGINA use of die 1 above.		

Slogan 4767 - INDIQUEZ LE NO. ET LA RUE SUR VOS ENVOIS - ADDRESS YOUR MAIL TO STREET AND NUMBER - APPENDIX A

Universal die 1.



QUEBEC	23.07.31	27.07. ?
LEVIS	27.10.29	28.10.13
MONTREAL	29.01.03	30.08.26

Slogan 45 - ADDRESS YOUR MAIL TO STREET AND NUMBER - APPENDIX B

BRANTFORD	U-2	23.09.10	27.04.11	KAMLOOPS	U-2	48.10.04 S	49.01.03 S	REGINA	U-6	22.06.29 S	22.07.04 S
CALGARY	U-3	22.09.16 S		KINGSTON	U-5	23.09.10	24.03.25 S	REGINA	U-5	24.08.11	
CALGARY	U-1	23.09.27 S	23.10.16 S	LETHBRIDGE	U-4	243.11.02	23.11.10 S	REGINA	U-6	27.01.05	27.04.22
CALGARY	U-2	27.05.18	27.11.26	LONDON	U-5	24.12.03 S	25.02.07 S	REGINA	U-2	27.12.12	28.03.26
CORNWALL	U-4	28.01.10	28.04.20	LONDON	U-5	30.10.16	31.04.17	REGINA	U-6	29.09.24	31.02.19
CORNWALL	U-5	29.11.21	30.04.29	MED. HAT	U-2	29.01.25	33.05.05	REGINA	U-1	29.12.28	
CORNWALL	U-2	34.01.04	34.03.01 S	MONTREAL	U-5	22.05.15 S	22.06.23 S	Note that REGINA use of dies 1 and 6			
DUNNVILLE	U-2	49.09.02	49.09.06 S	MOOSE JAW	U-4	30.09.23	30.11.28	appears as concurrent.			
EDMONTON	U-6	29.02.01	29.08.12	NANAIMO	U-6	22.12.14 S		ST. JOHN	U-4	22.07.22 S	23.10.24 S
EDMONTON	U-4	34.04.12	34.10.23	OTTAWA	U-2	22.05.26 S	22.06.20 S	ST. THOMAS	U-1	23.12.20	24.04.23 S
GALT	U-4	27.11.24	28.01.10	OWEN SOUND	U-2	48.08.19	48.09.17 S	SARNIA	U-1	22.12.19 S	22.12.22 S
GALT	U-4	29.09.19	29.11.08	PR. ALBERT	U-1	25.07.24	27.11.02	SARNIA	U-1	28.07.04	28.09.11
GALT	U-5	30.05.02	30.05.31	QUEBEC	U-5	22.07.24 S	22.08.04 S	SARNIA	U-1	29.01.22	29.03.16
GLACE BAY	U-5	28.02.27	29.02.01					SARNIA	U-4	31.12.31	32.11.12
HALIFAX	U-4	22.05.20 S	22.06.22 S					SAULT	U-6	23.09.13	24.11.12 S
HALIFAX	U-2	28.09.04	28.11.29					TORONTO	U-1	22.05.27 S	
HAMILTON	U-1	22.06.23 S	22.07.08 S					TORONTO	U-4	24.07.13 S	26.10.22 S
HAMILTON	U-5	22.12.01 S	23.01.29 S					VANCOUVER	U-3	22.05.23 S	22.06.14 S
								VANCOUVER	U-6	27.09.27	27.11.08 S
								WINDSOR	U-5	25.05.08	27.10.27
								WINNIPEG	U-6	22.05.09 S	22.05.18 S
								WOODSTOCK	U-1	28.01.10	28.05.08

Slogans 7195 and 7197

These relatively short-lived related slogans, with only a few weeks of use in the fall of 1941, are nevertheless of some interest because of oddities in their usage. It can be assumed that they were sponsored for Dominion-wide use, by an association, possibly connected with the insurance industry, that had sufficient influence to have a national Fire Prevention Week observed during a war-time period.

The issue consisted of one Pitney-Bowes and seven Perfect English dies, plus three Perfect bilinguals. The English use was eventually at sixteen major offices, two in each of the four western provinces and in New Brunswick, one each in Nova Scotia and Prince Edward Island and four in Ontario. Initial issue was to eight offices at the end of September, a week prior to the event, then about October 6th the dies were sent to the eight other offices, sufficiently close to the original eight for over-night transfer, for use during the event.

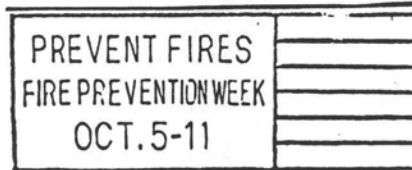
The rotation from original to secondary offices was as follows:

Seven Perfect dies - to BRANDON, then to WINNIPEG - to CHARLOTTETOWN then to HALIFAX -to EDMONTON then to CALGARY - to MONCTON then to ST. JOHN - to PRINCE ALBERT then to REGINA - to VICTORIA then to VANCOUVER - and to WINDSOR then to LONDON.

One Pitney-Bowes die - to TORONTO then to OTTAWA.

The bilingual usage was somewhat different. Three Perfect dies were issued in Quebec province, to MONTREAL, QUEBEC and SHERBROOKE, but none of them showed any event dates, possibly because Quebec Province tended to observe events rather on its own schedule than on a national basis. The dies were not issued until into early October, and did not rotate. A further oddity of the bilingual use was that all three dies read PREVENT FIRES PREVEVEZ LES FEUX, with no mention of FIRE PREVENTION WEEK. Also, the three bilingual dies, although with the same wording, were not all in the same format. The MONTREAL and SHERBROOKE dies were in two lines, with a blank space below, while the QUEBEC die was in three lines.

An example of the standard English die is illustrated below, together with the three bilingual dies.



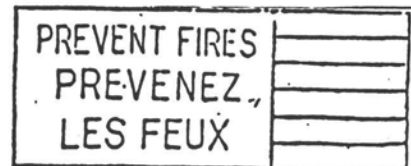
Standard English die



MONTREAL die



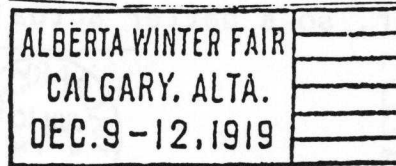
SHERBROOKE die



QUEBEC die

CALGARY ALTA. continued

Slogan 170 - ALBERTA WINTER FAIR CALGARY, ALTA. DEC.9-12.1919 -  
One replacement U die - issued 1919 - replaced 1920

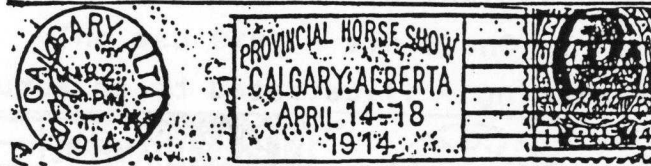


Slogan 170 - ALBERTA WINTER FAIR CALGARY NOVEMBER 22-26-1920 -  
One replacement U die - 1920 use only



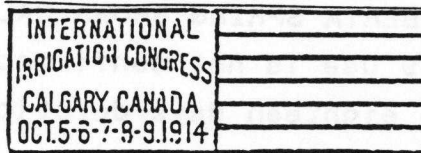
Slogan 7335 - PROVINCIAL HORSE SHOW CALGARY, ALBERTA APRIL 14-18 1914 -  
One I die - 1914 use only

Proof missing - illustrated by an actual strike



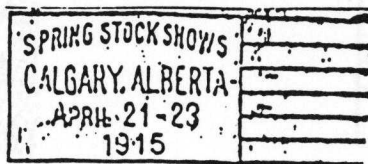
Slogan 4865 - INTERNATIONAL IRRIGATION CONFERENCE CALGARY, CANADA  
OCT.5-6-7-8-9.1914 -

One I die - 1914 use only



Slogan 8590 - SPRING STOCK SHOWS CALGARY, ALBERTA APR 21-23 1915 -

One I die - 1915 use only



Slogan 927 - CALGARY EXHIBITION CALGARY, ALBERTA JUNE 30-1915-JULY 7 -

One I die - issued 1915 - replaced 1919

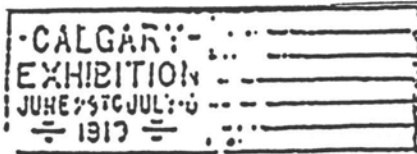
Proof missing - illustrated by an actual strike



Slogan 927 - CALGARY EXHIBITION JUNE 28 TO JULY 5 1919 -

One replacement I die - 1919 use only

Proof strike unclear, so a better actual strike also illustrated



Slogan 150 - ALBERTA HORSE AND CATTLE SHOWS CALGARY APRIL 10-15 1916 -

One I die - 1916 use only



Slogan 9970 - VICTORY STAMPEDE CALGARY AUG. 25-30, 1919 -

One U die - 1919 use only

Proof missing - illustrated by an actual strike



Slogan 169 - ALBERTA SPRING SHOWS CALGARY APRIL 4-1919-21 -

This catalogued 1919 use is not confirmed and considered incorrect. The dates indicate eighteen days duration, which is most unlikely.

Slogan 169 - ALBERTA SPRING SHOWS CALGARY APRIL 4-9 - 1921 -

One U die - 1921 use only



Slogan 1235 - CANADIAN TRACK AND FIELD CHAMPIONSHIPS CALGARY

AUG-12-1922 -

One U die - 1922 use only

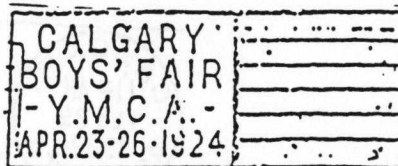


CALGARY ALTA. continued

Slogan 920 - CALGARY BOYS' FAIR Y.M.C.A. APR 4-7 1923 -

One U die - issued 1923 - redated to 1924

Unproofed 1923 use illustrated by a proof of the redated 1924 use

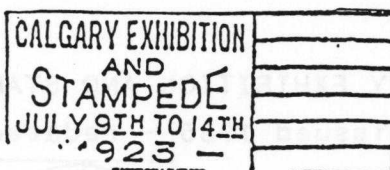


Slogan 920 - 1924 use - 1923 U die redated APR 23-26 1924 -

CALGARY EXHIBITION AND STAMPEDE slogans of 1923-50 are grouped by the full usage, with other slogans issued from 1924 following.

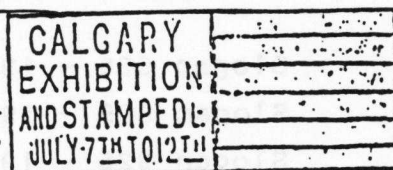
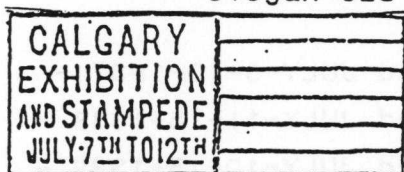
Slogan 925 - CALGARY EXHIBITION AND STAMPEDE JULY 9TH TO 14TH 1923 -

One U die - issued 1923 - replaced 1924



Slogan 925 - CALGARY EXHIBITION AND STAMPEDE JULY 7TH TO 12TH -

One replacement U die - issued 1924 - replaced in 1925 only by slogan 928 - redated 1926-31 - replaced in 1932



Slogan 928 - CALGARY EXHIBITION JUBILEE AND STAMPEDE JULY 6TH 11TH -

One U die - 1925 use only



Slogan 925 - 1926 use - 1924 U die redated JULY 5TH TO 10TH -

Slogan 925 - 1927 use - 1926 U die redated JULY 11TH TO 16TH -

Slogan 925 - 1928 use - 1927 U die redated JULY 9TH TO 14TH -

Slogan 925 - 1929 use - 1928 U die redated JULY 8TH TO 13TH -

Slogan 925 - 1930 use - 1929 U die redated JULY 7TH TO 12TH -

Slogan 925 - 1931 use - 1930 U die redated JULY 6TH TO 11TH -

CALGARY EXHIBITION AND STAMPEDE use continued

Slogan 925 - CALGARY EXHIBITION AND STAMPEDE JULY 11TH TO 16TH -  
 One replacement U die - issued 1932 - redated to 1934 - replaced in 1936

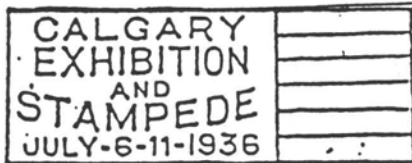


Slogan 925 - 1933 use - 1932 U die redated JULY 10TH TO 15TH -

Slogan 925 - 1934 use - 1933 U die redated JULY 9TH TO 14H -

1935 use omitted because of machine type change to Perfect

Slogan 925 - CALGARY EXHIBITION AND STAMPEDE JULY-6-11-1936 -  
 One replacement P die - issued 1936 - redated to 1946 - replaced in 1947



Slogan 925 - 1937 use - 1936 P die redated JULY-5-10-1937 -

Slogan 925 - 1938 use - 1937 P die redated JULY-11-16-1938 -

Slogan 925 - 1939 use - 1938 P die redated JULY-10-15-1939 -

Slogan 925 - 1940 use - 1939 P die redated JULY-8-13-1940 -

Slogan 925 - 1941 use - 1940 P die redated JULY-7-12-1941 -

Slogan 925 - 1942 use - 1941 P die redated JULY-6-11-1942 -

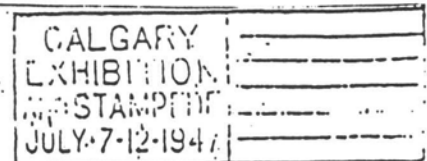
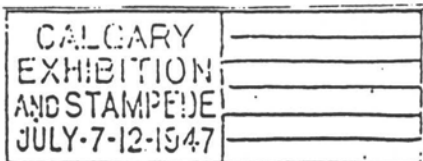
Slogan 925 - 1943 use - 1942 P die redated JULY-5-10-1943 -

Slogan 925 - 1944 use - 1943 P die redated JULY-10-15-1944 -

Slogan 925 - 1945 use - 1944 P die redated JULY-9-14-1945 -

Slogan 925 - 1946 use - 1945 P die redated JULY-8-13-1946 -

Slogan 925 - CALGARY EXHIBITION AND STAMPEDE JULY 7-12-1947 -  
 One replacement P die - issued 1947 - redated to 1948 - replaced in 1949

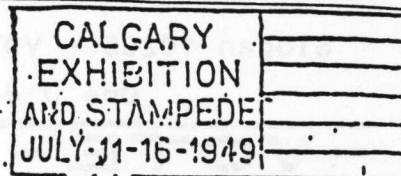
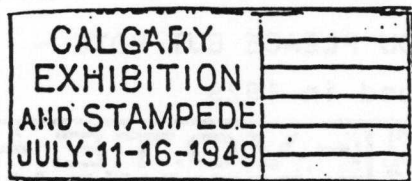


CALGARY ALTA. continued

CALGARY EXHIBITION AND STAMPEDE use continued

Slogan 925 - 1948 use - 1947 P die redated JULY-5-10-1948 -

Slogan 925 - CALGARY EXHIBITION AND STAMPEDE JULY 11-16-1949 -  
One replacement P die - issued 1949 - redated to 1950 -



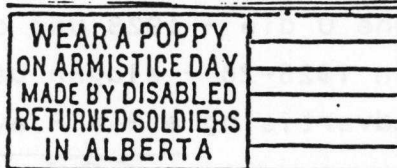
Slogan 925 - 1950 use - 1949 P die redated JULY-10-15-1950 -

Slogan 935 - CALGARY WINTER CARNIVAL FEB 11TH 16TH REDUCED PRICES -  
One U die - 1924 use only



Slogan 10356 -WEAR A POPPY ON ARMISTICE DAY  
MADE BY DISABLED RETURNED SOLDIERS IN ALBERTA -

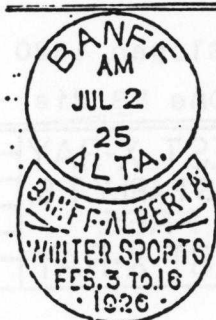
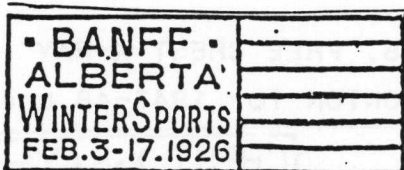
One U die - issued 1924 - re-issued 1925



Slogan 10356 - 1925 use - re-issued 1924 U die

Slogan 460 - BANFF ALBERTA WINTER SPORTS FEB 3-19 1926 -  
BANFF had no machine, so the slogan was used at CALGARY and a hand-stamp  
combined dater/slogan at BANFF

One U die - issued late 1925 - retained into early 1926



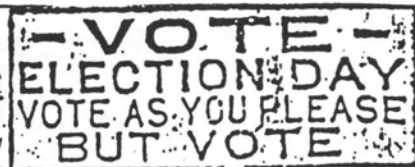
Slogan 10355 - WEAR A POPPY ON ARMISTICE DAY -

One U die - 1926 use only



Slogan 10295 - VOTE ELECTION DAY VOTE AS YOU PLEASE BUT VOTE -

One U die - issued 1926 - re-issued in 1929



Slogan 10295 - 1929 use - re-issued 1926 U die

Slogan 158 - ALBERTA MUSICAL FESTIVAL CALGARY MAY 9TH TO 13TH -

One U die - 1927 use only



Slogan 465 - BANFF HIGHLAND GATHERING AUGUST 31ST TO SEPTEMBER 3RD -

One U die - 1928 use only

As was slogan 460 in 1925-26 - slogan used at CALGARY although advertising a BANFF event

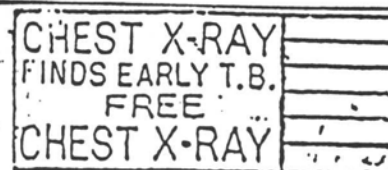
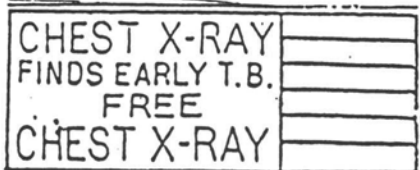


Slogan 1200 - CANADIAN SAVE THE CHILDREN FUND

1943 use catalogued - not documented or confirmed - doubtful

Slogan 1620 - CHEST X-RAY FINDS EARLY T.B. FREE CHEST X-RAY -

One PB die - 1946 use only - sent to EDMONTON for 1947-48 use





CALGARY ALTA. continued

Slogan 2165 - COMPASS DIRECTION NECESSARY ON MAIL FOR CALGARY -

Continuous usage of seven Perfect dies, in groups of three, 1947-56  
 Dies 1, 2 and 3 issued Mar. 10, 1947 - die 3 replaced by die 4 in 1950  
 dies 1 and 2 replaced by 5 and 6 Aug. 21, 1953 - die 4 replaced by  
 die 7 Jan 25, 1954 - dies 5, 6 and 7 replaced by 3 PB dies Jan. 1956.

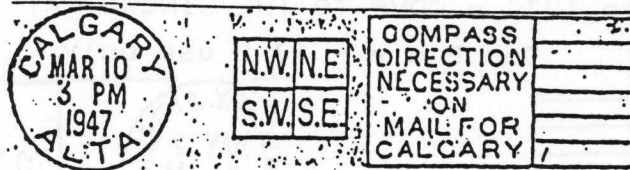
Die 1 usage, 1947-53, replaced by die 5 in 1953



Die 5 usage, replacing die 1, 1953-56

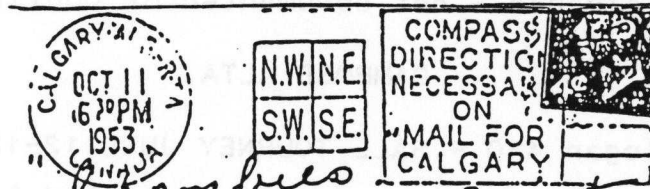


Die 2 usage, 1947-53, replaced by die 6 in 1953

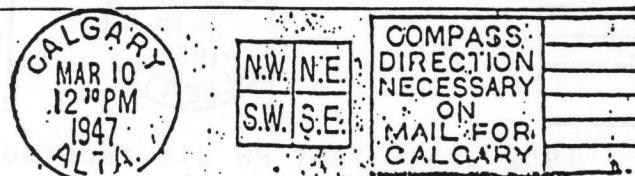


Die 6 usage, replacing die 2, 1953-56

Proof and receipt strikes missing - illustrated by actual strike



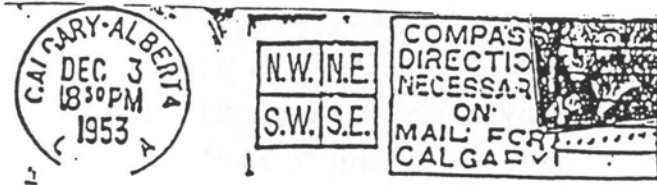
Die 3 usage, 1947-50, replaced by die 4 in 1950



CALGARY ALTA. continued

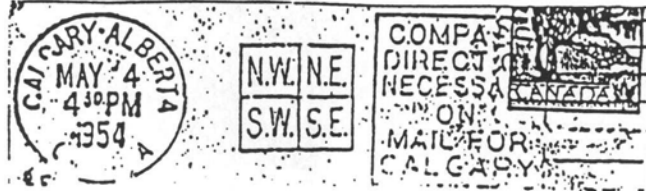
Die 4 usage, 1950-54 - replaced by 7 in 1954

Proof and receipt strikes missing - illustrated by actual strike



Die 7 usage, 1954-56

Proof and receipt strikes missing - illustrated by actual strike



Slogan 200 - ANNUAL AIR SHOW CALGARY SEPT. 4TH-5TH -

One P die - issued 1948 - redated in 1950



Slogan 200 - 1950 use - 1948 P die redated SEPT. 16-17 -

Slogan 1970 - COME TO THE CIRCUS MAY 16-21 -

One P die - 1949 use only



Slogan 2010 - COME TO THE HIGHLAND GAMES JULY 19-23 -

1949 use catalogued - not documented or confirmed - doubtful

CAMROSE ALTA.

Slogan 440 - BALL TOURNEY JUNE 12-13 -

One PB die - issued 1951 - redated to 1953



Slogan 440 - 1952 use - 1951 PB die redated JUNE 17-18 -

Slogan 440 - 1953 use - 1952 PB die redated JUNE 22-23 -

CARLETON PLACE ONT.

Slogan 1322 - CARLETON PLACE AUGUST 3RD TO 9TH OLD HOME WEEK -

One U die - 1924 use only

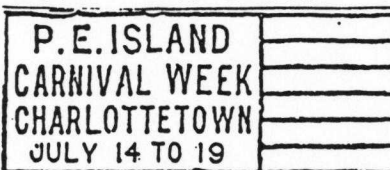
Proof and receipt strikes missing - illustrated by an actual strike



CHARLOTTETOWN P.E.I.

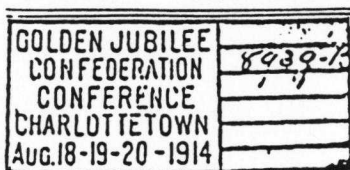
Slogan 4015 - GOLDEN JUBILEE CONFEDERATION CONFERENCE CHARLOTTETOWN

AUG.18-19-20-1914 - One I die - 1914 use only



Slogan 6925 - P.E. ISLAND CARNIVAL WEEK CHARLOTTETOWN JULY 14 TO 19 -

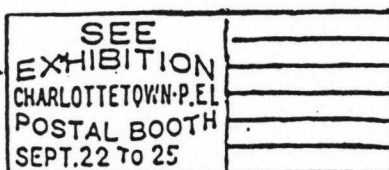
One U die - 1924 use only



Slogan 8000 - SEE EXHIBITION CHARLOTTETOWN P.E.I. POSTAL BOOTH

SEPT 30 TO OCT 3 - One U die - issued 1924 - redated in 1925

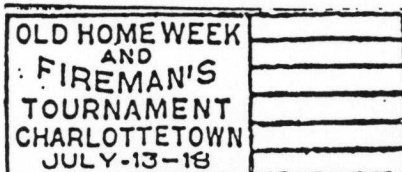
1924 documentation missing - illustrated by a proof of redated 1925 use



Slogan 8000 - 1925 use - 1924 U die redated SEPT. 22 TO 25

Slogan 6520 - OLD HOME WEEK AND FIREMAN'S TOURNAMENT CHARLOTTETOWN

JULY 13-18 1925 - One U die- 1925 use only



1950

1951

1952

1953

1954

1955