

THE SLOGAN BOX

NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

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CHAIRMAN:

Dan Huffman
16842 North Midway Road
Tracy, Ca. 95376
(510)-373-6246

EDITOR:

Daniel G. Rosenblat
5300 Edgeview Dr.
Byron, Ca. 94514
(510) 516-1967

IN THIS ISSUE:

Table of Contents and Chairman's Message	Page 1
Editor's Message	Page 2
Mail Early For Christmas	Pages 3-8
Cancer Related Slogan Use	Pages 9-11
Canadian Military and Naval Anniversaries Related slogans	Pages 12-15
Armed Forces Day (dates) Journee Des Forces Armees	Page 16
Address Related Slogans	Pages 17-29
Slogan 9965-V	Page 30

Dear Fellow Member,

I am pleased that we have another new member, W. F. Harrington. Welcome to our study group. Back issues are available at US \$2.00/issue plus postage. Please forward requests to your chairman.

A special THANKS to Cecil Coutts for his effort assembling our study group exhibit at BNAPEX.

With our membership dwindling to just over a dozen, the question has to be asked if our study group should be dissolved. Your input would be greatly appreciated. Thanks.

Until the next issue, I hope all is well.

Your Chairman,

Dan Huffman

EDITOR'S MESSAGE

This is being written on August 12th as the final page of Issue 39, the balance being completed and ready for publication. Therefore, with a little luck regarding the Chairman's work schedule, it could possibly be in members' hands just prior to the Convention at Edmonton of September 1st.

Unfortunately, the Editor will not be present at the Convention, with the reasons for this absence going back to W.W. II, when the Editor spent far too much time using his feet as a member of the U.S. Army Infantry, and came out of the war with a piece of Japanese mortar shell in each leg. This combination has not done any favors to the state of his feet, and at his present age any major walking whatsoever has become difficult and painful.

Since travel of any sort has to include some walking, even if no more than the lengthy transit through airports, the Editor's travelling days seem to be over. He will miss meeting those of you who will attend, especially Cecil Coutts, since between undertaking the new catalogue and preparing our Group's slogan exhibit for the Convention, he has certainly become our most important and productive member. His comments at the Convention Study Group meeting should be of major interest to all present.

However, although the Editor can no longer travel, he is doing his best to improve his communications. With this in mind, he has recently acquired a fax machine, and much hopes that at least several members are similarly equipped. If so, please send your fax number to the Editor, so that he can contact you. As the Editor's fax is an integral part of his computer, it does not require a dedicated phone line, so he can be reached by fax using his regular phone number, 510-516-1967.

The massive Proulx material, bought last year, has now been nearly all digested, and the last several issues of the Newsletter reflect this input, since a great deal more has been published in regard to post-1953 usage than ever appeared in the earlier issues. This issue continues to deal with related slogan groups, rather more than with single slogans, and it is hoped that this somewhat thematic approach has the members' approval and interest. In a field as large as Canadian slogans, some sort of specialization becomes essential, and it is hoped that publication of related theme group data will assist members in deciding on areas of special interest.

It can be noted that as these Newsletter have averaged thirty pages each, this Issue 39 means that we now have a file of 1,170 pages of data pertaining to Canadian slogans, in addition to several handbooks that have also been published. Newer members should really avail themselves of back issues, which are in the custody of the Chairman, since they provide much more detailed information on Canadian slogans than has ever been published elsewhere.

Please let the Editor know if you are "faxable", since this modern means of speedy communication promises to be of a great deal of value in holding together such a scattered group as we represent.

Just to fill out this page, the current issue includes an article on the related MAIL EARLY FOR CHRISTMAS udr by the Canadian P.O. from 1948 until into the 1970's. Last Christmas the Editor received a card from a local friend, and was rather surprised to find that it carried a U.S. slogan quite similar in format and wording to the Canadian slogan use of so long ago, except that it is somewhat more polite, in using the word "PLEASE" There is not too much U.S. slogan use these days, and what there is usually has a more modern look than this example, which certainly resembles the Canadian slogans of forty years ago.

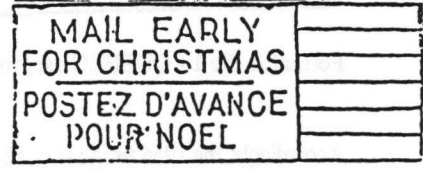
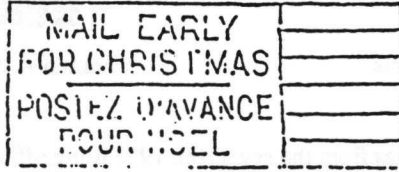
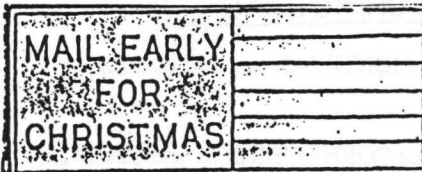


MAIL EARLY FOR CHRISTMAS

Slogans 5542, 5542-A, 5542-B, 398, 10280, and 7104

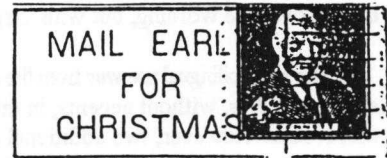
This group of related slogans was extensively classified in issue 35, but several major factors make it appropriate to now publish a substantial revision. These include the following reasons. Cecil Coutts has pointed out that the section on slogan 10280 was very incomplete, merely dividing the usage into two formats, although both formats had several clearly separable dies. The massive Thorne inventory has become available, much expanding the recorded usages. Review indicates that there was one more format and several more sub-formats than as was prior listed. Slogan 398, which is the final bilingual use of this related group, was mentioned, but not classified. Since this entire related group was probably the largest and most significant postal directive initiated after W.W. II, it appears to deserve the time and space necessary to present it in a more correct manner than was formerly the case.

Format A usage - The initial use was in format A of slogan 5542, MAIL EARLY FOR CHRISTMAS, four P and five PB dies issued in 1948 to nine major English offices, and slogan 5542-B, MAIL EARLY FOR CHRISTMAS POSTEZ D'AVANCE POUR NOEL, two P dies issued to the two major Quebec offices. These dies are all separable, but space constraints are such that only one English and the two separable bilingual dies are illustrated below, although the individual usages of dies by offices in each year are indicated in the Appendix A that follows. It can be noted that the appropriate accent mark over NOEL was omitted in the bilingual version. Proulx lists the 5542 usage as 1948-52, but this must be a typo, since major usage continued in 1953-69. He also lists 5542-B as used by 15 offices in 1948-55 and 1957, but actual use was at four offices in 1948, 1954-55, 1957 and 1964.

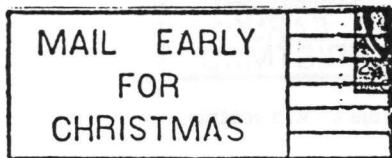


A postal directive of this size would normally have had successive annual reissue of all available dies, but very oddly, there was no 1949 reissue, and reissue in 1950-53 was to no more than three English offices in each year, usually including both COLEMAN and ESTEVAN, neither of which were a part of the original 1948 usage. There was also no bilingual reissue in 1949-53. However, in 1954 one bilingual and five English dies were reissued, and in 1955 major usage of this wording was resumed, and would continue in an increasing fashion until 1968, when general bilingual usage began to replace it with other wordings, continuing through 1971.

Format A-2 usage - The earliest replacement die has not been seen prior to 1955, but since several non-separable replacement dies are known to have been issued in 1955, this new single die was more likely to have been issued by itself in 1954. It is recorded, at one office only in 1955 and 1957-60, when it was clearly damaged, so later use is unlikely. Since it was not recognized as differing from the 1955 format B dies (which it resembles) until after all format letters had been established, it is designated format A-2, to avoid relettering of all the B to G formats that followed.



By 1955 some original English dies were unserviceable, and in 1956 all of the P dies became obsolete, so in 1955 and thereafter, non-separable dies with original wording, but in several formats, were increasingly added to or replaced the format A dies.



Format B usage - At least six of the nine original format A English dies are recorded as used in 1955, together with both of the two bilinguals. To these were added eight new English dies in format B, with the original three line wording, but with a wider slogan box to enable double spacing between MAIL and EARLY on the first line, and also two additional non-separable bilingual PB dies. This brought the 1955 usage to eighteen dies, used at seventeen offices, MONTREAL having concurrent use of two dies.

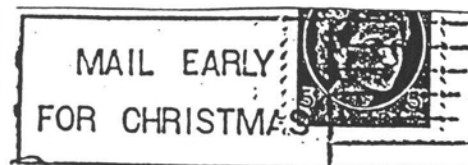
The two additional bilingual PB dies of 1955 were of slogan 7104, POSTEZ TÔT POUR NOEL MAIL EARLY FOR CHRISTMAS, now including appropriate accent marks, one of which had been omitted from slogan 5542-B. One of these PB dies was used at MONTREAL, in addition to its use of a P die of slogan 5542-B, and the other at OTTAWA, while QUEBEC, which had no 1954 usage, used the second P die of 5542-B in 1955. One of these new dies was reissued to OTTAWA in 1956, but suffered damage and was thereafter withdrawn, although Proulx incorrectly lists OTTAWA use of the slogan as 1955-68. The second die was not reissued in 1956, but was retained in reserve, and reissued later. Proulx lists this revived use at STE. THERESE DE BLAINVILLE in 1955, which is quite impossible, since that office still used a Perfect machine until 1964. However, there was a revival of it at STE. THERESE, but in 1965-66, so the Proulx listing appears as a typo.



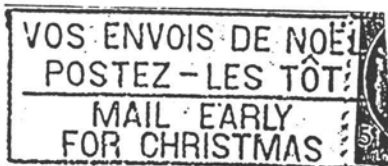
The damaged OTTAWA use in 1956

The revived STE. THERESE use in 1965-66

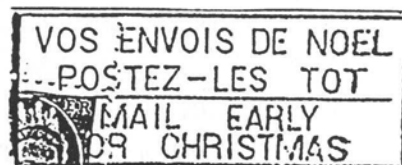
Format C usage - The withdrawal of the format A Perfect dies after 1955 prompted 1956 issue of six PB dies in a new format, with the same wording in a two lines, rather than the three lines previously used. The two line wording is in medium sized letters, in a 40 mm slogan box. Usage of at least two of these is still recorded in 1964, but not thereafter.



In 1956 the bilingual use was as follows. OTTAWA was reissued a PB die of slogan 7104, but both MONTREAL and QUEBEC had switched from P machines to PB's, so their P dies of slogan 5542-B could no longer be used. It appears probable that there was an issue of two non-separable PB format A dies of slogan 10280, VOS ENVOIS DE NOEL POSTEZ-LES TOT, without the appropriate accent marks over the E/NOEL and the O/TOT, but QUEBEC appears to have protested the error, as a third die was issued to it, with the appropriate accents, designated die A-1. Because of differences in daters, it can be assumed that MONTREAL used the two non-separable dies without accents, designated A-2.



Format A die 1 - QUEBEC use, w/accents



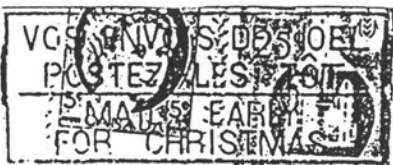
Format A die 2 - MONTREAL use, w/o accents

Accordingly, the 1956 usage is confirmed as from the seventeen 1955 using offices, plus CORNER BROOK and TISDALE, since the six format C PB dies of 5542 replaced the four P dies that could no longer be used, permitting two more offices.

Format D usage - In 1957 the P.O. was still intent on increasing the number of using offices, and eight offices are recorded as using the slogans for the first time, although one office was dropped, so the net gain of seven made a total of twenty-six offices, using 29 dies, since TORONTO used two and MONTREAL three, as indicated below. To accommodate this, eight additional dies of 5542 were issued in a format D, similar to format C in having two line wording, but with larger letters.



The 1957 bilingual use was from the same three offices as in 1956, but all three used slogan 10280. QUEBEC was issued one of the two A-2 dies, without accents, in this year without protest, OTTAWA used the second A-2 die, and MONTREAL used die A-1, with accents. However, two additional dies of 10280 were also issued, so that MONTREAL could use a total of three dies. One of these additions, die A-4 was similar to the 1956 dies without accents, but with separable letter placement, while the other die A-3 included a rather odd error, in that the accent mark over NOEL was over the "O", rather than over the "E".



Format A- die 3 - with accent placement error

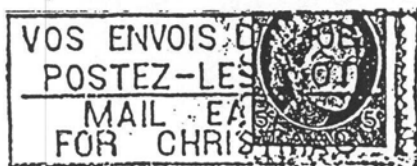


Format A - die 4 - w/o accents

Format E usage - Only one new die was issued in 1958, appearing to be a replacement, rather than an addition. It had a two line wording in small letters, with a 41 mm slogan box. It is recorded as having 1958 use at REGINA, and what appears as the same die is recorded at KITCHENER in 1959. There is some damage to the letter "Y" in 1959, as illustrated, so it is probable that the die was not used thereafter.



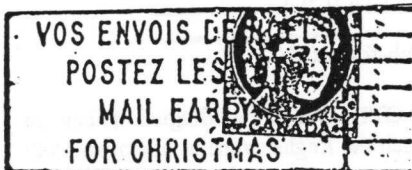
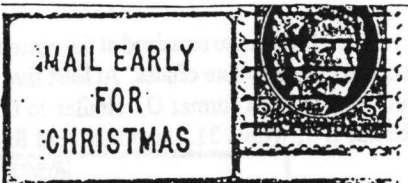
The 1958 usage has been recorded from 25 offices, since one 1957 using office is not further recorded. Several of the 1956-57 bilingual dies are not recorded thereafter, but two non-separable replacement dies of 10280 are recorded in 1958, A-5a and A-5b, with the appropriate accent marks, one used at MONTREAL and one at QUEBEC, while OTTAWA was reissued the original A-1 die. Only one die is recorded for MONTREAL, but it seems probable that at least die A-4, and perhaps one other, had 1958 use there.



MAIL EARLY FOR CHRISTMAS continued

The 1959 usage was from the same 25 offices as in 1958, and there is no indication that any additional or replacement dies were introduced in this year. The 1959 bilingual use was by the normal three offices, QUEBEC being reported to have used an unseen format A die, OTTAWA used an A-5 die and MONTREAL is recorded as using both the A-4 and one of the two A-5 dies, but may have used a third die also.

Format F usage - In 1960 the same twenty-five offices as in 1959 are recorded as having use, but a new format was issued to provide replacements for damaged dies of earlier formats. This consisted of a three line wording in moderately small lettering, with a 30.5 mm. box, designated sub-format F-1. Only four offices are recorded as using it, although there are four more reported or probable offices, some of which may also have used this sub-format, so the maximum number of 1960 sub-format F-1 dies could not have exceeded eight, and more probably six. However, in 1961 nine offices are recorded using it, which would normally indicate that at least nine, and possibly ten, dies had been issued in 1960. Since this could not have been the case, it must be assumed that the 1960 master die of sub-format F-1 remained usable in 1961, and could provide additional non-separable dies.



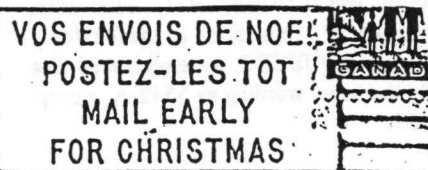
The 1960 bilingual use was at the same three offices, with MONTREAL confirmed as using two dies and possibly an unconfirmed third. However, there is an unseen report of QUEBEC use of a single replacement die of slogan 10280 in a second format B, the same wording as format A, but in smaller letters, and without a hyphen between PORTEZ LES, which has been seen from 1961.

The only new English dies introduced in 1961 were the added dies of sub-format F-1, as mentioned above. The number of using offices remained the same, but COLEMAN, with prior use in 1950-52 and 1955-60, is no longer recorded, while ST. CATHARINES use appears for the first time. The 1961 use was again from 22 English and 3 bilingual offices. The bilingual use was at the same three offices, but included use of the format B die 1 of slogan 10280. MONTREAL is confirmed as using three dies.

In 1962 four English offices were added for the first time, CHATHAM, GUELPH, PORT ARTHUR and SARNIA, with no offices dropped, bringing the English using offices to twenty six. In order to accommodate these and necessary replacements, eight new dies of sub-format F-2 were introduced. These had very similar lettering to sub-format F-1, but in a somewhat narrower box, measuring only 29 mm.



The 1962 use was therefore from twenty-six English offices, plus the normal three bilingual offices, using a combination of the remaining format A dies of slogan 10280 and the new format B die introduced in 1960.

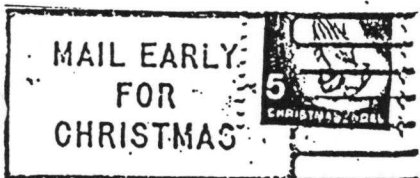


In 1963 three more English offices were added, NEW WESTMINSTER, OSHAWA and SCARBOROUGH, but TISDALE, with prior use in 1956-62, was dropped, so the English offices increased a net of two to twenty-eight. The bilingual offices were also increased by adding MONCTON and TROIS RIVIERES, which required issue of at least three, and possibly four, non separable dies of format B, slogan 10280, differing from the earlier single die of format B in that they included a hyphen between PORTEZ-LES.

The 1963 use was therefore from twenty eight English and five bilingual offices. To accommodate these English additions and necessary replacements, at least nine new sub-format F-3 dies were issued. The lettering was again very similar to that of sub-formats F-1 and F-2, but the slogan box was much wider, measuring 38 mm.

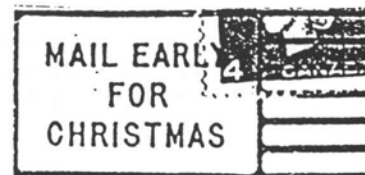


In 1964 BRANTFORD and SCARBOROUGH were dropped from the English usage, without any new additions, bringing the English usage to twenty six. The five bilingual offices continued use with existing dies of slogan 10280, but STE. THERESE DE BLAINVILLE was added by reviving a reserve Perfect die of slogan 5542-B, since this small Quebec office was one of the very few still using a Perfect machine, although it was replaced with a PB in 1965. Accordingly, no new dies were required in 1964.



Though no new offices were added in 1965, or any dropped, attrition of the dies, with heavy use during Christmas, required replacements, which were provided by issue of at least five none dies of sub-format F-4, similar to all the other F sub-formats in lettering, but with a 37 mm. box. The bilingual use remained at six offices, five using dies of slogan 10280, but STE. THERESE could no longer use its 1964 P die of slogan 5542-B, so it was issued a reserve PB die of slogan 7104, which had been used at OTTAWA in 1955-56.

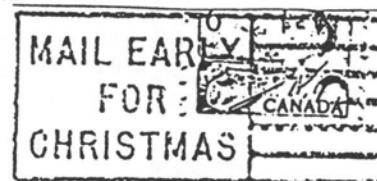
In 1966 English use was reduced to 25 when SUDBURY was omitted. In the case of the bilinguals, MONCTON is not recorded after 1965, but four of the other five are recorded, STE. THERESE with a reissue of 7104, three using the same group of slogan 10280 dies and the fifth, TROIS RIVIERES, is considered probable. Again attrition to the English dies required replacements in the form of the at least eight dies of the final sub-format F-5 of format F, similar lettering to earlier sub-format F dies, but with a 32.5 mm. box.



English use remained at the same twenty five offices in 1967, but STE. THERESE is not recorded after 1966, so the bilingual use was from only four offices. At least five English dies required replacement, but quite oddly these replacements are in two different sub-formats of a format G, similar to the various format F dies, but with distinctly larger lettering. Only one die is recorded of sub-format G-1, with a 31.5 mm box, and four of sub-format G-2, with a 38.5 mm box.



Sub-format G-1

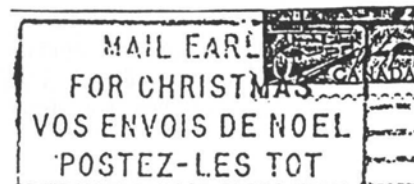


Sub-format G-2

English use was again at the same twenty five offices in 1968. Only MONTREAL and OTTAWA of the bilingual offices are recorded, but QUEBEC and TROIS RIVIERES are most probable. This was the last year in which the English version of slogan 5542 dominated the usage, since 1969 saw introduction of a major policy change.

Beginning in 1969, it became P.O. policy to issue only bilingual slogans, both within and without the province of Quebec, so between 1969 and 1971 the use of English only slogans was phased out. The 1969-71 usage is, unfortunately, based to a considerable extent on probability in addition to recorded use. A substantial number of new using offices have been recorded in this period, but it is probable that there were a few others. Several offices which had consistent use in the mid-1960's are no longer recorded, and some of them may have been dropped, but it is again probable that some of them were continued, but not yet recorded.

The new bilingual dies for general use were of slogan 5542-A, MAIL EARLY FOR CHRISTMAS VOS ENVOIS DE NOEL POSTEZ-LES TOT. It can be noted that the appropriate accent marks were omitted from this wording. This slogan did not totally replace the English slogan 5542 in 1969, since at least seven of the twenty five English using offices in 1968 are recorded as still using 5542 in 1969 and others are possible.



Also, eight of these offices are recorded as using 5542-A. It appears very likely that the ten other offices would also have had 1969 use, either of slogan 5542 or 5542-A, especially since a majority of them have recorded use in 1970 or 1971. Therefore, the Appendix A usage tables lists their 1969 use as "Probable", but with the slogan number showing as "?". In addition to these twenty five offices with prior English use, the three major bilingual using offices, MONTREAL, OTTAWA and QUEBEC, were all issued dies of 5542-A. This is somewhat odd, since the 10280 dies that they had used in 1968 were exactly the same wording as 5542-A, except that they were French over English. In any event, use of 10820 appears to have ceased in 1969.

Additionally, 5542-A 1969 use has been recorded at ten offices with either no prior use or no 1968 use, seven of which were in Quebec province, indicating that the P.O. wished to saturate use in Quebec as thoroughly as they had in Ontario. Accordingly, thirty eight offices are either recorded or are considered very probable to have had 1969 use, of which twenty one are recorded as using slogan 5542-A dies, so it is probable that about thirty of these dies were issued in 1969.

In spite of extensive 1969 issue of 5542-A, the P.O. issued a considerable number of entirely new dies in 1970, slogan 398, AVOID THE XMAS BLUSH VOTRE AFFAIRES EST DANS LE SAC SI VOUS POSTEZ TOT. Note that this bilingual wording was so lengthy that, for the first time since 1948, the abbreviation XMAS was used in place of CHRISTMAS. Twenty eight die of this have been recorded in 1970, suggesting that a least thirty die were issued. Also four reissues of the 1969 slogan 5542-A have been recorded, so total recorded use was of 32 dies, but there should have been a considerable number of 5542-A dies still serviceable, especially since eight die are recorded in 1971, so the 1970 usage may have been considerably greater than that recorded.



Appendix A, which follows in a necessarily very condensed manner, lists the 71 offices that have been recorded (not including THUNDER BAY, which is a continuation of FORT WILLIAM).. The office is followed by the slogan number, the format (if applicable), the die designation (if applicable), and the year or years of usage. Where the usage pattern suggest an unseen use, it is include as "probable" In a few cases in 1969-70, these probable offices may have used one of two slogans, and in these instances the slogan number is indicated by a "?".

MAIL EARLY FOR CHRISTMAS related slogans, by office, by slogan, by year

BELLEVILLE	398		1970-71	FORT WILLIAM	5542	D	1957	KITCHENER	5542	D	1957
					5542	B	1958		5542	A PB-3	1958
DAMPTON	5542-A		1969		5542	C	1959		5542	E	1959
	398		1970		5542	B	1960		5542	C	1960
					5542	B	1961		5542	C	1961
BRANDON	398		1970-71		5542	F-1	1962		5542	F-1	1962
					5542	F-3	1963		5542	D	1963
BRANTFORD	5542	D	1957		5542	C	1964		5542	F-2	1964
	5542	D	1958		5542	F-4	1965		5542	Probable	1965
	5542	A PB-3	1959		5542	Reported	1966-68		5542	F-2	1966
	5542	C	1960		?	Probable	1969		5542	Reported	1967
	5542	A PB-3	1961						5542	Probable	1968
	5542	F-1	1962						?	Probable	1969
	5542	F-3	1963								
	398		1970-71	FREDERICTON	398		1970-71	LACHINE	5542-A		1969
BURLINGTON	5542-A		1969						398		1970-71
	398		1970-71	GUELPH	5542	F-1	1962				
					5542	F-3	1963				
					5542	F-2	1964	LETHBRIDGE	398		1970
					5542	F-4	1965				
CALGARY	5542	A P-4	1954		5542	F-5	1966	LEVIS	398		1971
	5542	A P-1	1955		5542	Probable	1967				
	5542	C	1956-57		5542	F-4	1968	LONDON	5542	B	1955-56
	5542	B	1958-60		?	Probable	1969		5542	D	1957-58
	5542	F-1	1961						5542	C	1959
	5542	F-2	1962	HALIFAX	5542	A P-2	1948		5542	F-1	1960-61
	5542	F-1	1963		5542	A P-3	1950		5542	C	1962
	5542	F-2	1964		5542	A F-1	1954		5542	B	1963-64
	5542	F-3	1965		5542	A P-3	1955		5542	F-2	1965
	5542	F-4	1966		5542	C	1956-57		5542	Reported	1966
	5542	F-2	1967		5542	B	1958		5542	Probable	1967
	5542	G-1	1968		5542	D	1959-61		5542	G-2	1968
	5542	G-2	1969		5542	B	1962		5542-A		1969
	398		1970-71		5542	F-3	1963		398		1970-71
					5542	F-2	1964-65				
CHARLOTTE-TOWN	5542	A P-1	1948		5542	F-5	1966	LONGUEUIL	5542-A		1969
	398		1970		5542	Reported	1967-68		398		1970-71
					?	Probable	1969				
CHATHAM	5542	C	1962		398		1970-71	MISSISSAGUA	5542-A		1971
	5542	Probable	1963-67	HAMILTON	5542	B	1955	MONCTON	10280	B	1963-65
	5542	Reported	1968		5542	C	1956		398		1970-71
	?	Probable	1969		5542	D	1957				
CHICOUTIMI	398		1970		5542	A PB-5	1958	MONTREAL	5542-B		1948
					5542	B	1959		5542-B		1954-55
COLEMAN	5542	Reported	1950		5542	F-1	1960		7104		1955
	5542	A PB-5	1951		5542	C	1961		10280	A	1956-61
	5542	A PB-3	1952		5542	D	1962		10280	B	1961-62
	5542	B	1955		5542	F-3	1963		5542-A		1969
	5542	Probable	1956		5542	C	1964				
	5542	C	1957		5542	Reported	1965				
	5542	Probable	1958-59		5542	F-4	1966				
	5542	A PB-3	1960		5542	G-1	1967-68				
CORNER BROOK	5542	B	1956		5542-A		1969	MOOSE JAW	398		1970
					?	Probable	1970				
					398		1971	NEW WEST	5542	F-2	1963
CORNWALL	398		1970	HULL	398		1970-71		5542	F-3	1964-65
					398				5542	F-5	1966-67
DARTMOUTH	398		1970	ISLINGTON	398		1970		5542	F-4	1968-69
	5542-A		1971						398		1970-71
DOWNSVIEW	5542-A		1971	KAMLOOPS	398		1970	NIAGARA	398		1970
					5542-A		1971		5542-A		1971
EDMONTON	5542	A PB-1	1948	KINGSTON	5542	D	1957	OAKVILLE	5542-A		1970
	5542	B	1955-56		5542	C	1958				
	5542	C	1957		5542	B	1959	OSHAWA	5542	C	1963
	5542	D	1958		5542	F-1	1960		5542	Probable	1964
	5542	B	1959		5542	F-1	1961		5542	F-1	1965
	5542	A-2	1960		5542	F-1	1962		5542	F-5	1966
	5542	F-1	1961		5542	A PB-3	1962		5542	G-2	1967
	5542	F-2	1962-63		5542	F-3	1963		5542	Reported	1966
	5542	F-3	1964		5542	F-3	1964		?	Probable	1969
	5542	F-2	1965		5542	Probable	1965		?	Probable	1970
	5542	F-5	1966		5542	F-4	1966		5542-A		1971
	5542	B	1967		5542	Reported	1967				
	5542	F-5	1968		5542	F-5	1968	OTTAWA	5542	A PB-2	1948
	5542-A		1969		?	Probable	1969-70		7104		1955-56
					5542-A		1971		5542-B		1957
									10280	A	1957-60
STEVAN	5542	A PB-3	1950						10280	B	1961
	5542	A PB-?	1951						10280	Probable	1962
	5542	Probable	1952						10280	B	1963
	5542	A PB-2	1953						10280	A	1964
	5542	A PB-?	1954						10280	B	1965-68
	5542	A PB-2	1955						5542-A		1969
	5542	A PB-?	1956								
	5542	A PB-?	1957								
	5542	A PB-2	1958-69								

CANCER RELATED SLOGAN USAGE

SLOGANS 535, 1260, 1260-A, 3005, 3410, 3412, 3412-A, 3880, 4310 AND 8523

Cancer related slogans were discussed in Issue 29, and this was revised in Issue 32, but even so the classification of this massive usage was quite incomplete. However, the acquisition of the Proulx material, together with receipt of the Thorne inventory and some preliminary drafts of the new Coutts catalogue, have very much enhanced the available data, to the point where an almost definitive usage can now be presented.

This usage, by at least 68 offices, was from the ten numbered slogans listed above, extending from 1935 until into the 1980's. The sponsorship of the 1935 use of slogan 4310 (briefly revived in the early 1950's) is somewhat unclear, although it may have issued at the request of some governmental agency. This premise is based on the fact that there was simultaneous issue of Special Service Marking 23, which used the 4310 wording as part of a "FREE" franking slogan, which was certainly intended for governmental use only.

However, all of the major usage, which began in 1946 with the issue of slogan 3880, was sponsored by the Canadian Cancer Society or some of its affiliates. They appear to have considered slogan advertising as an ideal medium for fund raising, since the Society was constantly asking the P.O. for permission to increase the number of dies they employed, which the authorities eventually curtailed as being excessive. The Society's original preferred wording was that of slogan 3880, GIVE TO CONQUER CANCER, but in 1951 they asked that additional or replacement dies be worded as slogan 3412, FIGHT CANCER GIVE NOW.

This wording continued to be used until 1969, when an entirely new set of dies were introduced as slogan 1260, CANCER CAN BE BEATEN. When replacements of 1260 were required in 1970, the P.O. policy of bilinguals only was being initiated, so from 1970 all replacements were in a bilingual of 1260, slogan 1260-A, CANCER CAN BE BEATEN ON PEUT VAINCRE LE CANCER. This was the final format, which continued to be used into the 1980's



The multiple dies of slogans 3880, 3005, 8523, 3412 and 3412-A can be separated, although the many replacements of 3412, originating from 1955, can only be separated by format, but not by die. The earlier articles illustrated these separable dies and the separable formats, so there is no need to repeat these. Normally, an attempt would have been made to classify a related group of slogans of this type in as much detail as possible, indicating all usage by year, by slogan, by die and by format, but in the case of this group of slogans, the results would be extremely lengthy and to some extent repetitive of the earlier articles.

It therefore seems more appropriate to present the total usage only by office, by slogan and by year, omitting die and format differences, but nevertheless, in the light of the new material and data that has become available, giving a very nearly definitive picture of the total usage in a very broad, if not a very detailed, manner. This has been accomplished in the appendix that follows, which should give collectors a clear idea of what actually exists, and some concept of the degree of completion that they may have achieved.

There are some oddities in these usages, including the fact that neither MONTREAL or TORONTO have been recorded after 1970. It was most unusual that these two offices should give up use of a slogan group while it continued to have major use elsewhere.

CANCER RELATED SLOGANS

BANFF	3880	1948	DRUMHELLER	3880	1948	HAMILTON	3880	1949-50	MONCTON	3880	1950
				1260	1969-71		3412	1951-2		3412	1951-52
BATHURST	3412	1965		1260-A	1972-78		3880	1953		3880	1953
							3412	1954-55		3412	1954
BELLEVILLE	3412	1965-68	EDMONTON	3880	1946-51		3880	1956		1260	1969-71
	1260	1969-71		3412	1952		3412	1957-68			
	1260-A	1972-78		3880	1953-55		1260	1969-71	MONTREAL	3410	1946-55
				3412	1956-68					8523	1955
BRANDON	3412	1957-68		1260	1969-71	HULL	3412-A	1959-68		3412-A	1956-568
	1260	1969-71					Possible	1969 use		535	1969
	1260-A	1972-86	EDMUNDSTON	8523	1955-56		1260-A	1970-76		1260-A	1970
				3412-A	1957-68				Multiple die use in some years		
BRANTFORD	3880	1953		Possible	1969-74 use	KAMLOOPS	3880	1951-52			
	3412	1954		1260-A	1975-76		3412	1964-68	MOOSE JAW	3880	1951-53
	3880	1955					1260	1969-71		3412	1954
	3412	1956-58	FLIN FLON	3412	1965-68		1260-A	1972-78		3880	1955
	3880	1959-60		1260	1969-71					3412	1956-57
	3412	1961-68		1260-A	1972-78	KELOWNA	3880	1951-52		P?	1958
	1260	1969-71					1260	1969-71		3880	1959
	1260-A	1972-78	FT. WILLIAM	3412	1962-68					3412	1960-68
				1260	1969-70	KENORA	3412	1961-68		1260	1969-71
CALGARY	3880	1948-50	Became THUNDER BAY in mid-1970				1260	1969-71		1260-A	1972-85
	3412	1951-53	THUNDER BAY	1260	1971		Possible	1972-73 use			
	3880	1954					1260-A	1974-75	NANAIMO	3880	1951-52
	3412	1955-59	FREDERICTON	3412	1955					3412	1953
	3880	1960		3880	1956	KINGSTON	3880	1949-50		3880	1954
	3412	1961-68		P?	1957		3412	1962-68		3412	1955-56
	1260	1969-71		3880	1958		1260	1969-71		3880	1957-58
	1260-A	1972-79		3005	1959					3412	1959-61
				3412	1960	LETHBRIDGE	3880	1948-53		3880	1962
CAMROSE	3412	1967-68		3880	1961		P?	1954		3412	1963-68
	Possible	1969-71 use		3412	1962-68		4310	1955		1260	1969-71
	1260-A	1972-78		1260	1969		P?	1956		1260-A	1972-80
				1260-A	1970		3412	1957-68			
CHAR'TOWN	3880	1946-52					1260	1969-71	NELSON	3880	1951-52
	3412	1965-68	GANDER	3412	1965-68		1260-A	1972-80			
	1260	1969-71		1260	1969-71				NEW	3880	1949-52
	1260-A	1972-79		Possible	1972-74 use	LONDON	3880	1947-50	WESTMINSTER	3412	1953
				1260-A	1975		3412	1951-52		3880	1954
CHILLIWACK	3412	1953					3880	1953		3412	1955-68
	3880	1954-5	GR. PRAIRIE	3412	1967-68		3412	1954		1260	1969-71
	3412	1956-58		1260	1969-71		3005	1955		1260-A	1972-79
	3880	1959		1260-A	1972-85		3412	1956-68			
	3412	1960-68					1260	1969-71	NORTH BAY	3412	1962-68
	1260	1969-71	HALIFAX	4310	1935		1260-A	1972		1260	1969-71
	1260-A	1972-84		3880	1946-50					1260-A	1972-82
				3412	1951-52	MEDICINE HAT	3880	1948-52			
CORNER BR.	P?	1955		3880	1953		3412	1953	OTTAWA	4310	1935
	3412	1956		3412	1954-56		3880	1954		3880	1946
	3880	1957		3880	1957		3412	1955-68		3005	1947-48
	3412	1958-60		3412	1958-68		1260	1969-71		3880	1949-50
	3880	1961-64		1260	1969		1260-A	1972-78		3412	1951-55
	3412	1965		1260-A	1970-86					3412-A	1956
	3880	1966-68								3412	1957-68
	1260	1969								535	1969
	1260-A	1970								1260-A	1970

CANCER RELATED SLOGANS

PEMBROKE	1260-A 1977-78	ST. JOHN	3880 1946-51	SYDNEY	3880 1951-53	VICTORIA	3880 1946-52
Possible unrecorded earlier use			3412 1952		3412 1954		3412 1953
			3880 1953		3880 1955		3880 1954-55
PENTICTON	3880 1951-52		3412 1954		3005 1956-57		3412 1956-68
	1260 1969-71		3880 1955		3412 1958-60		1260 1969-71
			3412 1956		3880 1961-63		1260-A 1972-80
PETERBORO	3412 1962-68		3880 1957		3412 1964-68		
	1260 1969-71		3412 1958-60		1260 1969-71	WELLAND	3412 1955
	1260-A 1972-79		3005 1961	Possible 1972-74 use			3880 1956
			3412 1962-64	1260-A 1975-84			3412 1957-59
PORTAGE L.P.	3412 1957-68		3412-A 1965				3880 1960
	1260 1969-71			THE PAS	3005 1957		3412 1961-68
	1260-A 1972-76	ST. JOHN'S	3412 1952		3880 1958-59		1260 1969-71
			3880 1953		3412 1960	Possible 1972-75 use	
PORT ARTHUR	3412 1962-68		3412 1954-55		3412 1961-68		1260-A 1976-84
	1260 1969-70		3005 1956		1260 1969		
Became THUNDER BAY in mid-1970			3880 1957		1260-A 1970	WETASKIWIN	3412 1967-68
			3412 1958-59				1260 1969-71
PR. ALBERT	3880 1951-52		P? 1960	TORONTO	4310 1935	Possible 1972-79 use	
	P? 1955		3880 1961		3880 1946	1260-A 1980	
	3412 1956-59		3412 1962-66		3005 1947-48		
	3880 1960	Possible 1967-69 use			3880 1949-50	WINDSOR	3880 1950-53
	3412 1961-68	1260-A 1970-75			3412 1951-68		P? 1954-55
	1260 1969-70				1260 1969		3880 1956
	1260-A 1971-83	SARNIA	3412 1953-54		1260-A 1970		3412 1957
			3880 1955-56	Multiple die use in some years			3880 1958
PR. GEORGE	3880 1951-52		3412 1957-59				3412 1959-61
	1260 1969-71		3005 1960	TRAIL	3880 1951-52		3880 1962
			3412 1961-68		3412 1953		3412 1963-68
PR. RUPERT	3880 1949-52		1260 1969-71		P? 1954		1260 1969
Possible 1953-54 use			1260-A 1972-84		3412 1955-57		
	4310 1955				3005 1958	WINNIPEG	4310 1935
	3412 1956-61	SASKATOON	3412 1952-53		3412 1959-61		3880 1946-48
	3880 1962		3880 1954		3005 1962		No 1949-56 use
	3412 1963-68		3412 1955-68		3412 1963-68		3412 1957-68
	1260 1969-71		1260 1969-71		1260 1969-71		1260 1969-71
	1260-A 1972-82	Possible 1972-74 use			1260-A 1972-80		1260-A 1972-80
		1260-A 1975					
QUEBEC	8523 1952-56			TROIS RIV.	8523 1955-57		
	3412-A 1957-68	SAULT	3412 1962-68		3412-A 1958-68		
	535 1969		1260 1969-71		535 1969		
Possible 1970-71 use			1260-A 1972-84		1260-A 1970		
	1260-A 1972-76						
		SHERBROOKE	8523 1955-57	TRURO	3412 1965-66		
RED DEER	3880 1951-52		3412-A 1958-68	Possible 1967-71 use			
	3412 1965-68		535 1969	1260-A.1972-84			
	1260 1969-71		1260-A 1970-76				
	1260-A 1972-80			VANCOUVER	3880 1946-50		
		SUDBURY	3412 1963-68		3412 1951-53		
REGINA	3880 1946-53		1260 1969-71		3880 1954-55		
	3412 1954				3412 1956-68		
	3880 1955	SWIFT CURRENT	3412 1965-68		1260 1969-71		
	3412 1956-68		1260 1969-71				
	1260 1969-71		1260-A 1972-78	VERNON	3880 1951-52		
	1260-A 1972-75				1260 1969-71		

CANADIAN MILITARY AND NAVAL ANNIVERSARIES RELATED SLOGANS

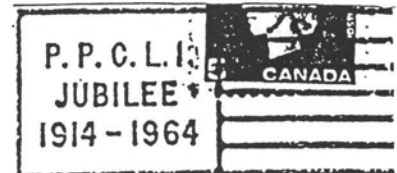
SLOGANS 7150, 7715, 9640, 7676, 8428, 7700, 8430, 7695, 6115; 2405, 7685, 2300, 273, 2300, 4060-A, 6015, 5450, 7690, 5626, AND 3375

The twenty separately numbered slogans listed above are all related in commemorating significant anniversaries of military or naval services, or individual units. They could be listed as a whole, but it seems more appropriate to divide them into three related categories, each category listed in the order of the year of issue in 1946-65, with most in the 1960-65 period, when many of these organizations attained their 50th or later anniversaries.

A - Individual Army units - B - Army branch of service units - C - Naval services and related organizations

Category A slogans

Slogan 7150 - P.P.C.L.I. JUBILEE 1914-64 - used in 1964 to commemorate the 50th anniversary of a famous Canadian regiment, organized at the outbreak of W.W. I, the Princess Patricia's Own Canadian Light Infantry. Princess Patricia was the daughter of Arthur, Duke of Connaught, the third son of Queen Victoria, who served as Governor-General of Canada from 1911 to 1916. When his daughter was appointed Colonel-in-Chief of the Regiment on its founding, the unit was honored by being given her name, in addition to its regimental number.

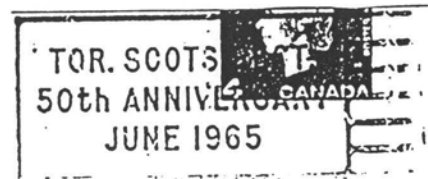


Usage appears to have been at only five offices, CALGARY, EDMONTON, OTTAWA, VICTORIA and WINNIPEG, possibly those cities where units of the regiment were or had been serving.



Slogan 7715 - ROYAL 22E REGIMENT 1914-64 50ieme ANNIVERSAIRE - used in 1964 to commemorate the 50th anniversary of the 22nd Regiment of Infantry, which was of French-Canadian origin, raised in Quebec province in 1914, and subsequently granted the distinction of being designated as "ROYAL". The regiment is often referred to as the "VAN DOOZE", a corruption of the French numerals for twenty-two, "Vingt-deux". Usage was at three Quebec offices, MONTREAL, SHERBROOKE and QUEBEC, and also at OTTAWA.

Slogan 9640 - TORONTO SCOTS REGT. 50TH ANNIVERSARY JUNE 1965 - used in 1965 to commemorate the 50th anniversary of a Canadian Highland regiment which was raised shortly after W.W. I began, being recruited from Toronto men of Scottish decent. Use was at TORONTO only.



Category B slogans

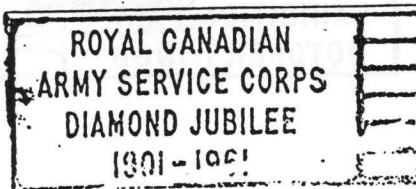
Slogan 7676 - ROYAL CANADIAN ARMY SERVICE CORPS DIAMOND JUBILEE 1901-1961 - used in 1961 to commemorate the 60th anniversary of the of the Army Service Corp - Proulx lists use at 14 offices, but sixteen have been seen or reliably reported, as follows

CALGARY	HALIFAX	OTTAWA	TORONTO
CAMP BORDEN	KINGSTON	REGINA	VANCOUVER
EDMONTON	LONDON	ST,JOHN	VICTORIA
FREDERICTON	MONTREAL	ST. JOHN'S	WINNIPEG

Note that MONTREAL used an English die in addition to a French one, that Camp Borden, which only rarely used a slogan, is included, and that HAMILTON, almost always include in this sort of slogan, is omitted - illustrations of this slogan and the French version slogan 8428 are on the following page.

CANADIAN MILITARY AND NAVAL ANNIVERSARIES RELATED SLOGANS

Slogan 8428 - 60e ANNIVERSAIRE DE L'INTENDANCE ROYALE CANADIENNE 1901-1961 - used in 1961 at MONTREAL and QUEBEC as the all-French version of slogan 7676 above.

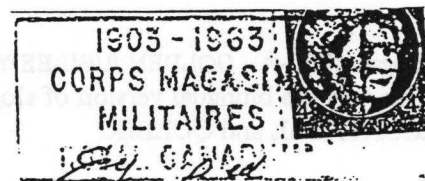
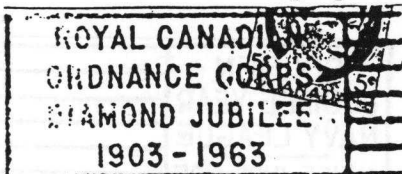


Slogan 7700 - ROYAL CANADIAN SIGNALS DIAMOND JUBILEE 1903-1963 - used in October of 1963 to commemorate the 60th anniversary of the establishment of the Canadian Army Signal Corps. Use is confirmed at EDMONTON, HALIFAX, KINGSTON, MONCTON, OTTAWA, TORONTO and VANCOUVER. Proulx omits the seen VANCOUVER use, but includes unconfirmed CHARLOTTETOWN use - there is also a French version, slogan 8430 - 60e ANNIVERSAIRE DU CORPS DES TRANSMISSIONS ROYAL CANADIEN - with use at MONTREAL and QUEBEC

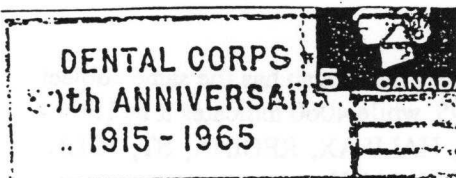


Slogan 7695 - ROYAL CANADIAN ORDNANCE CORPS DIAMOND JUBILEE 1903-1963 - used in June of 1963 to commemorate the 60th anniversary of the Canadian Army Ordnance Corps - use was at EDMONTON, HALIFAX, MONTREAL, OTTAWA, TORONTO, VANCOUVER and WINNIPEG - note that MONTREAL used an English-only die in addition to a French only version of this slogan.

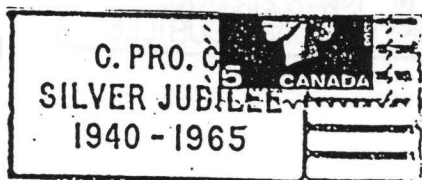
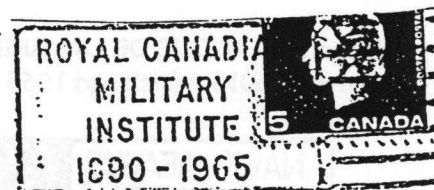
Slogan 6115 - 1903-1963 CORPS MAGASINS MILITAIRES ROYAL CANADIEN - used in June of 1963 - because of the similarity of the anniversary year and the concurrent usage, this must be a French only version of 7695 above, though the wording seems odd - the French word for Ordnance is "Artillerie", while "Magasins" translates as "storehouses" - however, in English a "magazine" is a storehouse for ordnance ammunition, so the connection can be made, though the choice of the wording is peculiar - use was at MONTREAL only



Slogan 2405 - DENTAL CORPS 50TH ANNIVERSARY 1915-65 - use in 1965 to commemorates the 50th anniversary of the establishment of the Army Dental Corps. Use was at five offices only - EDMONTON, OTTAWA, TRENTON, VANCOUVER and WINNIPEG



Slogan 7685 - ROYAL CANADIAN MILITARY INSTITUTE 1890-1965 - use in 1965 to commemorate the seventy-fifth anniversary of the establishment of the Royal Canadian Military Institute - use was at TORONTO only



Slogan 2300 - C. PRO. C. SILVER JUBILEE 1940-1965 - use was in 1965 to commemorate the twenty-fifth anniversary of the establishment of the Canadian Provost Corps in the early days of W.W. II. - use was at six offices, CAMP BORDON, EDMONTON, HALIFAX, MONTREAL, OTTAWA and TORONTO.

CANADIAN MILITARY AND NAVAL ANNIVERSARIES RELATED SLOGANS

Slogan 273 - ARTILLERY CENTENNIAL EXHIBITION PARK OCT 1 1966 - use in 1966 commemorating the Centennial of the Canadian Artillery Corps. This use was at GUELPH only, probably during the entire month of September, since it has been recorded on Sept. 1.



Category C slogans

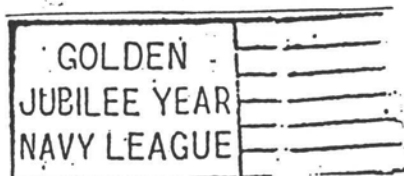
Slogan 4060 - GOLDEN JUBILEE YEAR NAVY LEAGUE - use in 1946 commemorating the 50th anniversary of the establishment of the Navy League of Canada, a group composed of active and retired naval personnel, together with civilians having an interest in naval affairs - the slogan was classified in issue 21, with its three separable dies identified and rotational use by 18 offices - however, using offices and illustrations of the dies are given below.

BRANDON
CALGARY
CHARLOTTETOWN
EDMONTON
HALIFAX

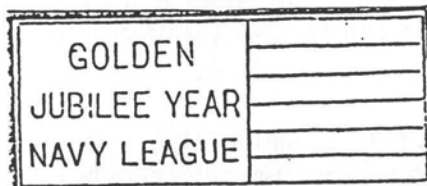
HAMILTON
LONDON
NEW WEST.
OTTAWA
REGINA

ST. JOHN
SASKATOON
SYDNEY
TORONTO

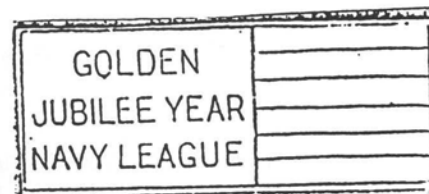
VANCOUVER
VICTORIA
WINDSOR
WINNIPEG



PB die 1

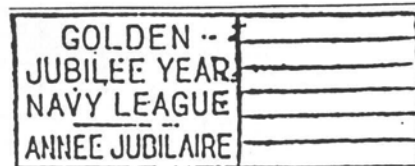


P die 2



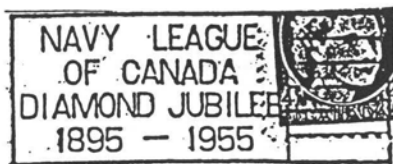
PB die 3

Slogan 4060-A - GOLDEN JUBILEE YEAR NAVY LEAGUE ANNEE JUBILAIRE - This was the bilingual version of slogan 4060, with one P die rotated between MONTREAL and QUEBEC



Slogan 6015 - NAVY LEAGUE OF CANADA DIAMOND JUBILEE 1895-1955 - note that this slogan has the same subject matter as 4060 above, but this one indicates that the establishment year was 1895, while 4060 indicates it as 1896 - this slogan has 1955 confirmed use at CHARLOTTETOWN, EDMONTON, HALIFAX, REGINA, ST. JOHN, TORONTO, VANCOUVER and WINNIPEG, but Proulx also lists a probable CALGARY.

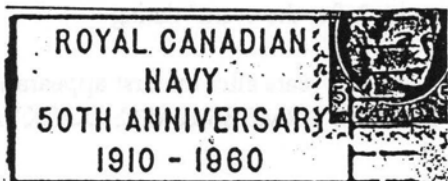
Slogan 5450 - LIGUE DE LA MARINE 60e ANNIVERSAIRE NAVY LEAGUE DIAMOND JUBILEE - This is the bilingual version of 6015, which had 1955 use at MONTREAL only.



Slogan 7690 - ROYAL CANADIAN NAVY 50TH ANNIVERSARY 1910-1960 - use in 1960 commemorating the 50th anniversary of the establishment of the Canadian Navy, prompting very considerable slogan usage, over a two month period in May and June - Proulx lists use at 29 offices, but 30 have been recorded, as listed below - note that both MONTREAL and SHERBROOKE used English dies - not unusual for MONTREAL, but rare for SHERBROOKE.

BRANTFORD	KITCHENER	REGINA	SUDBURY
CALGARY	LONDON	ST. CATHARINES	SYDNEY
CHARLOTTETOWN	MONCTON	ST. JOHN	TORONTO
EDMONTON	MONTREAL	ST. JOHN'S	VANCOUVER
FORT WILLIAM	OTTAWA	SARNIA	VICTORIA
HALIFAX	PETERBOROUGH	SASKATOON	WINDSOR
HAMILTON	PORT ARTHUR	SHERBROOKE	WINNIPEG
KINGSTON	PRESTON		

Slogan 5626 - MARINE ROYALE DU CANADA 50e ANNIVERSAIRE 1910-1960 - this is the French-only version of 7690, with 1960 use at six offices, CHICOUTIMI HULL, OTTAWA, QUEBEC, ST. HYACINTHE and TROIS RIVIERES - note that both MONTREAL and OTTAWA also used English dies.



Slogan 3375 - 50 YEARS NAVAL RESERVE RESERVE NAVALE 50 ANS - 1973 use commemorating the 50th anniversary of the establishment of the Canadian Naval Reserve - Proulx lists use at 10 offices, but 14 have been recorded and others may exist - the recorded offices are

CALGARY	NEW WEST.	SASKATOON	WILLOWDALE
HALIFAX	QUEBEC	THUNDER BAY	WINDSOR
HAMILTON	ST. JOHN	VICTORIA	WINNIPEG
LONGEUIL	ST. JOHN'S		



Note that while as small offices as LONGEUIL and WILLOWDALE used a die, CHARLOTTETOWN, EDMONTON, MONTREAL, OTTAWA, TORONTO and VANCOUVER are not recorded - these exceptions appear as very odd, but neither the Proulx material nor the Thorne inventory include them.

There are some interesting inconsistencies in the spelling of French words among this related group of slogans. The word "ROYAL" appears in three of the slogans, 7715, 8430 and 6115. Two French-English dictionaries have been consulted, and indicate that this is correct spelling, exactly as the English word, yet slogans 8428 and 5626 use "ROYALE". Also, slogans 8430 and 6115 use the word "CANADIEN", while 8428 uses "CANADIENNE"

ARMED FORCES DAY (dates) JOURNEE DES FORCES ARMEE

Slogans 260 and 258

Slogan 260 was first issued in 1966, as a bilingual with use at many English speaking offices and also some in the province of Quebec, which is unusually early for a bilingual with mixed usage. The date involved was June 11,

Proulx lists use of slogan 260 in 1966 at 21 offices, but there were certainly more, since use has been seen or reliably reported at 27 offices, and there is a strong possibility that use may well have been at as many as 31 offices.

The slogan was not used in 1967, but was revived in 1968, with the date altered to June 8, and Proulx lists use of this as 31 offices. The actual recorded or reported use is again 27, although not the same 27, and it is probable that all dies were issued simultaneously as early as May 21st, and one die has been seen used at HAMILTON as late as June 9, one day after the event.

Since the appearance of all impressions seen is very much the same except for the date change, it suggests that the 1968 use was a revival of the 1966 dies, with the date altered, and no new dies added, so the reissue was very probably to the same offices in both years. If this premise is accepted, a listing of all the offices recorded or reported in either or both of the two years may very well constitute the actual use in both years, with a total usage of 31 offices. This listing is as below, together with illustrations of the two impressions with "after the event" dating

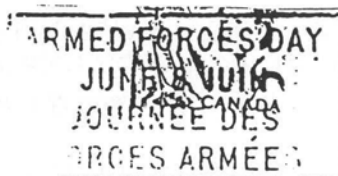
There is also a related slogan, although issued to one office only and ten years after the first appearance of slogan 260. This is slogan 258, ARMED FORCES DAY JOUR DES FORCES ARMEES H.M.C. DOCKYARD ARSENAL MARITIME JUNE-19-JUIN, used at HALIFAX only in 1976.

BRANDON
CALGARY
CHARLOTTETOWN
CORNER BROOK
EDMONTON
FREDERICTON
HALIFAX
HAMILTON

KINGSTON
KITCHENER
LONDON
MONCTON
MONTREAL
OTTAWA
PORT ARTHUR
QUEBEC

REGINA
ST. CATHARINES
ST. JOHN
ST. JOHN'S
SASKATOON
SHERBROOKE
SUDBURY
SUMMERSIDE

SYDNEY
TORONTO
TRURO
VANCOUVER
VICTORIA
WINDSOR
WINNIPEG



ADDRESS RELATED SLOGANS

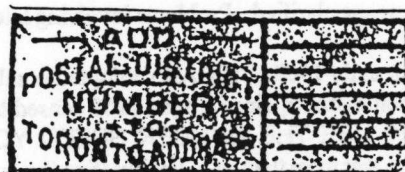
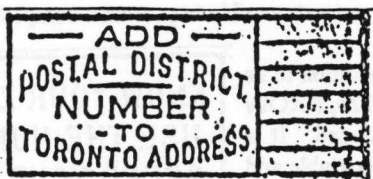
In a prior issue related Return Address slogans were classified, and it is now appropriate to continue with a much larger group of related postal directives dealing with addressing mail, as opposed to return addresses. The recently adopted policy of using a slightly smaller type face for very lengthy articles will be followed in this instance.

Any group of this dimension requires that consideration be given to dividing it somewhat, in order to present it more clearly. Since all slogans of this nature were Post Office issued Postal Directives, rather than privately sponsored, it appears that the group is best divided into those slogans of a proprietary nature, used by one office only, and those of a multi-office nature, where the same wording (other than in the case of bilingual or French only) was used by more than one office during the course of its usage.

Accordingly, the listing will begin with the proprietary slogans, with all proprietary slogans used by a given office grouped in the order of their earliest use, and the offices involved listed in the order of those offices which had earliest use. Following these will be the multi-office usage, with the slogans listed in the order of those slogans which had earliest use, with the multiple using offices in alphabetic order if issued to several offices simultaneously.

Proprietary slogan usage

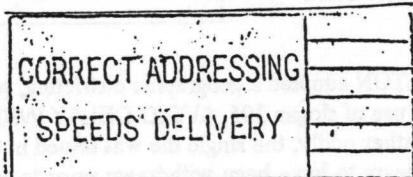
TORONTO use - The earliest proprietary use of address related slogans began at TORONTO in 1925, when it was issued slogan 40, ADD POSTAL DISTRICT NUMBER TO TORONTO ADDRESS. There were two U dies of this, both having continuous use through 1931.



In 1944 the Postal District Number theme, used as slogan 40, was revived with a single PB die of slogan 9830, USE OF POSTAL DISTRICT NO. SPEEDS TORONTO MAIL. It was replaced by a similar second PB die in 1946, with use into 1947.



In 1954 a two line format of slogan 2270, CORRECT ADDRESSING SPEEDS DELIVERY, was introduced, seen into early 1956, but replaced by a three line format die recorded from early 1958 until 1965.



Slogan 5553, MAIL FOR TORONTO REQUIRES POSTAL ZONE NUMBER, appears to have been originally issued in January of 1961 as three four line non-separable dies with a 44 mm. wide slogan box, since there is a Pritchard and Andrews proof impression hand annotated with a "3" in a circle, normally an indication of the number of dies produced from a master die. Also, the early 1961 use has been recorded with three different dater formats, so tentatively the dater TORONTO ONTARIO/CANADA (small letters) is designated as die 1, the same type dater with CANADA in larger letters is designated as die 2, and a dater TORONTO/ONTARIO is designated die 3.

Additionally there is recorded use of a similar four line die with a shorter 37 mm. box, designated as die 4, from November of 1961, so this was probably a replacement of one of the three earlier dies, since dies 1 and 2 are only recorded in early 1961. It may well be that only two dies were in use from November of 1961 and possibly only one from late 1964.

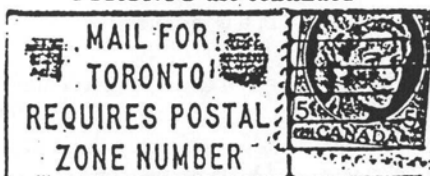
Die 3 is recorded to at least August of 1962, by which time the last "O" of TORONTO began to disintegrate. Die 4 is recorded to at least October of 1962, by which time the upper left corner was broken. A four line 44 mm. slogan box replacement die 5 is recorded from December of 1962 to January of 1964, when the last "O" of TORONTO again shows damage. This die 5 appears to have replaced die 3, with dies 1 and 2 not replaced. However, from at least November of 1963, when die 5 was still in use, a new 3 line format die 6 is recorded until at least January of 1967, at which time the word POSTAL, which had showed damage from 1964, had badly disintegrated. The four separable dies are illustrated on the following page.

ADDRESS RELATED SLOGANS

TORONTO use continued



Die 1-3 - original state



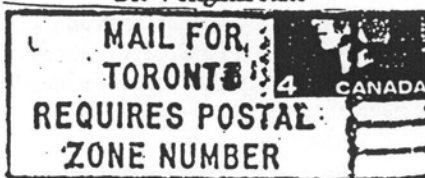
Die 4 original state



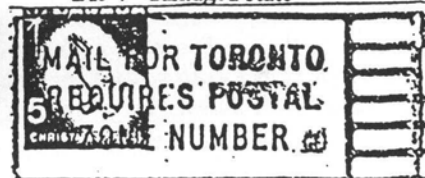
Die 4 - damaged state



Die 5 - original state



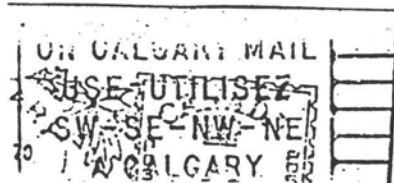
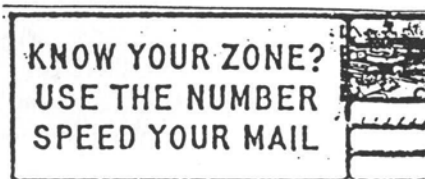
Die 5 - damaged state



Die 6 - damaged state

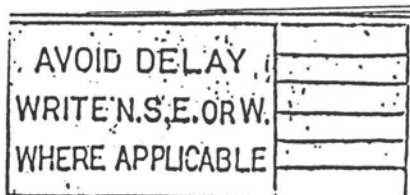
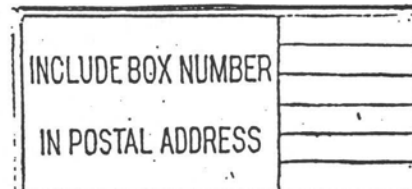
CALGARY use - In 1947 CALGARY began use of three dies of a proprietary slogan 2155, COMPASS DIRECTION NECESSARY ON MAIL FOR CALGARY, with use until 1968. This was classified in issue 3, but it was noted that post 1955 use was by no means clarified. Problems involving later use still exist, so it is not yet possible to present a complete listing.

It appears that in early 1968 CALGARY adopted numbered postal zones, in addition to its compass direction districts, since slogan 2155 ceased to be used and slogan 5175, KNOW YOUR ZONE? USE THE NUMBER SPEED YOUR MAIL, was introduced. It is probable that there was more than one die, but if so the multiple dies were non-separable and the limited usage to early 1969 is too short to give any clues as to the number..



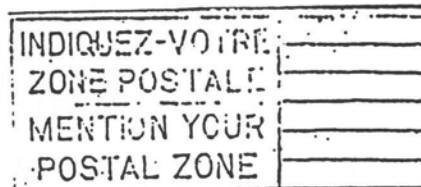
That CALGARY's compass direction districts had not been abandoned is evidence by the replacement of slogan 5175, in 1970 only, with a bilingual slogan 6572, ON CALGARY MAIL USE - UTILISEZ SW-SE-NW-NE A CALGARY. As with slogan 5175, there was probably more than one die, but the number cannot be determined. The only impression seen is somewhat unclear.

DRUMHELLER use - A single die of slogan 4760, INCLUDE BOX NUMBER IN POSTAL ADDRESS, was issued in 1951. It is assumed that the office did not yet have residential delivery, but rather mail was addressed to a P.O. box number and residents picked it up at the P.O. When usage was completed in 1959, probably because residential delivery was then introduced, the die was undamaged, and in 1960 was reissued to DRYDEN.



HAMILTON use - In 1952 HAMILTON adopted a geographic districting, somewhat similar to that of CALGARY, and began use of slogan 395, AVOID DELAY WRITE N.S.E. OR W. WHERE APPLICABLE. Rather oddly, the single die was issued in October and has been seen in December, but appears to have been withdrawn prior to January of 1953. Normally a slogan of this nature would have been retained for several years.

QUEBEC use - In 1953 QUEBEC began use of slogan 4775, INDIQUEZ-VOTRE ZONE POSTALE MENTION YOUR POSTAL ZONE. This was the earliest slogan reference to Postal Zones, and is some eight years prior to use of related slogans at OTTAWA, MONTREAL, TORONTO and also at QUEBEC again. The single die was used through 1956.

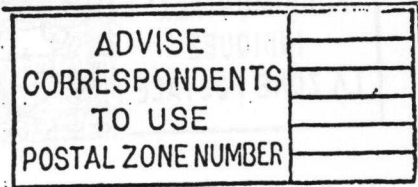


The QUEBEC later Postal Zone use was of an English and a French slogan, as was MONTREAL's. The French is slogan 7143, POUR QUEBEC INDIQUEZ LA ZONE POSTALE, issued in 1961, with probable use to at least 1972. None of the seen use is later than 1969, but Thorne reports use to 1971 and Coutts reports 1972. Probably, at least in the early use, there were two non-separable dies, since an impression in early 1962 shows a clear break in the upper left box, but 1963-67 use is unbroken. The latest 1969 use seen is from a die with slightly different letter placement. The broken original die and the 1969 replacement are illustrated.



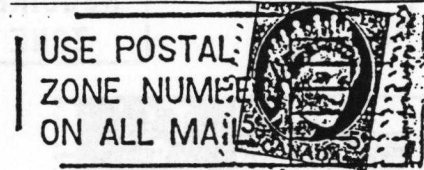
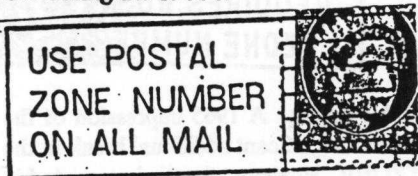
ADDRESS RELATED SLOGANS

Proulx does not list the English die, MAIL FOR QUEBEC REQUIRES POSTAL ZONE NUMBER, so it is assigned number (5552). No impressions were included with the Proulx material, but the limited number of Pritchard & Andrews proofs include this slogan, and Thorne reports use of two impressions in 1961. QUEBEC did not like to employ English only dies, and it is probable that when the die was damaged, shortly after issue it was replaced with the second die of the French version. The P. & A. proof is illustrated at the right.



WINNIPEG use - Postal Zones were introduced in WINNIPEG by 1954, since in that year this office began the usage of its proprietary slogan 58, ADVISE CORRESPONDENTS TO USE POSTAL ZONE NUMBER. The single die had relatively continuous use until 1969, at which time it appears worn, but not damaged.

Possibly because there was only one die of slogan 58, a related slogan was used at WINNIPEG from 1956 to 1971. This was slogan 9840, USE POSTAL ZONE NUMBER ON ALL MAIL, and there is evidence that three dies were used, since an undamaged die is recorded at least to 1962, a die with a break in the upper left box from 1959 to 1971 and a more damaged die with breaks in both the upper and lower left from 1962 to 1970. However, there are significant gaps in recorded use. The undamaged die has not been seen after 1961, and no use has been seen or reported in 1963-65 and 1967. Therefore, although use of three dies in the early years is well established, use after 1961 is still very spasmodic, possibly because one die of slogan 58 and two of slogan 5556 were in concurrent use during the 1960's.



Slogan 5556, MAIL FOR WINNIPEG REQUIRES POSTAL ZONE NUMBER, was issued in early 1961, and it can be established as from two dies, as a P. & A. proof of the slogan is seen with a hand annotated "2" in a circle, indicating the number of dies manufactured from the master die, as illustrated at the right. Neither die suffered any distinguishable damage, so they cannot be separated. Use is recorded into 1970, but note that in addition to these two dies, WINNIPEG had concurrent use of the two related slogans above for several years..



DRUMMONDVILLE use - Slogan 2598, DONNEZ A VOS CORRESPONDANTS VOTRE ADRESSE POSTALE COMPLETE, was issued to DRUMMONDVILLE for proprietary use in 1956-61, the message being very similar to that of slogan 63.

DRYDEN use - A die of slogan 4760, INCLUDE BOX NUMBER IN POSTAL ADDRESS, used at DRUMHELLER in 1951-59, was undamaged when taken out of service, and in 1960 it was re-issued to DRYDEN for use to 1967. Probably in 1960 DRYDEN, like DRUMHELLER in 1951-59, did not yet have residential mail delivery. The single die of 4760 has been illustrated under the prior DRUMHELLER use.

In 1967 an address related postal directive slogan 4235, HASTEN DELIVERY USE FULL ADDRESS, was issued to DRYDEN for proprietary use. DRYDEN continued to use the original die into 1974, when it appears to have become unserviceable, and was replaced by a bilingual version with the French wording HATEZ LA LIVRAISON DONNEZ ADRESSE COMPLETE below the English. This version remained in use either from late 1974 or early 1975 until at least 1982.



MONTREAL use - The province of Quebec use of the Postal Zone slogans is somewhat more complex than that of the English offices. MONTREAL's use, beginning in 1961, was from several dies. One was an English die of slogan 5550, MAIL FOR MONTREAL REQUIRES POSTAL ZONE NUMBER, which was issued in early 1961, but shows considerable wear by January of 1962, and is not recorded thereafter. At the same time there was issue of two non-separable dies of slogan 7140, POUR MONTREAL INDIQUEZ LA ZONE POSTALE in a four line format and later in 1961 a similarly worded die in a three line format. The issue of two non-separable dies of the four line format is indicated by the annotated "2" on a P. & A. proof impression, and also because one of the dies has been seen damaged as early as June of 1961, so the three line format is probably a mid-1961 replacement for this damaged die.

ADDRESS RELATED SLOGANS

MONTREAL use continued

The three line format of 7140 is recorded only to January of 1962, but one of the four line format dies had use to 1967. These are all illustrated below with the latest damaged state of slogan 5550, the four line format of 7140 and the three line format.

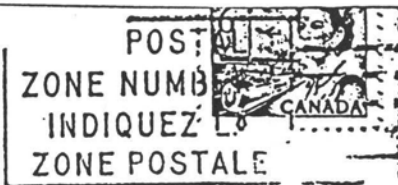


VANCOUVER use - As with other major offices, VANCOUVER began using two non-separable dies of a postal zone slogan 5554, MAIL FOR VANCOUVER REQUIRES POSTAL ZONE NUMBER in early 1961. However, by December 13, 1961, one of the dies shows a clear break in the upper left corner of the slogan box, but was retained, so the dies are separable thereafter. The earliest broken die use is illustrated below, together with use of the undamaged die six days later.



There are some oddities pertaining to the use of this slogan. A 1965 impression of the damaged original die has been seen with what appears as a significant additional break in the lower left corner and the elimination of the "Z" of ZONE. However, the die is recorded in 1966-67 with only the original break, so in spite of its appearance, this must be only a distorted impression, rather than additional damage.

On July 7, 1967, both original dies were withdrawn and replaced with a single new die, with the word NUMBER changed to NUMBERS, which had use to at least May 7, 1970. The precise date of the change can be established by the fortunate coincidence of finding two covers dated July 7, 1967, one timed 12:30 P.M., with the broken original die, is the latest recorded use of either of the original dies. The other, timed 8:00 P.M., is the earliest recorded use of the replacement die. These are illustrated below, and it can be noted that the break in 1967 was of no greater dimension than as illustrated in the 1962 impression above, so it may have been the absence of further deterioration that permitted its long use in a damaged state.



The replacement die reading NUMBERS is recorded to May 7, 1970, but in April of 1970 VANCOUVER began use of a bilingual slogan 9841, USE POSTAL ZONE NUMBERS INDIQUEZ LA ZONE POSTALE, so there was some concurrent use of two related dies. However, the one die of the bilingual suffered major damage by at least Sept. 4, 1970 and must have been withdrawn shortly thereafter. It is illustrated in its damaged state, with "USE" missing.

The next month, in October of 1970, VANCOUVER was issued a related replacement slogan 7093, POSTAL ZONE NUMBERS SPEED MAIL, but by early 1972 this single die broke in the upper left corner. However, it was retained, but by September of 1972 it also broke in the lower left corner, and was withdrawn. It is interesting that 9841 was a bilingual, in accordance with the new P.O. policy in 1970, but its replacement 7093 reverted to all English.



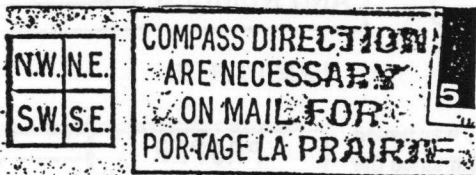
JOLIETTE use - In 1963-64 a single Perfect die of slogan 50, ADRESSE EXACTE LIVRAISON RAPIDE, was issued to JOLIETTE, one of the few province of Quebec offices still using Perfect machines at that time. It translates as "Exact Addresses Speed Delivery", for which there is no English equivalent slogan, but it can be considered as a French version of slogan 7241. The only impressions seen are rather poor, on brown paper, as the illustration indicates.

ADDRESS RELATED SLOGANS



DAUPHIN use - In 1964 this office adopted a compass direction district format. It used a die of slogan 8780, STREET DELIVERY REQUIRES FULL POSTAL ADDRESS ON MAIL FOR DAUPHIN, very similar to the prior CALGARY die, with the compass directions in a separate box to the left. There is no evidence that there was more than one die, whose lettering began to wear badly on the right of each line. Proulx lists use to 1970, which is possible, but the illustrated condition in March of 1969 suggests withdrawal shortly thereafter.

PORTAGE LA PRAIRIE use - The Proulx listing for slogan 2157, COMPASS DIRECTIONS ARE NECESSARY ON MAIL FOR PORTAGE LA PRAIRIE, is 1974-76 and 1979, but the only use seen, largely from the Proulx collection, is 1965-70 and 1974-75. The Thorne inventory confirms the seen early use, the absence of 1971-73 use and use in the late 1970's, but also includes 1983-84. Accordingly, the best conjecture of the actual use is 1965-70, 1974-79 and 1983-84, with 1980-82 possible. The original 1965-70 use appears as from a single die with tall lettering, and there is also recorded use of this die in early 1974, but it was replaced in late 1974 with a new die, having smaller lettering in a shorter slogan box. This was one of the very few replacement dies issued after 1970 in English only, rather than bilingual, probably because a bilingual version would have been far too long.



ROSELAND use - Proulx lists this office's use of slogan 3539, FOR COMPLETE ADDRESS USE P.O. BOX NUMBER, in 1979. An impression has not been seen, but Coutts has corrected the catalogue to indicate that it was a bilingual, which was to be expected of a slogan issued in 1979, and that the English wording is followed by POUR UNE ADRESSE COMPLETE INDIQUEZ LA CASE POSTALE. Coutts also adds 1982 use, so continuous use from 1979 to at least 1982 is probable. Since no impression is available, it cannot be illustrated.

Multi-office slogan usage

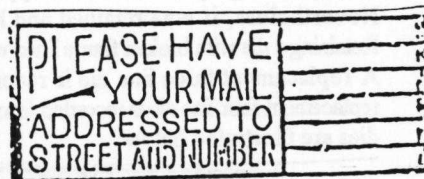
The Post Office welcomed the concept of postal directive slogans in 1922 by issuing eleven of them, three of them address related. These slogans were 63, ADVISE YOUR CORRESPONDENTS OF YOUR CORRECT POST OFFICE ADDRESS, 3950, GIVE YOUR CHANGE OF ADDRESS TO THE POSTMASTER and 45, ADDRESS YOUR MAIL TO STREET AND NUMBER. Classification of 63 appeared in issue 23, with a revision in issue 29, slogan 3950 in issue 19 and slogan 45, with its bilingual, slogan 4767, in issues 6, 16, 26 and 33, so nothing further is required at this time.

In 1923 there followed issue of two very related slogans of this category, 4265 reading HAVE POSTAL ADDRESS ON ALL STATIONARY and 4255, HAVE STREET ADDRESS ON ALL STATIONARY. There was also the bilingual version, slogan 5745 reading METTEZ VOTRE ADRESSE SUR VOS EN TETES ET ENVELOPES. All three have been classified in issue 30.

In 1926 a second format of slogan 63 was issued as slogan 55, ADVISE CORRESPONDENTS OF YOUR CORRECT ADDRESS, which was classified with slogan 63 in issue 23.

The next address related slogan was 7275, PROTECT YOUR PARCELS ADDRESS DISTINCTLY WRAP CAREFULLY INSURE, with use from 1930 to 1974. This was classified in issue 21 and does not require revision.

By 1938, TORONTO and some small offices switched from Perfect machines to PB types, requiring new PB dies, and a single PB die of slogan 7050, PLEASE HAVE YOUR MAIL ADDRESSED TO STREET AND NUMBER, was one of the earliest of these new type dies. It was issued to NEW GLASGOW in Apr. of 1938, TIMMINS in June of 1938, KIRKLAND LAKE in Nov. of 1938 and KAMLOOPS in Mar. of 1939. KAMLOOPS retained it for nine years before reissue to KIRKLAND LAKE in Mar. of 1948 and then to TIMMINS again in Aug. of 1948, for its final use to June of 1949.



In 1953 a multi-office slogan 393, AVOID DELAY ADDRESS MAIL TO STREET AND NUMBER, was issued. This was essentially a revived format of slogan 45, but the use was quite limited. The proof book shows two separable proof impressions, but without receipt impressions. The first is a three line format, placed together with receipt impressions of late May-early June, and is hand annotated as sent to OWEN SOUND, but this appears to be an error, since the die has been seen used at WINNIPEG as early as June 8, 1953, so OWEN SOUND use is most unlikely.

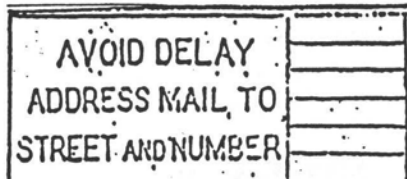
The second proof is a four line format, placed together with receipt impressions of July-Aug., and is hand annotated as sent to KENORA. This is probably correct, as earliest use has been seen at KENORA on Sept. 28, 1953.

ADDRESS RELATED SLOGANS

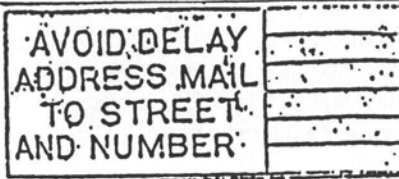
Slogan 393 use continued

A different four line format has been seen used at HAMILTON in September of 1957, showing damage by Dec. 31, 1957 and is not recorded after early January of 1958.

The WINNIPEG use appears to have been relatively continuous until late 1960, when the die shows major damage. However, the KENORA die use was much longer. It had initial use until at least January of 1954, but appears to have then been discontinued until mid-1957, when use resumed and continued until the latest report of 1980. The latest seen by the Editor is 1972, which is still from the 1953 die, somewhat worn, but undamaged, so it is very probable that the die survived over twenty-five years of heavy use. The three separable dies are illustrated below.



WINNIPEG die



KENORA die



HAMILTON die

In 1960 slogan 7241, PROPER ADDRESSING HELPS SPEED DELIVERY, was issued to five offices as listed below. Only DRUMHELLER has been seen in late 1960, but since the dies are non-separable, it must be assumed that all five were issued simultaneously.

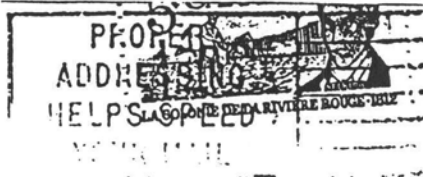


BURLINGTON use is established as 1960-67, all from the same die, which is somewhat worn in early 1967.

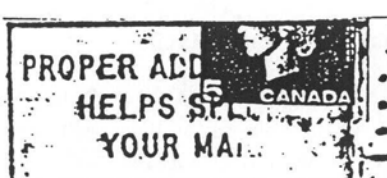
DRUMHELLER seen or reported use appears to have been very lengthy, from 1960 until at least 1983, but not enough late material has been seen to establish that it was all from the same die.

NIAGARA FALLS use appears as 1960-67, probably all from the same die.

OTTAWA's first use was from an original die, but at least by June 11, 1962 was from a replacement four line die. This must have also suffered early damage, since use is recorded from Nov. 21, 1962 of a 2nd replacement three line die, which shows damage as early as Jan. 1, 1963, but appears to have been retained until at least Dec. of 1963, and CPSGB reports 1964 use. There does not appear to have been any 1965 use, but 1966-67 use is reported and probably this was from a third replacement four line die seen in Dec. of 1968, so use into at least early 1969 is probable. The three replacement dies are illustrated below.



SUDBURY use has unusual factors. The original die is recorded from Feb. of 1961, but at least by Jan. 2 of 1962 it suffered major damage. Large portions of the upper and lower left frame lines broke, and the letter "P" of PROPER disappeared completely. Nevertheless, it was retained and has been recorded to at least Aug. 14, 1964, two and a half years after the damage occurred. Retaining a die with broken frame lines was not unusual, but retaining it with its first letter missing was frugality carried to an extreme. A replacement three line die is recorded from January of 1965, but must have suffered damage within two years, since a second replacement four line die is recorded from January of 1967 to at least May of 1969. The damaged original die and the two replacement dies are illustrated below.



In 1961 a new slogan 61, ADVISE YOUR CORRESPONDENTS OF YOUR CORRECT ADDRESS, was issued to five offices. The wording is so similar to that of the much earlier slogans 63 and 55 that this slogan was classified in issue 23 as part of that related group. However, new material has much clarified the use, so a revision is included in this classification. Five non-separable dies with a slogan box 45 mm. wide, as illustrated, were issued simultaneously in January.



ADDRESS RELATED SLOGANS

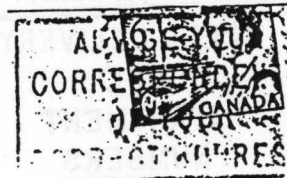
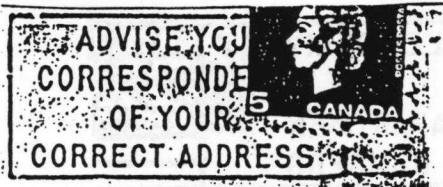
Slogan 61 usage continued

FORT WILLIAM use is not seen after April 11 of 1961, with the die undamaged, so the reason for withdrawing it is unclear. It may have been reissued to ST. JOHN'S in 1963.

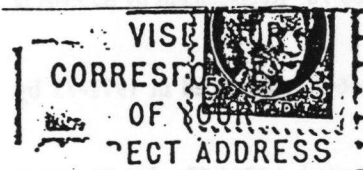
By November of 1961 the HAMILTON die began to show weakness in the left box line, which gradually worsened, but the die was retained until at least October of 1964, though it is not recorded thereafter. See illustration of the latest broken state at the right.



Proulx lists PETERBOROUGH use as 1961-74, but this appears incorrect. By at least January 7 of 1962, the die is recorded with a broken upper left corner. The next recorded use is of a replacement die with a 43 mm slogan box, dated August 1 of 1962, which has been recorded to May 25, 1967. The only later seen use is a Feb. 26, 1969 impression of a second replacement die. Coutts corrected the catalogue to 1961-74 and 1976, but again it is doubtful if that use was continuous. Thorne confirms 1961-69 use, but also 1976 and, rather shockingly, 1985-86. Accordingly, the true usage of this office is quite unclear. See illustrations of the two replacement dies below.

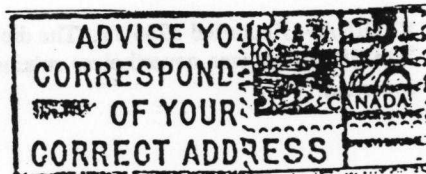


ST. JOHN'S use did not begin until 1963, and may well have been a reissue of the FORT WILLIAM die, which it matches, since a new die in 1963 would probably have differed. It shows damage in the upper and lower left corners by Jan. 6, 1965, but is recorded in that state until at least October of 1966, so the catalogued use of 1963-67 is probably correct. See illustration of the damaged state at the right.

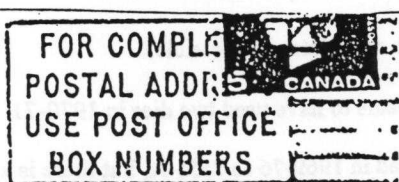


SAULT use became damaged between July 14 and Sept. 8 of 1961, when both the upper and lower left corners of the box broke. However, the die was retained until at least March 29, 1962, although no SAULT use has been recorded thereafter, so the die was probably not replaced. See illustration of the latest broken state at the left.

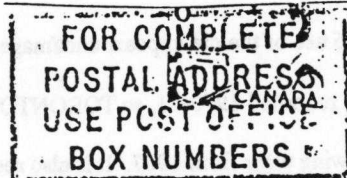
Proulx lists WINDSOR use as 1961, 65, 67-70, but this is not correct. It is seen undamaged in 1961-2 and CPSGB reports an unseen 1963. Coutts corrected the catalogue to 1961-70, but it is doubtful if that use was continuous. Neither CPSGB, Thorne nor the Proulx material support 1964-67 use. There is seen use in 1968-69, but clearly from a replacement die. Unseen 1970 use is quite possible. See illustration of the replacement die at the right.



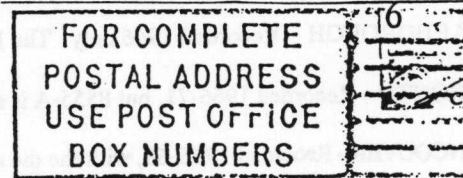
Slogan 3540. FOR COMPLETE POSTAL ADDRESS USE POST OFFICE BOX NUMBERS, was originally a proprietary slogan with one die issued to TERRACE in 1963, with use to 1967. However, in 1967, after the TERRACE use ceased, a new die with the same wording was issued to HUMBOLDT and remained in use there through 1975, contrary to the Proulx listing. In 1969 two non-separable new dies were issued to MELFORT and TISDALE, with MELFORT use to 1982, again contrary to the Proulx listing, and TISDALE use in 1969 only. While all the dies are very similar, only the two used at MELFORT and TISDALE are identical, so three dies are illustrated below.



TERRACE die



HUMBOLDT die



MELFORT-TISDALE dies

As a percentage of the total population, those who live in apartments must be relatively small, but the Post Office appears to have felt that it was an important minority, judging from the quantity of slogan advertising it began devoting to it from 1966 with slogan 8555, SPEED DELIVERY USE APARTMENT NUMBERS plus three bilingual versions, 8555-A, SPEED DELIVERY USE APT. NUMBERS INDIQUEZ LE NUMERO DE L'APP., and 4767-C and 4768, the two latter being French-over-English rather than English-over-French. Since mail is not normally delivered to individual apartments, but rather to a bank of mail boxes on the ground floor, it is a little difficult to understand how use of an apartment number would in fact speed delivery.

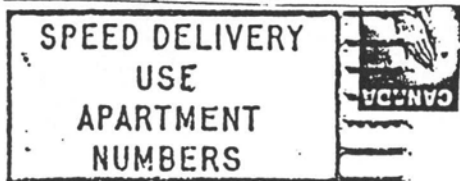
ADDRESS RELATED SLOGANS

Slogan 8555 use continued

Researching this slogan presents some difficulties, as the CPSGB reports cease in 1965, just before the slogan was issued. This leaves only the Thorne inventory and the Proulx material, which does not fully reconcile with his listing of 8555 as use at 20 offices in 1966-74 and for 8555-A eleven offices in 1966-67. The English material includes only eighteen offices, with 1966-74 use, and 8555-A only eight offices, but with use from 1966 to as late as 1975.

Accordingly, the best that can be done is to discuss the use of each office available, as it has been seen. It does appear that all the 1966 use was from a group of non-separable dies, but it must be noted that since these dies were intended for relatively continuous use, many of them suffered wear and damage within a short time after issue.

BRAMPTON - No 1966 use recorded, and that seen from 1967 is from a die with a shorter slogan box than the 1966 dies. This suggests that BRAMPTON was not part of the original 1966 usage, and so received a separate format of die in 1967. Also, all seen usage in 1967-69 was already damaged, the "T" of APARTMENT having disappeared in 1967, and the "E" and "N" disappearing in 1968-69. The latest use seen is Nov. 27, 1969 and it was replaced in 1970 by a die of 8555-A. The standard die and the shorter BRAMPTON die are compared below.



Standard 1966 die



Shorter BRAMPTON die

CALGARY - Recorded 1966-68, but from the earliest the "E" of USE began to disintegrate, so continued use much beyond the last seen of Mar. 5, 1968 appears unlikely. However, use is recorded of the bilingual 8555-A in 1970, so possibly there was 1969 use of 8555, then replacement by 8555-A.

EDMONTON - Recorded 1966-71. Replacement by 8555-A is not recorded, but possible.

HALIFAX - Recorded 1966-70. Replacement by 8555-A is not recorded, but possible.

HAMILTON - Recorded 1966-67, but not thereafter. No 8555-A use recorded.

LONDON - Recorded 1966-70. Replaced in 1971-72 by 8555-A

MONCTON - Recorded 1966-69, with the "E" of USE badly worn by 1968. No 8555-A use recorded.

NEW WESTMINSTER - Recorded 1966-67 only. The 1967 use of the die appears undamaged, so some later use possible.

REGINA - Recorded 1966-72. The die shows damage from late 1966, but was nevertheless retained. No 8555-A use recorded.

ST. JOHN'S - Recorded 1968-71 only, from a die with a much wider slogan box than the 1966 dies, so probably no 1966-67 use. No 8555-A use recorded.

SARNIA - Recorded 1968-69 from a die similar to the ST. JOHN'S use, so these two offices probably were added in 1968. However, a 1974 impression has been seen, from a different die. Since no new English die would have been issued from 1970, it is probable that 1970-73 use exists from the replacement die. The oversized SARNIA and ST. JOHN'S dies are illustrated at the right.



SASKATOON - Recorded 1966-67. The 1967 use of the die appears undamaged, so some later use possible.

SCARBOROUGH - Recorded 1966 only. The 1966 use of the die appears undamaged, so some later use possible.

TORONTO - Recorded 1966-71, but 8555-A is also recorded 1970-71, so TORONTO appears to have used two dies in 1970-71.

VANCOUVER - Recorded 1966-68, with the die showing wear from 1967. It is also recorded in 1969-76 as 8555-A, but there is an oddity in this use. No other 8555-A has been seen prior to 1970 except the 1966-69 use at MONTREAL and QUEBEC, but the die matches the normal 1970 use of 8555-A, with an accent mark over the "E" of NUMERO. However, the 1970-75 VANCOUVER use of 8555-A is all from a different die, with the accent mark omitted.

VICTORIA - Recorded 1966-69. The E of USE began to disintegrate in 1968 and only the upright remained in 1969. Use of 8555-A seen in 1971-73, so 1970 use was probably also 8555-A.

WINDSOR - Seen 1966 and 1970, so 1967-69 use can be assumed. No 8555-A use recorded.

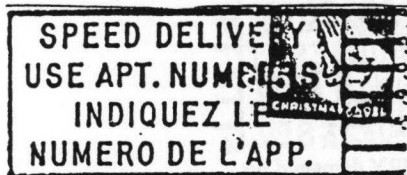
WINNIPEG - Seen 1966-70. No 8555-a use recorded.

ADDRESS RELATED SLOGANS

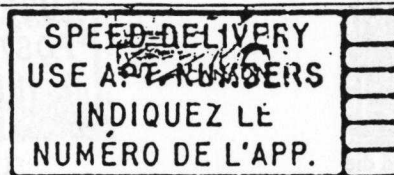
The early 8555-A use at MONTREAL and QUEBEC

MONTREAL - 8555-A use seen 1966-68 from a die without the accent mark over the E of NUMERO. A new die, with the accent mark, seen 1969-70. A new die with different word placement (accent mark missing) seen 1971-73, showing considerable wear by 1973. Probably no later use. Proulx lists 1973 MONTREAL use of slogan 4767C, French-over-English, but the only MONTREAL 1973 impression in his material is 8555-A, so either MONTREAL used two different dies in 1973 (and in that case, probably in 1972 also) or 4767C does not exist.

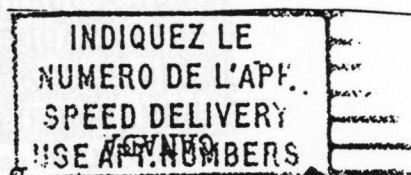
QUEBEC - 8555-A use seen 1966-68 from a die without the accent mark over the E of NUMERO, non separable from the MONTREAL die. A new die, with the accent mark, seen 1969-70. A new die of slogan 4768, same wording as 8555-A, but French-over-English, seen 1971-72. Proulx lists QUEBEC use of 4768 in 1970, but that is unlikely in view of the recorded 1970 use of 8555-A. Illustrated below are the normal non-separable 8555-A dies used at MONTREAL and QUEBEC from 1966, the non-separable replacement 1969 dies and the 4768 die.



8555-A original die



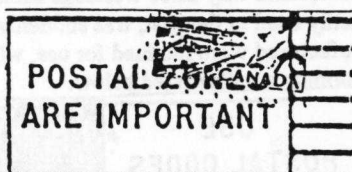
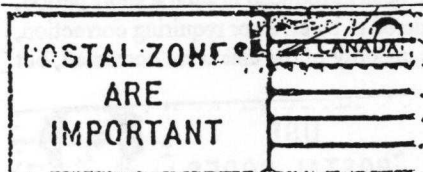
8555-A replacement die



4768 die

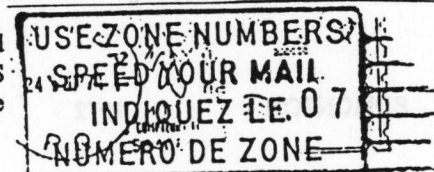
There is some confusion regarding the limited usage of slogan 7090, POSTAL ZONES ARE IMPORTANT, issued in late 1968, and also the bilingual replacement, 7090-A, POSTAL ZONES ARE IMPORTANT LA ZONE POSTALE C'EST IMPORTANT, issued in 1970. The seen use, the Thorne inventory, the catalogue and Coutts' correction to the catalogue do not quite agree. What has been seen suggests that two non-separable three line dies were issued to EDMONTON and HAMILTON in late 1968, with carry-over use at EDMONTON to early 1969 only and at HAMILTON until at least September, when the die is damaged. The HAMILTON damaged die was replaced by 7090-A in 1970-71. All references seem to agree with this.

Also, WINDSOR use has been seen in July of 1969 from a two line die, and in September of 1969 from a three line die that is probably a reissue of the EDMONTON die. However, Thorne reports use from January to December of 1969 with no notation of a different format. The catalogue lists WINDSOR use of 7090-A in 1970-72, but Coutts in his catalogue corrections states that WINDSOR use of 7090 is 1968-72. It is questionable that WINDSOR had any 1968 use, and most unlikely that it used both 7090 and 7090-A in 1970-72. In any event, the two formats of 7090 and the one format of 7090-A are illustrated below.



There is strong evidence to suggest that in 1968 non-separable dies of slogan 9875, USE ZONE NUMBERS SPEED YOUR MAIL INDIQUEZ LE NUMERO DE ZONE, were issued to seven rather oddly assorted offices. One using office was MONTREAL, four of the others were small province of Quebec offices, LACHINE, POINTE-AUX-TREMBLES, POINTE-CLAIRE-DORVAL and STE. ANNE-DE-BELLEVILLE, while the other two were WINDSOR and VANCOUVER. While not all probable usage has been seen or reliably reported, it appears that the original dies continued to be used by each office for various lengths of time extending to 1972.

None of the original dies appear to have required replacement, but WINDSOR is not recorded beyond 1968, POINTE-CLAIRE-DORVAL beyond 1969, POINTE-AUX-TREMBLES beyond 1970 and the balance to 1972. However, later use to 1972 may exist for some of the other offices. The non-separable die used by all offices is illustrated at the right



In 1970 slogan 9797, USE A CORRECT POSTAL ADDRESS INDIQUEZ LA BONNE ADRESSE, was introduced. Proulx lists use at four offices, ST. JOHN'S, ST. THOMAS, SUDBURY and VANCOUVER, but SURREY is recorded, although ST. THOMAS is not, nor is it included in the Thorne inventory, so its use is somewhat doubtful. Proulx lists ST. JOHN'S use as 1970 only, but it has also been seen in 1975 and the Thorne inventory includes 1979 use, so it probably had continuous use from 1970 to at least 1979.

SUDBURY use is not recorded prior to 1972, but the die exactly matches that of VANCOUVER, suggesting that both dies were issued in 1970. By October of 1973 the lower left corner broke, taking with it the "BO" and half of the first "N" of "BONNE", but it was retained until July of 1976, when the upper left corner also broke, and it is not recorded thereafter. VANCOUVER use is recorded from September of 1970, but by July of 1972 the last four letters of ADDRESS began to disintegrate, and the die is not recorded after December of 1974. However, Proulx lists a revival of VANCOUVER use in 1980, but if that is correct, it must have been from a replacement die.

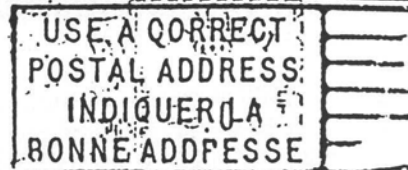
ADDRESS RELATED SLOGANS

Slogan 9797 use continued

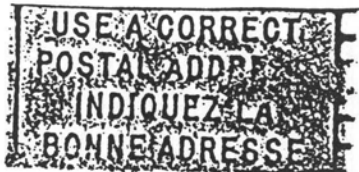
SURREY use has not been seen, but Thorne's inventory lists it in mid 1987, which could not have been a late reissue of either the SUDBURY or VANCOUVER damaged dies, although it could have been a reissue of the ST. JOHN'S die, used to at least 1979. The oddity of the ST. JOHN'S die is that, although recorded in 1970, it differs from the VANCOUVER and SUDBURY non-separable dies.



SUDBURY-VANCOUVER original die



ST. JOHN'S original die



VANCOUVER damaged die



SUDBURY damaged die

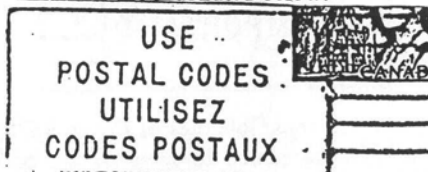
In 1972-73 several closely related slogans were issued. These were bilingual English-over-French 9832, USE POSTAL CODES UTILISEZ CODES POSTALE - 9833, USE POSTAL CODES UTILISEZ CODES POSTAUX - 9834, USE POSTAL CODES UTILISEZ LES CODES POSTAUX, and two French-over-English, 9880, UTILISEZ CODES POSTAUX USE POSTAL CODES and 9881, UTILISEZ LES CODES POSTAUX USE POSTAL CODES. The only differences were the leading language, use of *POSTALE* vs *POSTAUX* and inclusion or omission of *LES* before *CODES*.

Earliest use was 9832, Proulx listed as at PARRY SOUND only in 1972-76, but Coutts' corrections add BRAMPTON and EDMONTON use in 1972. Coutts is very reliable, but EDMONTON use of 9833 has been seen in Dec. of 1972, followed by its use of 9834 in Feb. of 1973. This does not mean that it was impossible for EDMONTON to have used 9832 in early 1972, 9833 in late 1972 and 9834 in early 1973, but it is unlikely to have used three different slogans in the course of about a year. Pending clarification, it seems probable that Coutts mis-identified an EDMONTON impression as 9832, rather than the very similar 9833.

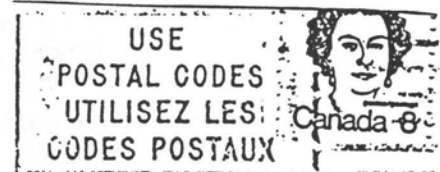
A real oddity is the relationship between 9832 and the introduction in 1972 of the very similar 9833, with the only difference being *POSTALE* altered to *POSTAUX*. It is difficult to understand why three wordings should have been introduced in such a short period, but it suggests that *POSTALE*, which had been frequently used in the past, was suddenly considered to be an error requiring correction, but the few dies of 9832 that had already been manufactured were retained for use, while the majority of the dies were corrected, but even so, why with and without *LES*. The three formats are illustrated below.



Slogan 9832



Slogan 9833



Slogan 9834

Proulx lists 9834 as used in 31 offices in 1972-75, but seen use is of 32 offices in 1973-78 and one other as late as 1982. The listing of the seen usage of 9833 and 9834 follows, and while considerable, it is probably far from complete.

Slogan 9833

EDMONTON -	1972	MONTREAL -	1972	REGINA -	1972-73
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Slogan 9834

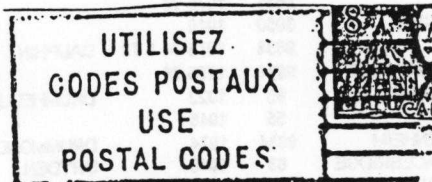
ACTON	1976	CHATHAM	1975	OAKVILLE	1975
AMHERST	1975	EDMONTON	1973-75	REGINA	1973-74
AMHERSTBURG	1975-76	GEORGETOWN	1975	ST. CATHARINES	1974-75
ANTIGONISH	1976	HANOVER	1982	ST. JOHN'S	1974
AYLMER WEST	1975-76	KITCH-WATERLOO	1975	SARNIA	1975
BARRIE	1973-74 and 1978	LONDON	1975	STRATFORD	1975
BEAMSVILLE	1975-76	MELVILLE-	1974-75	SIMCOE	1975
BLENHEIM	1974	MISSISSAUGA-	1973-74	SYDNEY	1975
CALGARY	1973-75	MONCTON	1973-74	THOROLD	1974
CAMBRIDGE-PRESTON	1975	MOOSE JAW	1974-75	THUNDER BAY	1973-74

ADDRESS RELATED SLOGANS

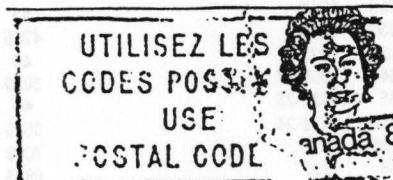
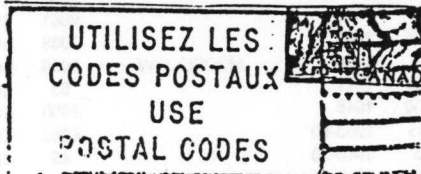
Slogans 9832-33-34 usage continued.

It can be seen that 1972 use is exclusively 9832 and 9833. Slogan 9834 does not appear to have been introduced prior to 1973, and the bulk of its recorded use is in 1974-76. Only two usages have been seen after 1976, one in 1978 and one, rather amazingly, in 1982.

Although MONTREAL used a die of 9834 in 1972, Proulx lists both MONTREAL and QUEBEC as using dies of the French-over-English format slogan 9880, UTILISEZ CODES POSTAUX USE POSTAL CODES in 1972 only. The QUEBEC use has been seen and use by MONTREAL is very probable. It can be noted that this slogan reads *POSTAUX* rather than *POSTALE*.



In 1973 both MONTREAL and QUEBEC switched to a second French-over-English version, slogan 9881, UTILISEZ LES CODES POSTAUX USE POSTAL CODES. Proulx lists MONTREAL use only, in 1973-76, but QUEBEC has been seen in 1973 and MONTREAL in 1973-74. By late 1974 the MONTREAL die was badly worn, so the listed 1975-76 use is somewhat doubtful. The original state and the worn 1974 state are illustrated below.



Also in 1972, there was issue of another major slogan pertaining to Postal Code use. This was slogan 7088, POSTAL CODE PO CODE POSTAL C TAL CODE POSTAL in the original three line format, without a box, and later in a boxed two line format. Proulx lists this as used at 13 offices in 1972-75, with only one office, SCARBOROUGH, with the box in 1974. Coutts has corrected the catalogue by extending the usage period to 1992, and it certainly had a very long and extensive use.

Nevertheless, the Proulx reference collection includes use at only eleven offices in 1972-76, but does include quite a few offices other than SCARBOROUGH using the two line boxed version. Accordingly, Proulx appears to have been as confused about this slogan as is the Editor. The Editor's confusion is why the three line version has PO at the end of the first line, C at the end of the second line and TAL in front of the third line. These are obviously abbreviations of the words POSTAL and CODE, but the purpose of their inclusion is completely unclear. Perhaps some member can enlighten the Editor.

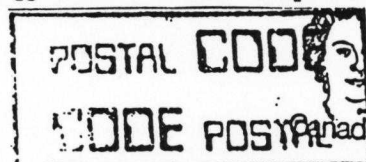
One further puzzling point. The slogan is obviously intended to be bilingual, but although CODE is the same in French as in English, there is really no such French word as POSTAL. It has to be either *POSTALE* or *POSTAUX*, as has been seen in the immediately preceding group of Postal Code slogans.

At the moment, the only usage that can be listed is that included in the Proulx reference collection, although it is obviously only a minor portion of the total use. It will be interesting to see how Coutts handles this in his forthcoming new catalogue, which intends to include all slogan using offices, with dates. For now, the Proulx material is as follows. Format A indicates the original three line format and format B the later two line boxed version. Usage is listed by the using office's alphabetic order.

CALGARY - format B - 1974-76
 EDMONTON - format A - 1973 to Apr.. 5, 1974.
 format B - SEPT. 5, 1974 to 1976
 HAMILTON - format A - 1973 to Mar. 25, 1975
 format B - Oct. 7, 1975
 LONDON - format A - 1973-74
 MONTREAL - format A - 1973-75
 REGINA - format B - 1974-76

SASKATOON - format B - 1974-75
 SCARBOROUGH - format A - 1972
 format B - 1974
 TORONTO - format A - 1973-76
 VANCOUVER - format A - 1973-75
 WINNIPEG - format A - 1972-76
 format B - 1974-75

Since most, if not all, of these offices had multi-machines, it is certain that in some cases multiple dies were employed. There is clear evidence of concurrent use of both formats at WINNIPEG, and additionally, at least from 1973, the daters of using offices show identification, numeral or alpha-numeric, and differences in these strongly suggests use of several non-separable dies.



The following Appendix A gives in alphabetic order all the 124 using offices of this related group of slogans that are listed in the preceding pages, with those of the 51 total related slogans that they used in chronological order, with their year dates of use to the extent recorded or reported. The presence of a "?" after the year date indicates the usage is reported, but doubtful.

ADDRESS RELATED SLOGANS

ACTON	9834	1976	CORNWALL	3950	1924	HAMILTON	45	1922-23	LUNENBURG	55	1948
AMHERST	9834	1975		63	1926		3950	1926	MEDICINE HAT	3950	1922-23
AMHERSTBURG	9834	1975-76		45	1928		55	1927-28		63	1923-24
ANTIGONISH	9834	1976		3950	1928-29		395	1952		45	1929-33
AURORA	55	1950-58		45	1929-30		393	1957	MELFORT	3540	1969-82
AYLMER WEST	4255	1950-51		4265	1932		61	1961-64	MELVILLE	9834	1974-75
	9834	1975-76		3950	1933		8555	1966-67	MISSION CITY	4255	1948
BARRIE	3950	1948		45	1934		7090	1968-69	MISSISSAUGA	9834	1973-74
	9834	1973-74 & 78	DAUPHIN	3950	1948		7090-A	1970-71	MONCTON	63	1923
BEAMSVILLE	9834	1975-76		8780	1964-69		7088	1973-75		4265	1925-26
BELLEVILLE	63	1922	DRUMHELLER	4760	1951-59	HANOVER	9834	1982		8555	1966-69
	55	1948		7241	1960-83	HESPELER	55	1949		9834	1973-74
BLENHEIM	9834	1974	DRUMMONDV'	2598	1956-61	HUMBOLDT	3950	1949	MONTREAL	45	1922
BRACEBRIDGE	63	1948	DRYDEN	4760	1960-67		55	1949		5745	1930-31
BRAMPTON	8555	1967-69		4235	1967-82		3540	1967-75		5550	1961-62
	8555-A	1970	DUNNVILLE	45	1949	JOLIETTE	50	1963-64		7140	1961-87
	9832	1972	EDMONTON	63	1922	KAMLOOPS	55	1933		8555-A	1966-73
BRANDON	3950	1925-26		3950	1924-25		7050	1939-48		9875	1968-72
	55	1928-33		63	1925		45	1948-49		9880	1972
BRANTFORD	45	1923-27		4255	1925		63	1949		9833	1972
BRIDGEWATER	4255	1948		55	1929	KELOWNA	55	1948		9881	1973-74
	3950	1948		4265	1929-30		4255	1949		7088	1973-75
BROCKVILLE	3950	1922		45	1929		55	1950	MOOSE JAW	3950	1923
BURLINGTON	7241	1960-67		3950	1930	KENORA	4255	1947		55	1928
CALGARY	45	1922-23		45	1934		3950	1948		3950	1929
	3950	1923-24		8555	1966-71		393	1953-80		4265	1929
	4265	1926		7090	1968-69	KENTVILLE	55	1949-50		45	1930
	45	1927		9833	1972	KINGSTON	45	1923-24		3950	1931-32
	55	1931-32		9832	1972-7		63	1925-27		9834	1974-75
	2155	1947-68		9834	1973-75		55	1927-29	NANAIMO	45	1922-23
	8555	1966-69		7088	1973-76		55	1949		4265	1924
	5174	1968-69	FORT FRANCES	4255	1930	KIRKLAND LAKE	7050	1938-39		3950	1925
	8555-A	1970	FORT WILLIAM	63	1922		7050	1948		63	1929-33
	8572	1970		3950	1925-26	KITCHENER	63	1924	NEW GLASGOW	7050	1938
	9834	1973-75		3950	1932-33	KITCHENER-	9834	1975		4255	1947
	7088	1974-76		61	1961	WATERLOO			NEW WEST.	3950	1923-25
	9834	1975	THUNDER BAY	9834	1973-74	LACHINE	9875	1968-72		55	1927-32
CAMBRIDGE-			FREDERICTON	4265	1924	LETHBRIDGE	45	1923		4265	1933
PRESTON			GALT	45	1927-28		4255	1924		8555	1966-67
CARLTON PL.	63	1930-33		63	1928		63	1925	NIAGARA FALLS	4265	1923-24
CHARTOWN	63	1922	GEORGETOWN	9834	1975	LINDSAY	55	1927-28		63	1925-27
	55	1930-31	GLACE BAY	45	1929	LIVERPOOL	55	1948		3950	1927-29
	55	1933	GODERICH	63	1948	LONDON	63	1923		55	1948
CHATHAM	3950	1922	HAILEYBURY	3950	1948		45	1924-25	NORTH BAY	55	1927-29
	3950	1948	HALIFAX	45	1922		63	1928	OAKVILLE	9834	1975
	4255	1949		63	1925-27		55	1930	OSHAWA	55	1926-27
	9834	1975		3950	1928		45	1930-31	OTTAWA	45	1922
COBOURG	4255	1932-33		3950	1929-30		55	1931		3950	1923
COLLINGWOOD	3950	1924-25		45	1928		63	1933		4265	1924
	55	1926	HALIFAX	55	1949		8555	1966-70		55	1948
	3950	1930	HALIFAX	8555	1966-70		8555-A	1971-72		7241	1962-69
	3950	1933	(DARTMOUTH)				7088	1973-74			
	55	1934	HALIFAX				9834	1975			

ADDRESS RELATED SLOGANS

OWEN SOUND	63	1927	ST. CATHARINES	63	1922-23	TIMMINS	4255	1927-29	WINNIPEG	63	1922
	45	1948		3950	1927-29		7050	1938		4255	1923-24
PARRY SOUND	9832	1972-76		55	1948		3950	1938		63	1925
PENTICTON	63	1946		9834	1974-75		55	1938		55	1929-30
	4255	1947	ST. HYACINTHE	63	1923		7050	1948-49		3950	1933
PETERBOROUGH	55	1927-28	ST. JOHN	45	1922-23	TISDALE	3540	1969		63	1933
	61	1961-86		4265	1923-24	TORONTO	45	1922		393	1953-60
PICTOU	4255	1948		63	1925		4265	1923		58	1954-69
POINTE-CLAIRE	9875	1968-69		4255	1925-26		45	1924-26		9840	1956-71
-DORVAL			ST. JOHN'S	61	1963-67		40	1925-31		5556	1961-70
POINTE-AUX-TREMBLES	9875	1968-70		8555	1968-69		55	1926-29		8555	1966-70
PORTAGE L.P.	2157	1965-84		9797	1970-79		9830	1944-47		7088	1972-76
PORT ARTHUR	63	1922	ST. THOMAS	9834	1974		2270	1954-65	WOODSTOCK	3950	1923-24
	63	1924		45	1923-24		5553	1961-67		4265	1924
	4265	1924		55	1934		8555	1966-71		4255	1925
	3950	1924-27	SARNIA	9797	1970-?		8555-A	1970-71		3950	1930
PRESCOTT	63	1927-28		3950	1922	TROIS RIVIERES	7088	1973-76		63	1924
PRINCE ALBERT	3950	1923-24		45	1922	VANCOUVER	5745	1928	YARMOUTH	3950	1934
	45	1925-27		4255	1924-25		63	1922-23			
	4265	1927-32		63	1925		45	1922			
	3950	1933-34		3950	1928-29		4265	1924-26 & 34			
PRINCE RUPERT	63	1923		45	1928-29		55	1931-33			
	4265	1924		45	1931-32		63	1934			
	3950	1924-25		8555	1968-74		5554	1961-70			
	4255	1927	SASKATOON	9834	1975		8555	1966-68			
	63	1930		4255	1924		9875	1968-72			
	3950	1931-32		63	1924		8555-A	1969-75			
	55	1934		3950	1926		9841	1970			
QUEBEC	45	1922		63	1928-29		7093	1970-72			
	5745	1923		3950	1929	VERNON	9797	1970-74			
	4775	1953-56		8555	1966-67	VICTORIA	7088	1973-75			
	5552	1961	SAULT	7088	1974-75		63	1948			
	7143	1961-72		45	1923-24		3950	1922			
	8555-A	1966-70	SCARBOROUGH	61	1961-62		63	1922-23			
	4768	1971-72		8555	1966		4265	1923			
	9880	1972		7088	1972-74		63	1923-24			
	9881	1973	SELKIRK	63	1957-83		4255	1925			
REGINA	45	1922	SHERBROOKE	5745	1923-27		55	1931			
	4265	1923	SIMCOE	9834	1975		55	1933			
	45	1924	SMITHS FALLS	55	1927-29		8555	1966-69			
	3950	1924	STE. ANNE-DE	9875	1968-72		8555-A	1970-73			
	4255	1926	BELLEVUE			WALKERVILLE	63	1923			
	45	1927-28	STRATFORD	3950	1922	WATERLOO	55	1948			
	3950	1927-28		63	1927-29	WINDSOR	63	1922			
	63	1928		4255	1933		4265	1925			
	3950	1929	STRATHCONA	9834	1975		61	1961-70			
	45	1929-31	SUDBURY	3950	1927-29		8555	1966-70			
	55	1932		63	1929		9875	1968			
	3950	1934		7241	1961-69		7090	1969			
	8555	1966-72	SURREY	9797	1970-76		7090-A	1970-72			
	9833	1972-73	SYDNEY	9797	1987						
	9834	1973-74		4265	1923						
	7088	1974-76	TERRACE	9834	1975						
ROSELAND	3539	1979	THOROLD	3540	1963-67						
				9834	1974						

If members occasionally browse through back issues of this Newsletter, (of which we now have quite a few) they might glance at issue No. 1 and note that it contained a classification of the above slogan, in accordance with the best information available at the time. A few updates were illustrated in issue 3, but nothing further has been presented.

Since much has been learned about Canadian slogan use since issue No. 1, a few present comments in regard to this slogan are appropriate. It was originally thought that the slogan was, in most cases, issued in 1941 and re-issued for various intervals in 1942-43. However, the absence of annual receipt impressions in 1942-43, plus much extended periods of usages now available, clearly indicates that dies were not recalled annually, but rather retained for continuous use, subject only to interruptions as might be occasioned by the use of another slogan of higher priority.

Initial issue was in early August of 1941, consisting of 15 dies, 11 Perfect and 4 Pitney-Bowes, almost exactly concurrent with the issue of slogan 2995, ENLIST NOW. The using offices, by machine type, were the following.

Perfect machines			
CALGARY	HALIFAX	REGINA	VANCOUVER
CHARLOTTETOWN	MONTREAL	ST. JOHN	WINNIPEG
EDMONTON	QUEBEC	SASKATOON	

Pitney-Bowes machines			
CAMPBELLFORD	HAMILTON	OTTAWA	TORONTO

CALGARY, CHARLOTTETOWN, MONTREAL, OTTAWA, QUEBEC, REGINA and TORONTO used their original dies continuously until early February of 1943. HAMILTON's die was damaged at some point after November 7, 1941 and replaced by a new PB die by December 14, 1941, and SASKATOON's die was damaged at some point after January 3, 1942, and replaced by a new Perfect die by April 30, 1942. Use of both replacement dies continued until February of 1943.

No usage has ever been recorded of the CAMPBELLFORD die, other than its receipt impression, so this die must have been very shortly withdrawn, perhaps because the office was considered too small for a slogan of this nature, or else was soon damaged and not replaced.

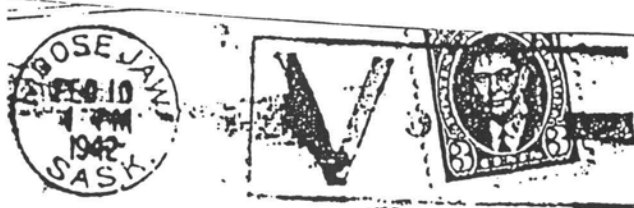
The EDMONTON, HALIFAX and ST. JOHN dies are recorded to Sept.- Dec. of 1942 and the VANCOUVER and WINNIPEG dies to April-MAY of 1942, after which they were either withdrawn or damaged without replacement.

VICTORIA was issued a Perfect die on Dec. 13, 1941, much later than other 1941 issues, and it had continuous use until Feb. of 1943. FREDERICTON was issued a P die in mid-May of 1942, with use into Feb. of 1943.

The remaining three usages are all somewhat peculiar. LONDON was issued a PB die in May of 1942, and has been recorded until Dec. 9, 1942, but not beyond. There is a receipt impression of a replacement die with a blank dater, mounted in the late February 1943 period of the Proof Book, after all other usage ceased. It therefore appears unlikely that this replacement die ever had real usage.

BRANDON was issued a P die on Feb. 27, 1943, slightly after all the other dies had been withdrawn. The only recorded impression is on March 7, 1943, the latest use of any of any of these dies, and it was probably a re-issue of a withdrawn die, rather than a new one.

There is no official record of an issue to MOOSE JAW, but a single impression has been seen on Feb. 10, 1942, so this use, together with the single BRANDON use and the unrecorded uses of CAMPBELLFORD and of LONDON die 2, are the very scarce usages of what was otherwise a very common slogan.



Accordingly, total usage was from twenty offices, intermittently from February of 1941 until March of 1943.