THE SLOGAN BOX

NEWSLETTER OF THE BNAPS SLOGAN CANCEL STUDY GROUP

WHOLE NUMBER 41   JULY 1996   VOLUME 9 NUMBER 2

CHAIRMAN
Steven A. Friedenthal
3 Lindbergh Crescent
St. Albert, Alberta T8N 2S8
(403) 458-1233

SLOGAN BOX EDITOR
Daniel G. Rosenblat
5300 Edgeview
Byron, California 94514
(510) 516-1967

Dear Fellow Slogan Cancel Collector:

Member Cecil Coutts deserves our heart felt congratulations on his superb "Catalogue & Guidebook - Slogan Postmarks of Canada". An advertisement for Cecil's catalogue is included in this issue.

I would like to welcome new members Bob Thorne and Douglas Sayles. This brings our membership to ten dedicated slogan collectors. I promised I would provide an accounting for the funds received at least twice during the year; well, here is the first accounting.

Income
Membership dues	$180.00
BNAPS subsidy	87.58
Total income to date	**267.58**

Expenses
Issue 40	photocopying	$ 9.75
	postage	8.18
Total expenses to July 15		**$17.93**

Cash Balance   *$249.65*

So, fiscally our group appears to be healthy and at the current rate of costs should be able to produce a number of issues with the current dues.

Steve Friedenthal

Contents

Since publication of the last Issue, the Editor has been most gratified to have received from Cecil Coutts a complimentary copy of his new Catalogue, Slogan Postmarks of Canada, in return for having written an Introduction to the work. Members who have seen Cecil's work on the Chilliwack Area Post Offices will be aware of the superb quality of his publications, but this 284 page effort surpasses both his own work and anything that Proulx produced.

An advertisement for it, listing the work's many "slogan firsts", is included with this issue, and any members who do not yet have it should place an order without delay, and will find this work the best slogan collecting tool ever published. It is to be much hoped and expected that this new catalogue will result in at least some Canadian philatelists, who have lost or never had an interest in slogans, to reconsider their priorities.

A word about the new Coutts numbering system. This was badly needed, since the Proulx numbering system was not too well originally conceived, and had begun to deteriorate as the number of recorded usages increased. However, changing a long established numbering system creates "learning curve" problems, which Cecil recognized when he included the Proulx numbering in addition to his own.

This Newsletter would like to participate in easing the transition, so starting with this issue, all slogans will be designated with both the Coutts and Proulx numbers. The first article to embody this change was the Forest Fire classification in this issue, and some designations were given as for example "slogan (C) H-380 - (P) 4400". On reconsideration, this is somewhat more lengthy than actually required. The use of the word "slogan" is not necessary, nor are the C (Coutts) and P (Proulx) prefixes, since the Coutts numbers all have a letter prefix and the Proulx number do not. Therefore, further articles in this Issue, and in all future Issues, will use an abbreviated designation, as "H-380 - 4400", which should clearly enough indicate the new Coutts number, with letter prefix, followed by the old Proulx number, without letter prefix.

One further word on publication procedures. Most articles in past issues have been in a very readable 11 point type face, but the Editor would now like to experiment with a slightly small 10 point face. This size is still quite legible, but increases the number of words per page considerably. In the former 30 page issues, condensing in any fashion was not a requirement, but with the present lesser paged issues, some condensing seems necessary in order to present detailed classifications. Should this smaller type face result in complaints, the old style will be revived, but until such complaints surface, this experiment will continue.

The above paragraph is copied below in the original 11 point face, in order to give members an immediate basis for comparison.

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In Issue 40 there was an article on P-620 - 7188, PRE-STAMPED ENVELOPES THRIFTY-CONVENIENT. Further study indicates the need for some corrections and additions. THOROLD was incorrectly listed as THORWALD. It has now been determined that SYDNEY had use in the early 1970's, so 76 offices probably received a die in 1971, with two, FORT NELSON and NEW GLASGOW, added later.

With regard to the replacement dies, LONDON had a replacement from 1974, very similar to the original, but without a hyphen in PRE STAMPED. VICTORIA had a replacement from 1974, also without a hyphen, but with "TIMBREES" spelled as "TIMBRES". Additionally, Couts reports 1974 replacement use at MEDICINE HAT with the same spelling error.

The VICTORIA replacement with the spelling error is illustrated below.

SLOGAN POSTMARKS OF CANADA

A Catalogue and Guidebook
by Cecil C. Coutts

FLAMMES DU CANADA présentation en français

This catalogue contains many slogan "firsts"

- Research based on official documentation
- Both official languages are used where practical
- Slogan text replicates the slogan die
- All offices using a particular slogan are named
- Related slogans are cross-referenced
- Flag slogans are identified by Richardson number
- Newfoundland (pre-confederation) listed separately
- Includes history of slogan collecting in Canada
- A story of the machines that made the slogans
- Expanded thematic index
- All new pricing guide

ISBN 0-9680225-0-2

Canada $38.00.   U.S.A. $29.50.   U.K. £20.50 (surface)
All prices include tax (where applicable), postage and handling.

Publication is available from the author

Send cheque or money order to
Cecil C. Coutts
34820 McLeod Avenue, Abbotsford, B.C. Canada V3G 1G9

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Slogan P-510 - 7089-R

RICHMOND Ont. used a proprietary slogan in 1978 to commemorate 160 years of postal service. Bob Thorne had some time ago sent illustrations of the use, based on information given to him by Robert Calder.

Calder had some covers cancelled with this slogan, and had heard that the earliest use of it was to cancel a very limited number of letters that had been transported on horse back ,from the nearby office of PERTH. He therefore sent them to the RICHMOND Postmaster, to determine if by chance the were among those with this interesting attribute.

It appears that they were, and one of the covers, together with the Postmaster's hand written reply, are illustrated below and at the right.

RICHMOND
Aug 4 1978

DEAR MR. CALDER

I'M SENDING THESE COVERS BACK TO YOU HOPING THAT YOU WILL BE PLEASED TO KNOW THAT YOUR LETTERS WERE AMONG THE 380 THAT RODE FROM PERTH TO RICHMOND ON HORSE BACK. ONLY COVERS WITH THIS EXACT DATE AND TIME WERE ON THE HORSE.

THE SLOGAN WAS PUT INTO GENERAL USE ON FRIDAY AUG 4/78 TO THURSDAY AUG. 31/78.

Yours Truly,

B. Stanley

RICHMOND
1978
3 VIII
1 PM
ONT

POSTAL SERVICE
YEARS - 160 - ANS
SERVICE POSTAL
1810 - 1978

Mr. D. G. McCallum
9 Fox St.
Leamington, Ont.
N8H 3H9

4 1-4

Slogans P-4400 and 4400-A were treated extensively in Issue 9 of August, 1989, but the passage of more than six years has resulted in considerably more information, including the related use of of other slogans from 1939, so a substantial revision is in order, even though the complete rotation of the more than thirty dies eventually used is still not yet complete. This will include some renumbering of the dies, occasioned by additions and a clearer understanding of their sequence of issue. It will also include several better illustrations, from proof impressions, rather than from actual use.

The importance of these slogans is based on the following. Multi-office use began with the 1917-18 Flags, but these had only a single year of use. In 1919 the major multi-office C-790 - 895 was issued, but again had limited use, for the most part extending only into Jan. of 1920. Therefore, 1920 multi-office issue of HELP PREVENT FOREST FIRES, with intermittent use to 1963, is the earliest true multi-office, multi-year slogan, and one of the most long-lived Canadian slogans ever introduced.

The issue was sponsored by the Forestry Branch of the Dominion Department of the Interior, which requested issue of ten English Universal dies for use at seven offices, and one bilingual die for use at Quebec only, MONTREAL being rather oddly omitted until a few years later. The English using offices were issued one die each to CALGARY, EDMONTON, KAMLOOPS, PRINCE ALBERT and VICTORIA, with two dies issued to VANCOUVER and three to WINNIPEG, for seasonal usage in each year. The selection of these offices appears to have been based on their proximity to forested lands, but it is noteworthy that there was no initial usage in Ontario or in the Maritimes. This early use was requested to be from April 15 to August 31.

The English usage of H-380 - 4400

The ten original English dies, and their first five replacements, were all very similar in appearance, and have been designated as Format A. The same dies as originally issued were reissued to the same seven offices in 1921 and 1922, since the practice of randomly reissuing multiple seasonal dies had not yet been adopted, so the returned dies were tagged for reissue to the offices that had returned them.

In late 1922 the Forestry Branch of the province of New Brunswick asked to sponsor the 1923 issue of three new similar dies, for use at FREDERICTON, MONCTON and ST. JOHN, so 1923 use increased to thirteen dies used at ten offices. Of the thirteen dies used in that year, eight were from the original issue, three were the additional New Brunswick issues and two were replacements for original dies damaged in 1922 at CALGARY and WINNIPEG.

In 1924 the Dominion Forestry Branch requested extending usage to include OTTAWA, NORTH BAY and TORONTO in Ontario and HALIFAX in Nova Scotia, plus additions to the bilingual use, which will be discussed in the bilingual listing. Since several more of the earlier dies were no longer serviceable, an effort was made to lessen the number of new dies required by reducing the WINNIPEG use from three dies to one, the VANCOUVER use from two to one and to omit use at VICTORIA. This made it possible to issue only six new dies, with the same wording as before, but including some ornamental decorations in addition to the wording. They are therefore designated as Format B.

The 1924 use was from a total of thirteen dies, seven Format A and six Format B, used at thirteen offices, but part of the usage is somewhat confusing. For one thing, this year marks the first time that the dies were randomly reissued, rather than tagged for reissue to the office of prior use, as had been the practice in 1920-23. HALIFAX, OTTAWA and PRINCE ALBERT were issued dies in April,, but the original OTTAWA die has not been recorded there after early May, and appears to have been replaced with the original HALIFAX die in July. However, late use has been recorded at HALIFAX from the die originally issued to PRINCE ALBERT, and there is no recorded late use at that office.

With one exception, there is no recorded use of this slogan in 1925. Normally, an omission of this nature was caused by the sponsor assuming that the dies would be automatically reissued, and so failing to specifically request use. In such cases, the P.O. would omit usage, but as these dies had two sponsors, the Forestry Branches of the Dominion and of New Brunswick, it appears unlikely that both would forget to request 1925 issue, although the evidence suggests that the coincidence occurred.

In any case, there was an exception, as 1925 use is recorded at KAMLOOPS only, from the same die used there since 1920, suggesting that the die was not returned to Ottawa after 1924 use, and was reissued in 1925 without specific authority.

Major use of this slogan resumed again in 1926 and in 1927, from the same thirteen dies randomly reissued to the same thirteen offices. There was one oddity in 1927, in that the die originally issued to KAMLOOPS was withdrawn, although not from damage, since it is recorded later, and was replaced by a 1923 issue die that did not have any use in 1924 or 1926.

English use in 1928 was much diminished. There is documentation that the sponsors did not request general reissue, but that HALIFAX made a special request to use the slogan, which was granted. However, FREDERICTON has also been seen and KAMLOOPS is reliably reported. The final usage of this earlier period was confirmed KAMLOOPS use in 1929, after which there was no further use until KAMLOOPS began using the slogan again in 1937, as the sole user until a general revival in 1949.

Beginning in 1930, the P.O. began replacing all U machines with Perfects, which could not employ Universal dies, so the existing dies were effectively obsoleted for a considerable period. KAMLOOPS was one of the very few offices which never received a Perfect machine, but continued to use its Universal until it was replaced in 1937 by one of first of the new Pitney-Bowes machines. KAMLOOPS must have retained the U die that it had last used in 1929, and in 1937 found that this U die could be used in its new PB machine. The die was therefore revived, and continued to be used at KAMLOOPS through 1954.

In 1939 the British Columbia Forestry Branch began sponsorship of P 640 - 7200, PREVENT FOREST FIRES. The Branch asked for use at six B.C. offices, including KAMLOOPS, but the P.O. stated that KAMLOOPS could use its die of HELP PREVENT, so that only five Perfect dies were required. This slogan was not reissued after the 1939 use, but KAMLOOPS continued to use its die in each year through 1954. After 1954 KAMLOOPS ceased to use the slogan, although not because the then 31 year old die was unserviceable, as the same die has been recorded used at other offices until at least 1962.

In 1941 there was national use of P-630 --7195, PREVENT FIRES NATIONAL FIRE PREVENTION WEEK OCT. 5-11, but this did not directly pertain to forest fires, and is not related to this group of slogans..

By 1949 most major offices, other than in Quebec and in the Maritimes, had switched to PB machines, which could use the old Universal dies, so the sponsors asked for English use at ten major offices, CHARLOTTETOWN, EDMONTON, HALIFAX, OTTAWA, REGINA, ST. JOHN, ST. JOHN'S, TORONTO, VANCOUVER and WINNIPEG, plus bilingual use at MONTREAL and QUEBEC. However, the two Quebec offices, plus CHARLOTTETOWN, HALIFAX and ST. JOHN still retained Perfect machines, so Perfect dies of S-1495 - 8755, STOP FOREST FIRES, were ordered for English use, together with bilinguals for use at MONTREAL and QUEBEC. These were rather awkward looking, without a slogan box, but are definitely related to this group of slogans, and continued to be used through 1955 in all five offices. In 1956 the English and Quebec offices had switched to PB machines, and could resume use of the HELP PREVENT dies.

Also in 1949, the Postmaster of COLEMAN, Alberta, made a special request for use of a die in 1949 and again in 1950. Although at least twelve dies have been recorded in or after 1949, COLEMAN was not issued a die when they were sent to the other offices, but rather the die used at WINNIPEG was sent to COLEMAN after its WINNIPEG use in 1949, and in 1950 COLEMAN received the VANCOUVER die after normal use there. It can be noted that ST. JOHN'S had used Forest Fire related slogans in 1929-34, prior to confederation with Canada.

. In 1949-50 the HELP PREVENT dies were used at nine offices, with four serviceable dies unused in 1949 and three in 1950, due to 1949 damage of a Format A die. The using offices were as follows:

COLEMAN	KAMLOOPS	REGINA	TORONTO	WINNIPEG
EDMONTON	OTTAWA	ST. JOHN'S	VANCOUVER	

COLEMAN did not renew its special request in 1951-55, reducing 1951-54 use to eight offices. Another Format A die was damaged in 1950, so there were only two unused dies in 1951. A Format B die was damaged in 1951, leaving one excess die available for 1952 use. However, a decision was made to issue four additional dies in that year, as format C, the wording in two lines, without ornamentation, so that the same eight offices had 1952-54 use with five dies unused out of the thirteen available in each year. KAMLOOPS ceased using its retained die in 1954, so 1955 use was at seven major offices only, with five unused dies out of the twelve available, one of the format C dies having been damaged in 1954.

There are reports of LONDON use of H-380 - 4400 during this period, but these are incorrect. LONDON had been issued a proprietary die of H 375 - 4395, HELP PREVENT FIRES, in 1946, and continued to use it annually through 1962, but this referred to fires in general, and was not related to the Forest Fire slogans.

In 1956 the three offices that had been using Perfect dies of slogan C-S-1496 - P-8755 switched to PB machines, so from 1956 on they began use of HELP PREVENT, and COLEMAN again made a special request, bringing the confirmed number of offices using the slogan to eleven, with no unused dies, since one of the format B dies was damaged in 1955. The same eleven offices could have used the same dies in 1957, but one new die was added, being the first of three sub-formats of Format D, designates as D-a, the wording in two lines, as for Format C, but with smaller lettering, and the two lines close together, so one of the available dies was not used. The same usage followed in 1958.

In 1959 there was a significant change in the use. In all prior years the dies had been issued once in each year, but beginning in 1959, and continuing through 1961, the dies were issued in May, then returned to Ottawa and randomly reissued again in August. Also, MONTREAL was issued an English die, in addition to use of two bilinguals, so there were twelve using offices. During 1959 use two dies were damaged, but they were replaced in 1960 by two non-separable dies of sub-format D-b, very similar to sub-format D-a, but with slightly wider lettering, designated dies D-b-1 and D-b-2, again establishing twelve dies.

However, in 1960 QUEBEC was issued an English die, in addition to its bilingual use. The 1960 use was therefore at thirteen offices, but with only twelve dies available, so an explanation must be conjectured. Possibly two offices had only one use each, but a more likely possibility involves COLMAN's use. Its use appears to have always been by special request, and documentation indicates that it was not on the Forestry Department's approved list. When it was first issued the dies in 1949-50, they were sent to COLEMAN after the normal use period, and this practice may well have continued during its later 1956-62 use.

Six of the earlier dies were damaged in 1960, requiring 1961 replacement by six non-separable sub-format D-c dies, again similar to the earlier sub-format D dies, but with a slightly longer slogan box. QUEBEC use of an English die was omitted, but NORTH BAY was added, so there were again thirteen using offices, but only twelve dies.

The same number of offices and dies had 1962 use, but by 1963 all but three of the 1962 dies were unserviceable, making a major replacement necessary. However, these were the dies of slogan C-P 690 - P-7250, PROTECT CANADA'S FOREST WEALTH, issued twice annually, in May and August of 1963 and 1964, to the same offices as those that had used HELP PREVENT in 1962, excluding only COLEMAN. However, the three dies of HELP PREVENT still available have been recorded as used in CHARLOTTETOWN, EDMONTON and REGINA in August of 1963, instead of slogan C- P-690 - (P) 7250, but only the PROTECT dies are recorded in 1964, at the same twelve offices, and all usage appears to have ceased in 1965.

The Bilingual usage of H-381 - 4400-A

Proulx lists all the bilingual usage of HELP PREVENT under number 4400-A, but there were actually two different wordings, with *"PREVENIR"* used in 1920-23 and *"EMPECHER"* from 1924 on. A Pritchard & Andrews proof of the 1920 die, issued to QUEBEC only, has been seen with *"PREVENIR"* incorrectly reading *"PREVENIS"*, but the die was corrected prior to issue. The Universal die shows major weakness in the left slogan box margin by Aug. of 1921, and it was replaced in 1922. The replacement Universal die has the same wording as the original, but differs in two respects. The replacement has a line separating the English wording from the French, and it also omits the appropriate accent marks that were present on the original die. It shows damage in the upper left and lower left corners of the slogan box during August of 1923 use, so a replacement was issued in 1924, together with two additional dies.

These three dies were issued to MONTREAL, QUEBEC and TROIS RIVIERES in 1924. Their use was omitted in 1925, as with the English use, but they were randomly reissued to the same three offices in 1926 and 1927, then retired until revived in 1956, when MONTREAL and QUEBEC could use them again in their PB machines. TROIS RIVIERES still retained its Perfect machine for some years later, so MONTREAL used two of the dies from 1956 to 1963, and QUEBEC used the third.

However, when use of the slogan was revived in 1949, MONTREAL and QUEBEC still used Perfects, so they were each issued a die of S-1496 - 8755-A, STOP FOREST FIRES PREVENEZ LES FEUX DE FORETS, and use of these continued through 1955.

There is no clear evidence that MONTREAL and QUEBEC observed the same policy of using the slogan in two distinct periods during 1958-61, as was the case for the English dies. Rather, it appears that both office retained the same dies throughout these years, possibly using them continuously, or simply omitting use of them for brief periods in mid-year.

In 1963, bilingual dies of P-695 --7250-A, PROTECT CANADA'S FOREST WEALTH AIDONS A PROTEGER NOS RICHES FORETS, were issued to MONTREAL and QUEBEC, so in that year MONTREAL used three related Forest Fire dies and QUEBEC used two. The PROTECT dies were reissued to the two offices in 1964 only, but dies of the bilingual HELP PREVENT were withdrawn after 1963.
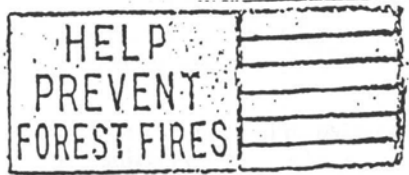
Format A - U die 1

HELP PREVENT FOREST FIRES

1920	VANCOUVER
1921	VANCOUVER
1922	VANCOUVER
1923	VANCOUVER

Probably unserviceable after 1923.

Format A - U die 2

HELP PREVENT FOREST FIRES

1920	VANCOUVER	1950	TORONTO
1921	VANCOUVER	1951	REGINA
1922	VANCOUVER	1952	VANCOUVER
1923	VANCOUVER	1953	ST. JOHN'S
1924	FREDERICTON	1954	Poss. use
1926	NORTH BAY or	1955	WINNIPEG
	PR. ALBERT	1956	WINNIPEG
1927	KAMLOOPS 1st	1957	Poss. use
1928	KAMLOOPS	1958	EDMONTON
1949	Unused	1959	Poss. use

Format A - U die 3

HELP PREVENT FOREST FIRES

1920	WINNIPEG
1921	WINNIPEG
1922	WINNIPEG
1923	WINNIPEG

Probably unserviceable after 1923.
This die has two cuts in the left
box margin from at least APR. 18, 1920

Format A - U die 4

HELP PREVENT FOREST FIRES

1920	WINNIPEG
1921	WINNIPEG
1922	WINNIPEG
1923	WINNIPEG

Probably unserviceable after 1923.
This die was uncut as of MAY 8, 1920, four cuts in
the left box margin from at least AUG. 29, 1920

Format A - U die 5

HELP PREVENT FOREST FIRES

1920	WINNIPEG
1921	WINNIPEG
1922	WINNIPEG

Probably unserviceable after 1922. Replaced with
die AU-11 in 1923. This die was uncut as of early
1920 use, but shows one cut in the left box margin
in 1921-22, probably initiated in mid 1920

Format A - U die 6

HELP PREVENT FOREST FIRES

1920	CALGARY
1921	CALGARY
1922	CALGARY

Probably unserviceable after 1922.
Replaced with die AU-12 in 1923

Format A - U die 7

HELP PREVENT FOREST FIRES

1920	EDMONTON
1921	EDMONTON
1922	EDMONTON
1923	EDMONTON

Probably unserviceable after 1923,
and not replaced.

Format A - U die 8

HELP PREVENT FOREST FIRES
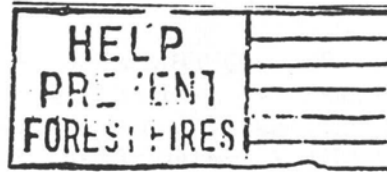
1920	VICTORIA	1924	NORTH BAY
1921	VICTORIA	1926	NORTH BAY or
1922	VICTORIA		PR. ALBERT
1923	VICTORIA	1927	FREDERICTON
		1949	ST. JOHN'S

Probably unserviceable after 1949.

Format A - U die 9

HELP PREVENT FOREST FIRES

1920	KAMLOOPS	1924	KAMLOOPS
1921	KAMLOOPS	1925	KAMLOOPS
1922	KAMLOOPS	1926	KAMLOOPS
1923	KAMLOOPS	1927	NORTH BAY

Probably unserviceable after 1927. Note that
KAMLOOPS 1925 use of this die is the only
1925 use of the slogan

Format A - U die 10

HELP PREVENT FOREST FIRES

1920	PRINCE ALBERT
1921	PRINCE ALBERT
1922	PRINCE ALBERT
1923	PRINCE ALBERT

Probably unserviceable after 1923,
and not replaced.

Format A - U die 11

HELP PREVENT FOREST FIRES

1923	WINNIPEG	1955	TORONTO
1924	HALIFAX 1st	1956	ST. JOHN
1924	OTTAWA 2nd	1957	Poss. use
1926	FREDERICTON	1958	Poss. use
1927	WINNIPEG	1959	WINNIPEG 1st
1949-52	Unused	1959	EDMONTON 2nd
1953	REGINA	1960	MONTREAL 1st
1954	Poss. use	1960	ST. JOHN 2nd

Probably unserviceable after 1960.

Format A - U die 12

HELP PREVENT FOREST FIRES

1923	CALGARY	1927	PR. ALBERT
1924	PR. ALBERT 1st	1928	FREDERICTON
1924	HALIFAX 2nd	1950	OTTAWA
1926	EDMONTON		

Probably unserviceable after 1950.

Format A - U die 13
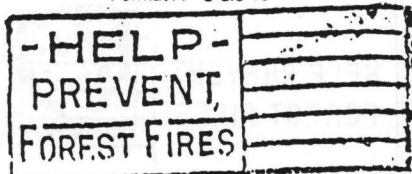
1923 ST. JOHN	1927 NANAIMO
1924 ST. JOHN	Damaged in 1927
1926 PR. ALBERT	

Format A - U die 14

1923 MONCTON	1954 REGINA
1924 TORONTO	1955 EDMONTON
1926 CALGARY	1956 VANCOUVER
1927 HALIFAX	1957 OTTAWA
1949 OTTAWA	1958 WINNIPEG
1950 REGINA	1959 Unused
1951 EDMONTON	1959 ST. JOHN'S
1952 Unused	1960 Poss. use
1953 Unused	1960 VANCOUVER

Format A - U die 15

1923 FREDERICTON	1959 WINNIPEG 1st
1924 Unused	1959 HALIFAX 2nd
1926 Unused	1960 Poss. use 1st
1927 KAMLOOPS	1960 QUEBEC 2nd
1937 KAMLOOPS	1961 REGINA 1st
to	1961 TORONTO 2nd
1954	1962 Poss. use 1st
1955 Unused	1962 EDMONTON 2nd
to	
1958	

Format B - U die 1

1924 EDMONTON	1959 TORONTO 1st
1926 VANCOUVER	1959 TORONTO 2nd
1927 EDMONTON	1960 Poss. use 1st
1949 TORONTO	1960 EDMONTON 2nd
1950-55 Unused	1961 ST. JOHN'S 1st
1956 HALIFAX	COR. BROOK 2nd
1957 REGINA	1961 TORONTO
1958 ST. JOHN	1962 Poss. use

Format B - U die 2
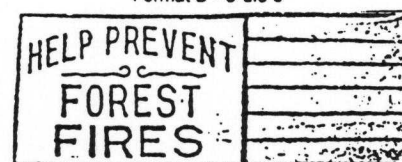

1924 VANCOUVER	1949 Unused
1926 HALIFAX	1950 Unused
1927 ST. JOHN	1951 WINNIPEG
1928 KAMLOOPS	

Probably unserviceable after 1951.

Format B - U die 3

|	
1924 WINNIPEG	1953 Unused
1926 OTTAWA	1954-56 Unused
1927 TORONTO	1957 VANCOUVER
1949 REGINA	1958 ST. JOHN'S
1950 VANCOUVER 1st	1959 REGINA 1st
1950 COLEMAN 2nd	1959 MONTREAL 2nd
1951 OTTAWA	1960 EDMONTON 1st
1952 EDMONTON	

Damaged during 1st 1960 use.

Format B - U die 4
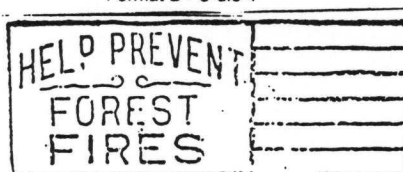
1924 CALGARY	1951 ST. JOHN'S
1926 TORONTO	1952 Unused
1927 CALGARY	1953 Unused
1949 EDMONTON	1954 EDMONTON
1950 WINNIPEG	1955 VANCOUVER

Damaged during 1955 use

Format B - U die 5
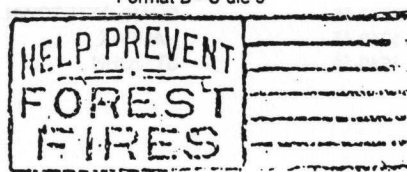
|	
1924 MONCTON	1956 TORONTO
1926 WINNIPEG	1957 ST. JOHN
1927 OTTAWA	1958 HALIFAX
1928 HALIFAX	1959 VANCOUVER 1st
1949 VANCOUVER	1959 ST. JOHN 2nd
1950 ST. JOHN'S	1960 Poss. use 1st
1951 VANCOUVER	1960 ST. JOHN'S 2nd
1952 ST. JOHN'S	1961 TORONTO 1st
1953 EDMONTON	1961 ST. JOHN 2nd
1954-55 Poss. use	1962 CORNER BROOK

Format B - U die 6

1924 OTTAWA 1st	1952 Unused
1926 ST. JOHN	1953 VANCOUVER
1927 VANCOUVER	1954-55 Unused
1949 WINNIPEG	1956 CHAR'TOWN
1949 COLEMAN	1957 TORONTO
1950 EDMONTON	1958 OTTAWA
1951 TORONTO	1959 MONTREAL 1st

Damaged during 1st 1959 use.

Format C - PB die 1
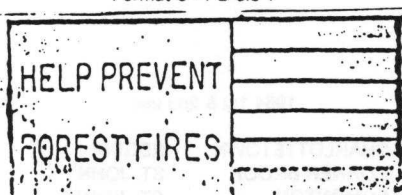
1952 OTTAWA	1954 OTTAWA
1953 TORONTO	

Probably unserviceable after 1954.

Format C - PB die 2
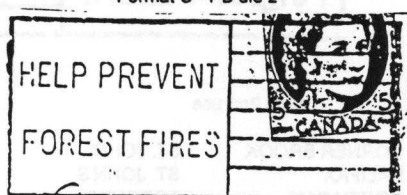
1952 REGINA	1959 VANCOUVER 2nd
1953 WINNIPEG	1960 HALIFAX 1st
1954 Unused	1960 WINNIPEG 2nd
1955 REGINA	1961 Poss. use 1st
1956 EDMONTON	1961 OTTAWA 2nd
1957 HALIFAX	1962 ST. JOHN'S
1958 TORONTO	1963 CHAR'TOWN
1959 Poss. use 1st	

Format C - PB die 3
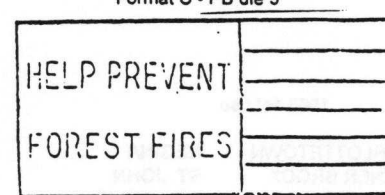
1952 TORONTO	1959 ST. JOHN 1st
1953 OTTAWA	1959 Unused 2nd
1954 VANCOUVER	1960 Unused 1st
1955 Unused	1960 MONTREAL 2nd
1956 OTTAWA	1961 Poss. use 1st
1957 EDMONTON	1961 Poss. use 2nd
1958 REGINA	1962 ST. JOHN

Format C - PB die 4
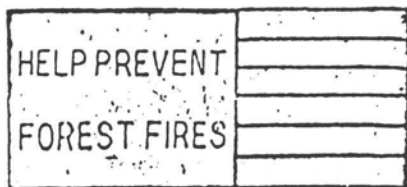
1952	WINNIPEG	1958	VANCOUVER
1953	Unused	1959	Poss. use
1954	TORONTO	1960	Poss. use
1955	OTTAWA	1961	Poss. use
1956	Unused	1962	HALIFAX

Format D-a-1 - one PB die

1957	WINNIPEG	1959	COLEMAN 2nd
1958	CHAR'TOWN	1960	REGINA 1st
1959	HALIFAX 1st	1960	HALIFAX 2nd

Format D-b-1 & 2 - 2 non-separable PB dies

Die D-b-1		Die D-b-2	
1960	VANCOUVER 1st	1960	Poss. use 1st
1960	TORONTO 2nd	1960	OTTAWA 2nd

Format D-c - 6 non-separable PB dies

Die D-c-1	Die D-c-2	Die D-c-3	Die D-c-4	Die D-c-5	Die D-c-6
1961 OTTAWA 1st	1961 WINNIPEG 1st	1961 Poss. use 1st	1961 Poss. use 1st	1961 Poss. use 1st	1961 Poss. use 1st
1961 EDMONTON 2nd	1961 WINNIPEG 2nd	1961 HALIFAX 2nd	1961 NORTH BAY 2nd	1961 VANCOUVER 2nd	1961 Poss. use 2nd
1962 NORTH BAY	1962 OTTAWA	1962 VANCOUVER	1962 WINNIPEG	1962 Poss. use	1962 Poss. use
1963 EDMONTON					

Slogan C S-1495 - P 8755 - STOP FOREST FIRES - three Perfect dies
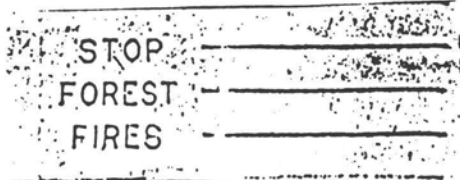
1949-55	CHARLOTTETOWN
1949-55	HALIFAX
1949-55	ST. JOHN

Slogan C P-690 - P 7250 - PROTECT CANADA'S FOREST WEALTH - 12 non-separable PB dies.

Issued May of 1963 - reissued in August of 1963 - reissued twice in 1964

1963 1st use		1963 2nd use		1964 1st & 2nd use	
CHARLOTTETOWN	REGINA	CORNER BROOK	ST. JOHN	CHARLOTTETOWN	REGINA
CORNER BROOK	ST. JOHN	HALIFAX	ST. JOHN'S	CORNER BROOK	ST. JOHN
EDMONTON	ST. JOHN'S	NORTH BAY	TORONTO	EDMONTON	ST. JOHN'S
HALIFAX	TORONTO	OTTAWA	VANCOUVER	HALIFAX	TORONTO
NORTH BAY	VANCOUVER		WINNIPEG	NORTH BAY	VANCOUVER
OTTAWA	WINNIPEG			OTTAWA	WINNIPEG

Original die proof of Format A die 1 - with PREVENIR incorrectly as PREVENIS - corrected prior to issue.

Format A - U die 1 - AIDEZ A PREVENIR

| 1920 | QUEBEC |
| 1921 | QUEBEC |

Format A - U die 2 - AIDEZ A PREVENIR

| 1922 | QUEBEC |
| 1923 | QUEBEC |

Format B - U die 1 - AIDEZ A EMPECHER

1924	TROIS RIV.	1959	MONTREAL
1926	MONTREAL	1960	MONTREAL
1927	MONTREAL	1961	MONTREAL
1956	QUEBEC	1962	MONTREAL
1957	MONTREAL	1963	MONTREAL
1958	MONTREAL		

Format B - U die 2

1924	MONTREAL	1959	QUEBEC
1926	QUEBEC	1960	QUEBEC
1927	QUEBEC	1961	QUEBEC
1956	MONTREAL	1962	QUEBEC
1957	QUEBEC	1963	QUEBEC
1958	QUEBEC		

MONTREAL, QUEBEC and TROIS RIV. used Perfects
in 1930-55. Since there were no Perfect dies
of the slogan, use in this period was omitted or was
replaced by slogan C

Format B - U die 3

| 1924 | QUEBEC |

Format B - U die 4
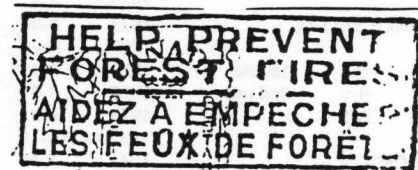
1926	TROIS RIV.	1959	MONTREAL
1927	TROIS RIV.	1960	MONTREAL
1956	MONTREAL	1961	MONTREAL
1957	MONTREAL	1962	MONTREAL
1958	MONTREAL	1963	MONTREAL

MONTREAL used dies B-1 or 2 and B-4
in each year from 1956 to 1963.

Slogan C S-1496 - P 8755-A - STOP FOREST FIRES PREVENEZ LES FEUX DE FORETS - two Perfect dies
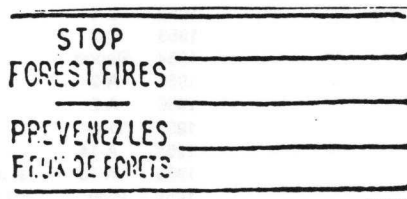
| 1949-55 | MONTREAL |
| 1949-55 | QUEBEC |

Slogan C P-695 - P 7250-A - PROTECT CANADA'S FOREST WEALTH AIDONS A PROTEGER NOS RICHES FORETS - 2 non-separable PB dies.

| 1963-64 | MONTREAL |
| 1963-64 | QUEBEC |

CALGARY

Year	Die	Usage
1920	A-6	
1921	A-6	
1922	A-6	
1923	A-12	
1924	B-4	
1926	A-14	
1927	B-4	

CHARLOTTETOWN

| Year	Die	Usage
1956	B-6	
1957	Report	
1958	D-a-1	
1959	Prob.	1st use
1959	Prob.	2nd use
1960	Prob.	1st & 2nd use
1961	Prob.	1st & 2nd use
1962	Prob.	
1963	C-2	

COLEMAN

Year	Die	Usage
1949	B-6	2nd use
1950	B-3	2nd use
1956	Report	
1957	Doc.	
1958	Report	
1959	D-a-1	2nd use
1960	Report	
1961	Report	
1962	Report	

CORNER BROOK

Year	Die	Usage
1961	Prob.	1st use
1961	B-1	2nd use
1962	B-5	

EDMONTON

Year	Die	Usage
1920	A-7	
1921	A-7	
1922	A-7	
1923	A-7	
1924	B-1	
1926	A-12	
1927	B-1	
1949	B-4	
1950	B-6	
1951	A-14	
1952	B-3	
1953	B-5	
1954	B-4	
1955	A-14	
1956	C-2	
1957	C-3	
1958	A-2	
1959	Prob.	1st use
1959	Prob.	2nd use
1960	B-3	1st use
1960	B-1	2nd use
1961	D-c-1	2nd use
1961	Prob.	1st use
1962	A-15	
1963	D-c-1	

FREDERICTON

Year	Die	Usage
1923	A-15	
1924	A-2	
1926	A-11	
1927	A-8	
1928	A-12	

HALIFAX

Year	Die	Usage
1924	A-12	2nd use
1924	A-11	1st use
1926	B-2	
1927	A-14	
1928	B-5	
1956	B-1	
1957	C-2	
1958	B-5	
1959	A-15	2nd use
1959	D-a-1	1st use
1960	C-2	1st use
1960	D-a	2nd use
1961	D-c-3	2nd use
1961	Prob.	1st use
1962	C-4	

KAMLOOPS

Year	Die	Usage
1920	A-9	
1921	A-9	
1922	A-9	
1923	A-9	
1924	A-9	
1925	A-9	
1926	A-9	
1927	A-2	1st use
1927	A-15	2nd use
1928	A-2	
1929	B-2	
1937-48	A-15	
1949	A-15	
1950	A-15	
1951	A-15	
1952	A-15	
1953	A-15	
1954	A-15	

MONCTON

Year	Die	Usage
1923	A-14	
1924	B-5	
1926	A-13	

MONTREAL

Year	Die	Usage
1959	B-6	1st use
1959	B-3	2nd use
1960	A-11	1st use
1960	C-3	2nd use

NANAIMO

Year	Die	Usage
1927	A-13	

NORTH BAY

Year	Die	Usage
1924	A-8	
1926	A-2 or A-15	
1927	A-9	
1961	Prob.	1st use
1961	D-c-4	2nd use
1962	D-c-1	

OTTAWA

Year	Die	Usage
1924	B-6	1st use
1924	A-11	2nd use
1926	B-3	
1927	B-5	
1949	A-14	
1950	A-12	
1951	B-3	
1952	C-1	
1953	C-3	
1954	C-1	
1955	C-4	
1956	C-3	
1957	A-14	
1958	B-6	
1959	Prob.	1st use
1959	Prob.	2nd use
1960	Prob.	1st use
1960	D-b-2	2nd use
1961	D-c-1	1st use
1961	C-2	2nd use
1962	D-c-2	

PRINCE ALBERT

Year	Die	Usage
1920	A-10	
1921	A-10	
1922	A-10	
1923	A-10	
1924	A-12	1st use
1926	A-2 or A-15	
1927	A-12	

QUEBEC

Year	Die	Usage
1960	Prob.	1st use
1960	A-15	2nd use

REGINA

Year	Die	Usage
1949	B-3	
1950	A-14	
1951	A-2	
1952	C-2	
1953	A-11	
1954	A-14	
1955	C-2	
1956	Report	
1957	B-1	
1958	C-3	
1959	B-3	1st use
1959	Prob.	2nd use
1960	D-a	1st use
1960	Prob.	2nd use
1961	Prob.	2nd use
1961	A-15	1st use
1962	Prob.	
1963	C-4	

ST. JOHN

Year	Die	Usage
1923	A-13	
1924	A-13	
1926	B-6	
1927	B-2	
1956	A-11	
1957	B-5	
1958	B-1	
1959	C-3	1st use
1959	B-5	2nd use
1960	C-3	1st use
1960	A-11	2nd use
1961	Prob.	1st use
1961	B-5	2nd use
1962	C-3	

ST. JOHN'S

Year	Die	Usage
1949	A-8	
1950	B-5	
1951	B-4	
1952	B-5	
1953	A-2	
1954	Report	
1955	Report	
1956	Report	
1957	Report	
1958	B-3	
1959	Prob.	1st use
1959	A-14	2nd use
1960	Prob.	1st use
1960	B-5	2nd use
1961	B-1	1st use
1961	Prob.	2nd use
1962	C-2	

TORONTO

Year	Die	Usage
1924	A-14	
1926	B-4	
1927	B-3	
1949	B-1	
1950	A-2	
1951	B-6	
1952	C-3	
1953	C-1	
1954	C-4	
1955	A-11	
1956	B-5	
1957	B-6	
1958	C-2	
1959	B-1	1st use
1959	B-1	2nd use
1960	Prob.	1st use
1960	D-b-1	2nd use
1961	B-5	1st use
1961	A-15	2nd use
1962	B-1	

VANCOUVER

Year	Die	Usage
1920	A-1	
1920	A-2	
1921	A-1	
1921	A-2	
1922	A-1	
1922	A-2	
1923	A-1	
1923	A-2	
1924	B-2	
1926	B-1	
1927	B-6	
1949	B-5	
1950	B-3	1st use
1951	B-5	
1952	A-2	
1953	B-6	
1954	C-3	
1955	B-4	
1956	A-14	
1957	B-3	
1958	C-4	
1959	B-5	1st use
1959	C-2	2nd use
1960	D-b-1	1st use
1960	A-14	2nd use
1961	Prob.	1st use
1961	D-c-5	2nd use
1962	D-c-3	

VICTORIA

Year	Die	Usage
1920	A-8	
1921	A-8	
1922	A-8	
1923	A-8	

WINNIPEG

Year	Die	Usage
1920	A-3	
1920	A-4	
1920	A-5	
1921	A-3	
1921	A-4	
1921	A-5	
1922	A-3	
1922	A-4	
1922	A-5	
1923	A-3	
1923	A-4	
1923	A-11	
1924	B-3	
1926	B-5	
1927	A-11	
1949	B-6	1st use
1950	B-4	
1951	B-2	
1952	C-4	
1953	C-2	
1954	Report	
1955	A-2	
1956	A-2	
1957	D-a-1	
1958	A-14	
1959	A-15	1st use
1959	Prob.	2nd use
1960	Prob.	1st use
1960	C-2	2nd use
1961	D-c-2	1st use
1961	D-c-2	2nd use
1962	D-c-4	

There were only a few scattered efforts to use slogan advertising in regard to blood donors prior to the national issue of Y-60 - 10760 in 1967, The first was a WINNIPEG proprietary in the early years of W.W. II, S-1865 - 9025, SUPPORT THE BLOOD DONOR CAMPAIGN, first issued in 1941 as a Perfect four line die. It was reissued with the same wording in 1949, but by then WINNIPEG had switched to PB machines, so a new three line die was required.
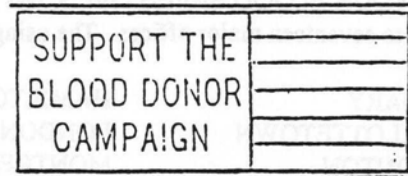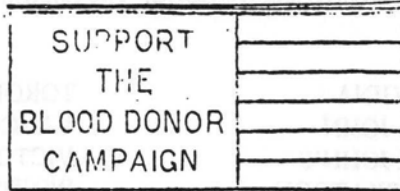
WINNIPEG use of S-1865 - 9025 in 1941 and 1949

The next use was an OTTAWA proprietary bilingual B-370 - 658, BLOOD DONORS WANTED DONNEURS DE SANG DEMANDES, issued in 1944 and reissued in 1945. VANCOUVER used B-165 - 520, BE A BLOOD DONOR, in 1947 and it was reissued there in 1950. Proulx also lists VANCOUVER use in 1949, 1953 and 1955-56, but there is no confirmation of this use. MONTREAL used B-166 - 520-A, BE A BLOOD DONOR DEVENEZ UN DONNEUR DE SANG in 1949.
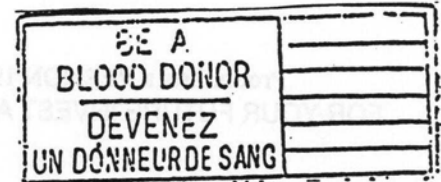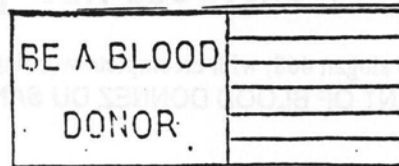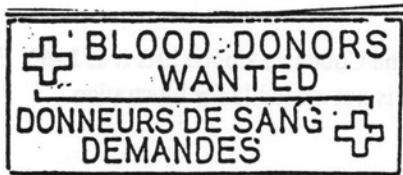

OTTAWA use of B-370 - 658   VANCOUVER use of B-165 -520   MONTREAL use of B-166 - 520-A

In 1949 there was semi-proprietary use of B-365 - 655, BLOOD DONORS SAVE LIVES at HAMILTON and TORONTO. The single die was issued to TORONTO in January, and then reissued to HAMILTON in September. In 1952 PICTOU used a two line die of B-165 - 520, BE A BLOOD DONOR, reissued in 1953,. Proulx lists NEW GLASGOW use of B-165 - 520 in 1950, but there is no confirmation of this. However, Coutts reports its use in 1953-54. It is not available for illustration, but since PICTOU and NEW GLASGOW are both Nova Scotia offices, the PICTOU die may have been sent to NEW GLASGOW .
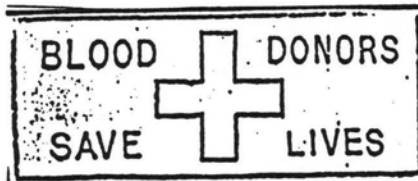
TORONTO- HAMILTON use of B-365 - 655   PICTOU use of B-165 - 520

In 1958 EDMONTON had proprietary use of B-170 - 521, BE A BLOOD DONOR ENROLL NOW. In 1959 WINDSOR used D-280 - 2595, DONATE YOUR BLOOD SAVE A LIFE, and a different die, with the same wording, was used there in 1966.
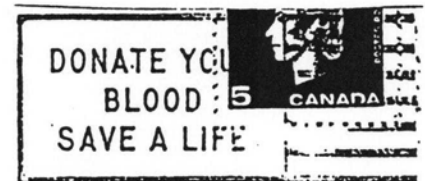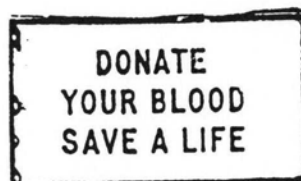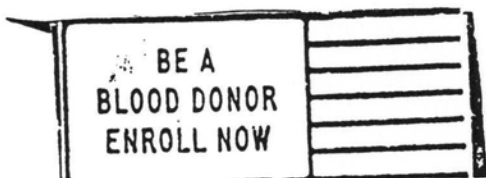
EDMONTON use of B-170 - 521   WINDSOR 1959 use of D-280 - 2595   WINDSOR 1966 use of D-280 - 2595

The most major use of Blood Donor related slogan advertising took place in 1967, when some national organization, possibly the Red Cross, sponsored use of Y-60 - 10760, YOUR BLOOD SAVES LIVES VOTRE SANG SAUVE DES VIES. It is interesting to note that this nationally used slogan was bilingual, several years before adoption of the policy that all Canadian slogans be of that nature, but even so a bilingual French-over-English version, V-845 - 10305 VOTRE SANG SAUVE DES VIES YOUR BLOOD SAVES LIVES, was also issued for use at MONTREAL and QUEBEC. The English-over-French was issued to seventeen major offices. The using offices were
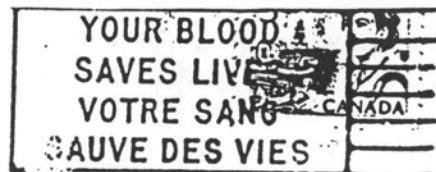
CALGARY	HAMILTON	REGINA	TORONTO
CHARLOTTETOWN	LONDON	ST. JOHN	VANCOUVER
EDMONTON	MONTREAL	ST. JOHN'S	VICTORIA
HALIFAX	OTTAWA	SASKATOON	WINDSOR
			WINNIPEG

The French-over-English version is not available for illustration, but the English-over-French is illustrated below.

Proulx lists a VERNON 1970 slogan 468, with incomplete wording, but the Coutts catalogue lists it as B-60, BANK FOR YOUR FUTURE INVEST A PINT OF BLOOD DONNEZ DU SANG. It is not available for illustration.

Wanted the following slogan cancels on cover or card-
Steve Friedenthal 3 Lindbergh Crescent St. Albert, Alberta T8N 2S8

Year	Town	Proulxr	Coutts	Slogan
1912	Dawson			Yukon Exposition Aug 14/17
1917	Brandon	7890	S-280	Flag 35-10 Save Your Money Buy War Savings Certificates
1919	Brandon	892	B-770	Buy Victory Bonds all Canada is Your Security
		9966	V-110	Victory Loan 1919 the Bridge from War to Peace
	Lethbridge	893	B-775	Buy Victory Bonds Every Dollar Spent in Canada
		5430	L-230	Let Us Not Demobilize Patriotism Buy Victory Bonds
	Portage La Prairie	1580	C-920	Central Manitoba Victory Fair Portage La Prairie Jyly 8-10 1919
	Prince Albert	7210	P-660	Flag 40-3 Prince Albert Exhibition
		7210	P-670	Prince Albert Exhibition [non-flag]

Other classic slogans also wanted - send for offer.
Paying Coutts prices or higher for good impressions, clean covers.