

THE SLOGAN BOX



Newsletter of the BNAPS Slogan Cancel Study Group

Whole Number 43

November, 1996

Volume 9 Number 4

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:

With the cold weather already here and the holiday season approaching at breakneck speed I decided I had better get this issue out as soon as possible if there is to be another before the end of the year. This is a miscellaneous issue with a number of short articles that that did not seem to fit with the "themes" of the previous issues of this year. They, are however, neither less interesting nor less important as all add to our knowledge.

Three members have sent photocopies of hand stamp material so far, Cecil Coutts, Len Harris and Dan Rosenblat. These, plus material from my own collection, will form the base for the December issue of the *Slogan Box*. There will be a need to develop a numbering system and a convention on describing them. Slogans as well as pictorial (no wording) markings will be included. The idea of a fully illustrated reference will not be entirely possible as many will not photocopy for inclusion in print. There will also be the difficulty in determining the difference between a handstamp cancel and a cachet.

If the next issue gets slowed down in the Xmas mail, please forgive, and have happy holidays.

Steve Friedenthal

Contents

Chairman's message	page	1
See the Flying Postman at Your Theatre		2
British Empire Games Vancouver-Canada 30 July-7 August-1954		4
Related Canadian Census Slogans		5
Royal Winter Fair - Royal Agricultural winter Fair		7
Serve Canada Through Canada's Armed Services		11
Support Your Civil Defense Organization		12
Toronto Dater Usage		13
Advertisement (Friedenthal)		16
Vacation in Canada		17
Klondike Days Related Slogans		18

Slogan S-495 - 8060

Canada issued its first Airmail stamp in 1928, with a five cent rate, and the Post Office shortly after introduced several Airmail related slogans.—However, in early 1932 the Airmail rate was increased to six cents, and possibly in an effort to make the increase more acceptable, an Airmail related motion picture entitled "The Flying Postman" was broadly distributed throughout much of the Dominion. To publicize this distribution, the Post Office began issue of the above slogan, urging that the picture be viewed.

The slogan was intended to be used at quite a number of offices, but only six dies were issued, with the intent that they be rotated between adjacent offices at fairly short intervals. Since eastern Canada had begun to use Perfect machines from 1930, but western Canada continued to use Universals until 1935, the dies had to be of both types.

One Perfect die was issued to TORONTO on Feb. 4, intended to remain there without rotation until mid=March. A second was issued to OTTAWA on the same date, but intended to be rotated to five other major Ontario offices during about a five week period. A third was issued to MONTREAL on Feb. 15, intended to be rotated to QUEBEC and then to TROIS RIVIERES over a two week period. It is interesting to note that no attempt was made to issue a bilingual, so the Quebec provincial die was of exactly the same wording and design as those issued to English offices.

A Universal die was issued to VANCOUVER on Feb. 13, intend to be rotated to six other B.C. offices over about two months, but also to be used for a second time at VANCOUVER after prior use at three offices. The final using office was intended to be NELSON, but the Post Master there returned it to Ottawa unused because NELSON had a Columbia machine at that time, which could not accept the U die.

A second U die was issued to EDMONTON on Feb. 15, intended to be rotated to LETHBRIDGE and CALGARY, then returned for a second use at EDMONTON after only a week.

The third U die was issued to SASKATOON on Feb. 20, intend to be rotated to two Saskatchewan offices, then to PORT ARTHUR in Ontario (that offices still using a Universal machine) and finally rotated to BRANDON and WINNIPEG in Manitoba after about three weeks prior use.

It is somewhat odd that there was no usage intended for the three Maritime provinces.

Whether the dates of these rotations were dictated by the distribution schedule of the motion picture or not is unknown, but some correlation between the two factors would be expected. Coutts, in his new catalogue, correctly affords this slogan an above average value of \$5.00, since it is certainly not common, but in practice the true rarity factor should take into consideration the length of time that the slogan was employed in each of the twenty-four using offices, since this seems to vary from as short as only two or three days at some offices to several weeks at TORONTO.

The six dies, with their rotated dates of issue and subsequent use, are illustrated on the following page.



P die 1 - ONT use

TORONTO 32.02.04 32.03.16



P die 2 - ONT use

OTTAWA	32.02.04	32.02.09
HAMILTON	32.02.10	32.02.18
OSHAWA	32.02.19	32.02.26
BELLEVILLE	32.02.27	32.02.28
KINGSTON	32.03.01	32.03.04
GALT	32.03.05	



P die 3 - QUE use

MONTREAL	32.02.15	32.02.21
QUEBEC	32.02.22	32.02.24
TROIS RIVIERES	32.02.25	



U die 1 - B.C. use

VANCOUVER	32.02.13	32.02.25
NEW WESTMINSTER	32.02.25	32.03.01
VICTORIA	32.03.02	32.03.07
PRINCE RUPERT	32.03.08	32.03.16
VANCOUVER	32.03.17	32.04.11
KAMLOOPS	32.04.12	32.04.19

NELSON - the die was sent to NELSON, but could not be used because NELSON had a Columbia machine at that time



U die 2 - ALTA use

EDMONTON	32.02.15	32.03.04
LETHBRIDGE	32.03.05	32.03.07
CALGARY	32.03.08	32.03.10
EDMONTON	32.03.11	32.03.30



U die 3 - SASK-ONT-MAN use

SASKATOON	32.02.20	32.02.28
N. BATTLEFORD	32.03.01	32.03.04
MOOSE JAW	32.03.05	32.03.09
PORT ARTHUR	32.03.10	32.03.21
BRANDON	32.03.22	32.03.28
WINNIPEG	32.03.29	32.05.02

Slogans 738 and 738-A

While this single-year multi-office slogan is of no real significance, its staggered periods of usage are of some interest. The slogan was issued in early February of 1954, well before the July-August event dates, with five PB separable dies for use at EDMONTON, OTTAWA, TORONTO, VANCOUVER and WINNIPEG, plus one Perfect die for use at MONTREAL. However, rather oddly, the usage at VANCOUVER was delayed by about a month. Cecil Couter has suggested the following explanation. "*VANCOUVER was the host city, but to date we do not have any February usage. Perhaps it was more important to advise outlying cities of the coming event, rather than in VANCOUVER itself, where the media would keep locals advised of the games.*"

It appears from recorded use that a decision was made to designate a period of introductory use of about three weeks, probably Feb. 9 Feb. 27-28, followed by one week using periods in March, April, May and June, the a final longer period from about July 26 until the Games closed on August 7.

Since the dies are separable, it can be established that they were retained by each office, rather than returned to OTTAWA and randomly reissued each month. However, there is evidence that the EDMONTON die must have suffered damage at some time after its last recorded use of use in mid-March, requiring a replacement die which was not yet available for the April rotation. Some attempt was made to compensate for this, since EDMONTON's May use from the replacement die is about a week earlier than that of the other offices.

The approximate periods of designated use, derived from seen or reported impressions, is as follows.

Initial February use - February 9-February 27-28

March use - March 9-16

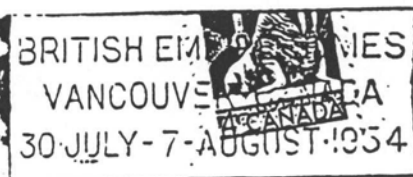
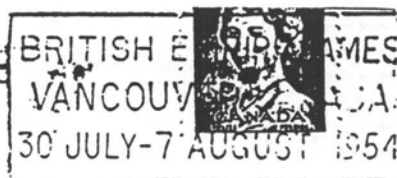
April use - April 12-19

May use - May 9-16

June use - June 7-14

Final use - July 26 - August 7

The two EDMONTON dies are illustrated below.



B-215 - S-1165 - J-250 - 570 - 8530 - 5056

The timing of the Canadian National Census in the 1960-70's was at five year intervals, since slogan advertising for the Census was employed in 1966 and again in 1971. The event had certainly been held before, without postal advertising, although once this advertising was undertaken, it is a little odd that it does not appear to have been used in 1976 and beyond.

The 1966 usage was in both English and bilingual versions, the English being B-215 - 570, BE COUNTED FOR CANADA CENSUS '66 STARTS JUNE 1ST, and the bilingual was slogan S-1165 - 8530, SOYEZ DU NOMBRE JUIN 1966 JUNE BE COUNTED FOR CANADA. Proulx lists the English as from 15 offices, and this is the number that have been recorded or reported. Since no major offices are omitted, it seems probable that these fifteen were the only English users.

CALGARY	LONDON	REGINA	VANCOUVER
EDMONTON	MONTREAL	SASKATOON	VICTORIA
HALIFAX	MOOSE JAW	SCARBOROUGH	WINNIPEG
HAMILTON	NEW WESTMINSTER	TORONTO	

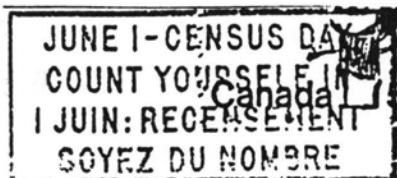
Proulx lists the bilingual as used at four offices, CITE-DE-JACQUES-CARTIER, MONTREAL, OTTAWA and QUEBEC, but Coutts adds MONCTON to this usage, so five offices is probably correct. MONTREAL used both versions.

The dies of both versions were non-separable, and there is no evidence of damage to any of them during their usage. While most offices are recorded from early May at the earliest, NEW WESTMINSTER has been seen dated April 1st. Since it is very probable that all the dies were issued simultaneously, usage from the other offices in April can be anticipated. The latest recorded use is June 15th, which appears as a logical cut-off point, two weeks after the census commenced.



While 1966 dies were probably still usable five years later, by 1971 the P.O. was implementing its bilingual-only policy, so there was no reissue of the 1966 dies, but instead J-250 - 5056, JUNE 1 - CENSUS DAY COUNT YOURSELF IN 1 JUIN RECENSEMENT SOYEZ DU NOMBRE, were issued to a very large group of offices, including a dis-proportionate number of small Quebec offices. Proulx states that the use was from 75 offices, though his own material will not support that, but Coutts reports 99 offices and six more have been seen, so the total recorded is 105.

However, what is really surprising is that this number does not include CHARLOTTETOWN, EDMONTON, HALIFAX, MONTREAL, ST. JOHN, ST. JOHN'S, TORONTO, VANCOUVER and WINNIPEG. It is very difficult to believe that these nine major offices would be omitted from a slogan with this massive usage, but it is equally difficult to believe that no use from these offices has been recorded if they in fact had usage. The slogan is illustrated below and the 105 recorded offices are listed on the following page.



In addition to these major national census slogans, Coutts lists two later slogans that appear to have been related to some sort of local census, rather than national. These are C-610 - 1405, CENSUS BY MAIL R.S.V.P. TUESDAY SEPT. 12, used at LONDON in 1967, and S-535 - 8103, SELF-CENSUS RECENSEMENT R.S.V.P. SEPT. 30, used at ST. CATHARINES and at SHERBROOKE in 1969. Neither has been seen, so they cannot be illustrated.

The recorded using offices of J-255 - 5056.

ALMA	GALT	NIAGARA FALLS	ST. JEROME
ARVIDA	GRAND-MERE	NORANDA	ST. THOMAS
ASBESTOS	GRANBY	NORTH BATTLEFORD	SARNIA
ASSINIBOIA	GUELPH	OAKVILLE	SASKATOON
BAIE-COMEAU	HAMILTON	POINTE-AUX-TREMBLES	SCARBOROUGH
BEAUHARNOIS	HAUTERIVE	POINTE-CLAIRE-DORVAL	SEPT-ILES
BELOEIL	HULL	PORT ALBERNI	SHAWINIGAN
BOUCHERVILLE	INGERSOLL	PORT COLBORNE	SHERBROOKE
BRANDON	JOLIETTE	POWELL RIVER	SMITHS FALLS
BRANTFORD	KAMLOOPS	PRINCE GEORGE	SOREL
BROCKVILLE	KELOWNA	PRINCE RUPERT	STRATFORD
BURLINGTON	KITCHENER-WATERLOO	QUEBEC	SURREY
CALGARY	LACHINE	REGINA	SWIFT CURRENT
CAP-DE-LA MADELINE	LACHUTE	REPENTIGNY	TRAIL
CHAMBLY	LAPRAIRIE	RICHMOND HILL	TROIS RIVIERES
CHIBOUGAMAU	LA TUQUE	RIMOUSKI	VALLEYFIELD
CHICOUTIMI	LEVIS	RIVIERE-DU-LOUP	VERNON
CHILLIWACK	LONDON	ROBERVAL	VICTORIA
CORNWALL	LONGUEUIL	ROUYN	VILLE-DE-LAVAL
COWENSVILLE	LORETTEVILLE	ROXBORO	WESTON
DAWSON CREEK	MAGOG	ST-ANNE-DE-BELLEVUE	WEYBURN
DORION-VAUDREUIL	MONCTON	ST. BRUNO	WHITBY
DOWNSVIEW	MONTMAGNY	ST. EUSTACHE	WHITE ROCK
DRUMMONDVILLE	NANAIMO	ST. HUBERT	WINDSOR
ESTEVAN	NELSON	ST. HYACINTHE	WOODSTOCK
FLIN FLON	NEW WESTMINSTER	ST. JEAN	YORKTON
FORT FRANCES			

Slogans R-440 - 7720 - R-370 - 7670 R-445 - 7721

The Editor has long had a considerable interest in this group of related slogans, and had intended to write them up some years ago, but at that time Bob Thorne suggested that he would like to write the article, so publication was put into abeyance until his work was received. Sufficient time has now passed, without receipt of Thorne's article, to indicate that he has had more important priorities, so the Editor will undertake to give this group the attention that it deserves.

The original slogan R-440 - 7720, ROYAL WINTER FAIR TORONTO (dates) had use annually from 1923 to 1938, was interrupted by the war years 1939-45, revived in 1946-50, and was replaced by a related slogan R-370 - 7670, ROYAL AGRICULTURAL WINTER FAIR (dates) from 1950 to 1964.

Total use of the two related slogans was therefore for 35 of the 42 years during the period 1923-64, excepting only the war years 1939-45, when the Fair was suspended. Use in 1923 to 1929 was from two dies, and from three dies thereafter, initially from Universal dies, replaced by Perfects in 1930 and then reverting to either old U dies or new PBs beginning in 1938.

Initial use in 1923 was from two Universal dies, designated as U-1 and U-2. Although the top line was arced, these dies did not include the fan-like decoration at the top which was to be a distinctive feature of the later dies. Also, the year date was not included.



U die 1

U die 2

Both dies appeared somewhat worn at the close of usage, and whether for this or other reasons, they were replaced by two new dies in 1924, designated U-3 and U-4. These had the decoration at the top and included the year with the event dates. They were redated in 1925-27, but replaced in 1928.



U die 3

U die 4

The two 1928 replacement dies, designated U-5 and U-6, were quite similar to the 1923-27 dies, and were redated in 1929, but required replacement in 1930 because of the conversion to Perfect machines in that year.



U die 5

U die 6

Since new Perfect dies had to be issued, the Fair requested use of three dies, rather than two, and this was granted, so the 1930 use was from dies designated as P-1, P-2 and P-3, again much resembling the earlier dies.



P die 1

P die 2

P die 3

It is interesting to note that a letter from the Fair to the Post Office, requesting that the dies be redated for 1931 use, was on a rather ornate letter head, illustrated with drawings of the Fair buildings, but reading "Royal Agricultural Winter Fair". This must have been the official name, at least by 1931 and possibly much earlier, but the advertising dies continued to read "Royal Winter Fair" until they were altered to include "Agricultural" in 1951. The upper portion of this letter is illustrated on the following page.

OFFICERS
 H. CAN BULL
 FRED ROGERS
 LT. COL. HARRY MCGEE
 A. P. WESTERVELT
 J. D. BRIEN
 T. C. MUSSEN



EXECUTIVE
 J. E. BREWSTER
 E. M. CARROLL
 C. E. CHAMBERLAIN
 W. A. DRYDEN
 F. C. FLETCHER
 HON. E. S. GORDON
 LT. COL. R. J. A. HORTON
 GORDON F. WILSON

**Royal Agricultural Winter Fair
 Toronto, Canada**

[Handwritten signatures and scribbles]



October 6, 1931.

The three Perfect dies were redated in 1931-37, but TORONTO had largely converted to Pitney-Bowes machines by late 1938, but rather than introducing new dies, advantage was taken of the fact that the PB machines could accommodate the old Universal dies. The 1938 use was therefore from the redated P die 1 of 1937, used in the one Perfect machine still retained, and the two 1929 U dies 5 and 6 were revived for use in two of the new PB machines.

In 1939 TORONTO had withdrawn its last Perfect machine and was using PB machines exclusively. The two old U dies revived in 1938 were redated, but since they were the only U dies available, a new PB die 1 was added to complete the three die usage. However, the outbreak of the war in September of 1939 forced the cancellation of the Fair, so the three dies were never actually issued in 1939.



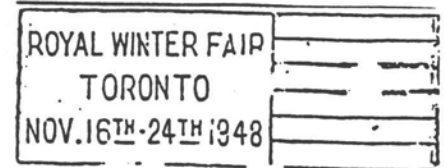
PB die 1 dated for 1939 use, but not issued

The Fair's operation continued to be suspended during the war years 1940-45, but resumed in 1946 with redated use of the two U dies 5 and 6 and redated use of the PB die 1, that had been prepared for 1939 use, but not issued.

In 1947 U die 5 was unserviceable, and was replaced by a new PB die 2, used with the redated 1946 U die 6 and PB die 1. In 1948 U die 6 also was unserviceable, so a new PB die 3 was added, making the usage totally PB dies for the first time. The PB die 3 omitted the fan-like ornamentation seen on all usage from 1924.

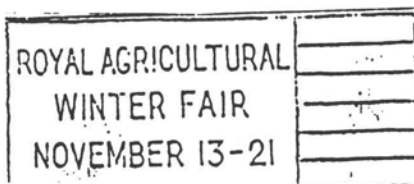


PB die 2

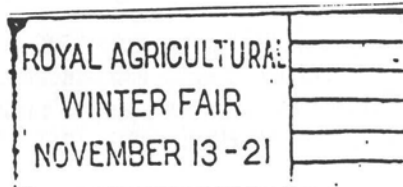


PB die 3

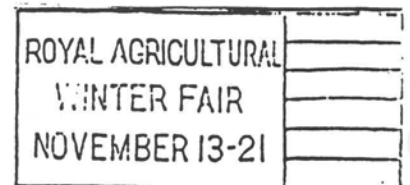
The same three PB die usage of 1948 continued redated in 1949-50, but in 1951 a decision was made to change the wording to that of slogan R-445 - 7721, ROYAL AGRICULTURAL WINTER FAIR (dates), requiring issue of three new PB dies, designated PB-1, 2 and 3, in a three line format, without ornamentation.



PB die 1

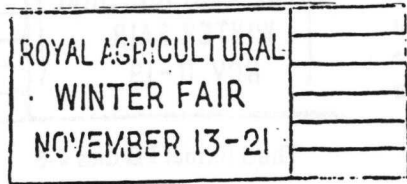


PB die 2

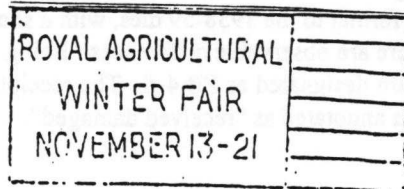


PB die 3

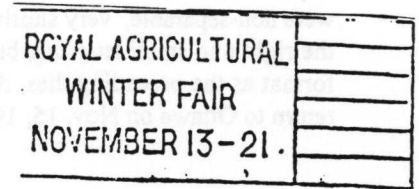
The three PB dies were redated in 1952, but somewhat oddly all three required replacement in 1953. These are designated as PB-4, 5 and 6, very similar to the three earlier dies, but separable.



PB die 4



PB die 5

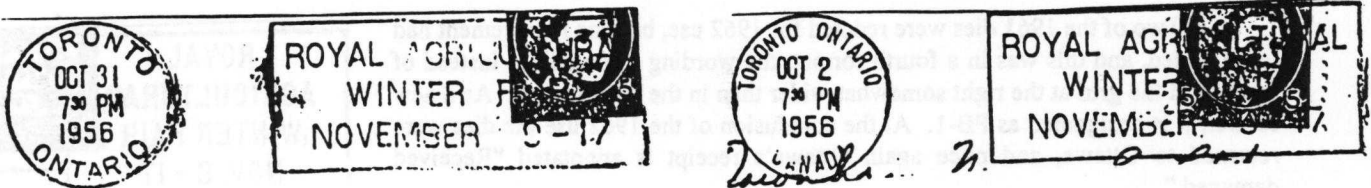


PB die 6

The 1953 dies were redated in 1954-55, but the 1955 redating is documented as having been ordered from the Pitney-Bowes Co., rather than from Pritchard & Andrews, as had been the case in the past. Also, when it was found that all three were unserviceable for 1956 use, an order for replacements was also directed to Pitney-Bowes, rather than Pritchard and Andrews, who had been the sole manufacturer of slogan dies for many years. This may have been a pricing decision, as the Pritchard & Andrews cost for the 1953 dies had been \$17.60 each, but the 1956 order to Pitney-Bowes was priced at only \$14.54 each.

In any event, the 1956 dies, still in a three line format, differ from prior dies in having no grid, and so somewhat wider lettering. Also, it is clear that they were made from a master die, and are non-separable, although at least two different dater styles have been seen, one reading TORONTO/ONTARIO in normal lettering and the other TORONTO ONTARIO/CANADA in smaller lettering. This suggests that the concept of the master die for multiple slogan dies may have originated with the Pitney-Bowes Co., rather than with Pritchard & Andrews, although Pritchard & Andrews unquestionably adopted it in subsequent years.

The new format of these PB dies 1, 2 and 3 is illustrated below, with the two dater styles seen.



Second format PB dies 1-3

Dater TORONTO/ONTARIO

Dater TORONTO ONTARIO/CANADA

These 1956 dies were redated in 1957, the original purchase order for their redating being sent to Pritchard & Andrews, then canceled and a new order since to Pitney-Bowes. The recorded use of the 1957 issue shows three different daters, the two used in 1956 and the third TORONTO ONTARIO/CANADA in normal lettering.

As was the case with all prior use of this slogan from 1951, all three of the 1956 dies became unserviceable after two years, so replacement dies were ordered for 1958 use, but the purchase order was now directed to Pritchard & Andrews, as in 1951-55, rather than to Pitney-Bowes as in 1956-57. These 1958 dies are again non-separable, with all recorded dater use the same, but they are in an entirely new format, still three lines, but with a very short grid at the right and much smaller lettering than in the past. Being a new format, the dies are again designated PB 1-3.



Third format PB dies 1-3

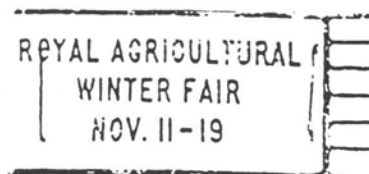
The 1958 dies were redated in 1959 by Pritchard & Andrews, but the official notice of receipt of the dies on their return, dated Nov. 19, 1959, reads in part "PLEASE NOTE: all these die slugs have a broken corner". Usage has been seen from two different daters, each in an undamaged followed by a damaged state, so either a third dater exists or two dies used identical daters. The earliest damaged states of the two dater uses are illustrated below.



Small lettered dater

Normal lettered dater

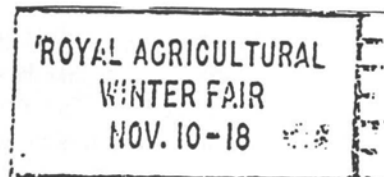
Since all three of the 1959 dies were returned damaged, three new dies were required for 1960 use, which were again ordered from Pritchard & Andrews. They were non-separable, very similar in format to the 1958-59 dies, with a short grid at the right and small lettering, but there are observable differences. Being the same format as the preceding dies, they are designated as PB 4-6. The receipt for their return to Ottawa on Nov. 15, 1960 is annotated as "received damaged".



Third format PB dies 4-6

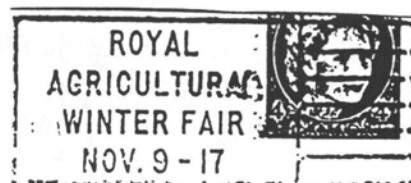
This was the fourth occasion in the ten year span of this slogan's usage that a complete set of new dies had been returned damaged, and this prompted Ottawa to write to the Toronto Post Master in part as follows. "It is noted that the latest three slugs were also damaged, and the strange thing about this is that the lettering is damaged at a spot peculiar to the three dies, below the ending of the word "Agricultural" and the top of the word "Fair". Would you please investigate this situation and find out if possible what caused the damage." The Toronto Post Master replied that the machines had been examined for faulty adjustment, but none could be found. He was of the opinion that the damage had been caused by hard objects, such as coins and buttons, enclosed in envelopes.

In any event, three new dies had to be ordered from Pritchard & Andrews for 1961 use. They were again non-separable, very similar in format to the 1958-60 dies, with a short grid at the right and small lettering, but there are observable differences. Being the same format as the preceding dies, they are designated as PB 7-9. They were somewhat more fortunate than those in the preceding year, since only one of them was returned damaged.



Third format PB dies 7-9

Two of the 1961 dies were redated for 1962 use, but one replacement had to be added, and this was in a fourth format, the wording in four lines instead of three, and the grid at the right somewhat wider than in the third format. As a new format, it is designated as PB-1. At the conclusion of the 1962 use the dies were returned to Ottawa, and once again Ottawa's receipt is annotated "Received damaged."



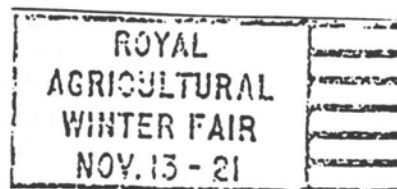
Fourth format PB die 1

Three new dies were required for the 1963 usage, and all three of them were in the fourth format, the wording in four lines, designated as PB 2-4. At the conclusion of the 1963 use the dies were returned to Ottawa, and Ottawa's receipt is annotated "One received damaged."



Fourth format PB dies 2-4

Two 1963 dies were redated and a new third die was added, again in the four line format, designated as PB die 5. As had been so frequently the case, at the conclusion of the 1964 use the dies were returned to Ottawa, and Ottawa's receipt is annotated "Received damaged." The three different issues of the four line format in 1962-64 are all very similar, but since the documentation indicates issue at yearly intervals, some very minor differences can be assumed.



Fourth format PB die 5

There was no 1965 usage of this slogan, indicating that the sponsors finally decided that postal advertising had become too expensive to be continued, since they had paid for a total of twenty three dies for use, three dies a year, in the fourteen year period 1951-64.

However, the sponsors did make one more effort to advertise postally, since Coutts lists use of R-445-7721, ROYAL WINTER FAIR FOIRE D'HIVER TORONTO ONTARIO NOV. 12-20, used in 1971 and redated in 1972. It is interesting that this late use reverted to the early style of ROYAL WINTER FAIR, rather than continuing to include the word AGRICULTURAL. It may be that the bilingual wording was just too lengthy to permit AGRICULTURAL to be included. This slogan is unfortunately not available for illustration.

S-685 - 8180

This relatively minor slogan is a precedes by several years the subsequent recruiting slogan J-90 - 4980 JOIN THE CANADIAN FORCES of 1965, and is really of interest only in the choice of offices using it and the omission of other offices. Three Perfect and six Pitney-Bowes dies were issued simultaneously to nine offices on July 31, 1948. The using offices were the following:

Perfect using offices

CHARLOTTETOWN

HALIFAX

ST. JOHN

Pitney-Bowes using offices

EDMONTON
OTTAWA

REGINA
TORONTO

VANCOUVER
WINNIPEG

This choice gave representation to the Dominion capital and to eight of ten provinces, but quite oddly, there was no usage, English or bilingual, in Quebec, nor English use in Newfoundland.

The dies appear to have been intended to be retained into December of 1948, with continuous use as long as there was no conflict with other scheduled slogan use. However, WINNIPEG retained its die through the Christmas period and reissued it in January of 1949, since it has been recorded to at least January 11th, as illustrated below, together with the OTTAWA receipt impression of July 31, 1948.

It can be noted that while six of the offices receipted for the slogan with the new style of daters having CANADA at the bottom, first introduced in 1946, with increased usage from 1948, only four of them retained this dater type, the others using the older style, having the province at the bottom, either from the start or shortly thereafter.



The Timken-Detroit Axle Co.,
100-400 Clark Avenue,
DETROIT 32, Michigan,
U. S. A.

APPUYEZ VOTRE GROUPE DE DEFENSE PASSIVE

S-2070 and A-450 - 9190 and 240

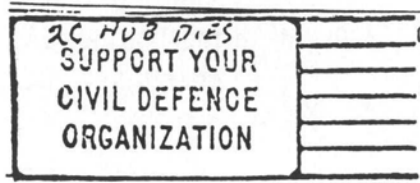
These 1958 use only slogans are of some interest because of the disagreement regarding the number of using offices. Proulx states 16 unnamed offices. Coutts lists 17 offices by name, but the CPSGB reliably reports use at MOOSE JAW, not included by Coutts.

However a Pritchard & Andrews proof strike has been seen, as illustrated below, hand annotated as representing "20 hub dies", suggesting use by two more offices than presently listed. If one looks at the distribution of using offices in the four Western provinces, it can be seen that Alberta has two, Saskatchewan has three, while British Columbia and Manitoba have only one each. Assuming that the die manufacturer was correct in stating that twenty dies had been ordered, it would be reasonable to conjecture that there should have been one more using office in both B.C. and Manitoba. The probable candidates are VICTORIA and BRANDON.

Based on this, the twenty using offices were probably as follows:

BRANDON (probable)	HAMILTON	QUEBEC	TORONTO
CALGARY	LONDON	REGINA	VANCOUVER
CHARLOTTETOWN	MONTREAL	ST. JOHN	VICTORIA (probable)
EDMONTON	MOOSE JAW	ST. JOHN'S	WINDSOR
HALIFAX	OTTAWA	SASKATOON	WINNIPEG

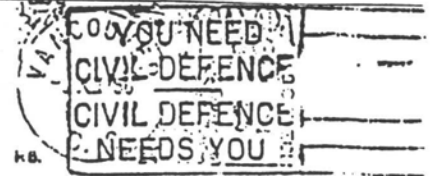
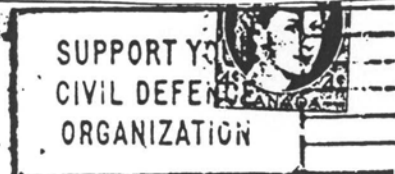
Note that although a French only slogan was issued for use at MONTREAL and QUEBEC, both of these offices also used the English version. Multiple use of this nature was not uncommon for MONTREAL, but QUEBEC is rarely recorded using an English only slogan, rather than a bilingual or French only.



The Pritchard & Andrews proof of one of the multiple non-separable dies,

annotated "20 hub dies". This terminology is somewhat odd, since "hub" normally references a dater, rather than a slogan die obliterator.

It is of interest to note that beginning in 1953, and continuing through 1958, VANCOUVER had employed a proprietary slogan Y-50 - 10750, YOU NEED CIVIL DEFENSE CIVIL DEFENSE NEEDS YOU. Accordingly, this subject had slogan advertising at VANCOUVER twice in 1958.



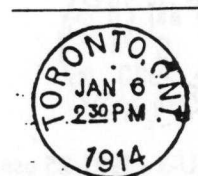
Slogan collectors are interested in the dater hubs coupled with the slogan dies, but more so for the usage information supplied than for the details of the daters themselves. Nevertheless, it is interesting to research dater use of larger offices, having multiple machines. As so much Toronto use from 1912 on is available for study, a brief survey of its dater styles seems in order, although it has only been undertaken for the period 1912-53, when the helpful Proof Book data ceased.

A completely detailed study would be difficult, very lengthy and probably not of true interest, but can be condensed by merely illustrating and briefly describing those dater formats as are readily separable, together with their periods of recorded use. The minimal wording of daters is such that, even if hand engraved, multiple daters in the same format can be effectively non-separable, so the separation into sub formats is restricted to only those that are easily discernible. Therefore, the exact number of daters of a given format or sub-format is a matter of conjecture, but considering the number of machines used at Toronto, many formats must have had multiple daters. Kenneth Barlow, in his pioneer 1960 work on Canadian Machine Cancels, did attempt a considerable listing, but there appear to be more than he was aware of. He also established a complex numbering system, which while probably appropriate for the major scope of his work, can be simplified while dealing with Toronto only.

When slogan use began in 1912, Toronto used four International machines, with a fifth added in early 1914, and all dater use had removable indicia, including the year, so the dater would only need replacement in the event of wear or damage. Accordingly, daters used at Toronto in 1912 probably had prior use, and appear as having continued use thereafter. In the period 1912 to mid-1919 daters were in only one format, TORONTO/ONT over the year date, but there were two sub-formats, based on the positioning of the lettering. They are designated as Type I (for International) 1a and 1b. The second sub format was introduced in 1914 to accommodate the addition of the fifth machine.



Type I-1a - TORONTO/ONT. - 1912-19 use
T's of TORONTO and ONT between date and time



Type I-1b - TORONTO/ONT. - 1914-19 use
T's in the middle of the time line

Barlow lists HOUSE OF ASSEMBLY P.O. as used from 1917 to 1926, but does not place it under TORONTO, which was clearly its place of usage. An impression of March, 1919 by date should still be an International usage, but the format is very much that of a Universal dater. It is possibly that this machine, used at the House of Assembly, rather than the Toronto P.O., was one of the experimental Universal machines used prior to mid-1919 at several offices.



HOUSE OF ASSEMBLY P.O./ONTARIO

The change-over to Universal machines in mid 1919 obsoleted all International daters, which were replaced by the Universal type, with the year date in the indicia below the month date and time. The earliest of these, in the format of TORONTO above and ONT. below, has been seen from June 10, 1919 and the latest seen in mid-1921. Although there must have been at least five of these Universal daters, they are all very similar. They are designated Type U (for Universal) 1a, since sub formats of this type appear later.

By late 1920 use has been recorded of a distinctively different Universal dater, with the province reading ONTARIO, rather than abbreviated ONT., designated type U-2a, since sub formats of this type appear later. It has been recorded with one die of slogan 4485 between Dec. 21 and Dec. 30 of 1920, and then in early January of 1921 with another die. This suggests that after midnight on each December 31st all daters were briefly withdrawn to have the day-month-year dates changed, then replaced in the machines, but not necessarily in the machine from which it had been withdrawn. In any event, use of this dater was certainly short lived.



Type U-1a - TORONTO/ONT. - 1919-21 use



Type U-2a - TORONTO/ONTARIO - 1920-21 use

From mid-1921 to mid-1930, TORONTO used a considerable number of dater formats referencing Terminal A, in addition to some without this reference, but the use of those with the reference tapered off sharply after 1930. Just how many daters of each of these formats were available is conjectural, but although there must have been at least five daters, in all probability by this date there may also have been extra daters on hand in case of damage.

The earliest of the Terminal A daters, reading TORONTO, ONT./TERM'L STN.A., designated Type U-3, is recorded from July 27, 1921 to at least Sept. 14, 1925. Since by late 1921 all five dies of slogan 4486 are seen using this format only, it strongly suggests that five daters of this format replaced the five daters of Types U-1a and U-1b, as well as Type U-2, since none of these types are recorded after late 1921.

In mid-1922, a new dater format was introduced, probably as a replacement, but possibly as an additional. While still referencing Terminal, from this point on the references are always as Postal Terminal, and the new format reads TORONTO, ONT./POSTAL TERM'L 'A', with apostrophes around the 'A', designated Type U-4a to reflect the change in wording and since sub formats of this type appeared later. The latest recorded use was in 1928.

By June 13, 1923 another sub format was introduced, reading TORONTO.ONT./POSTAL TERM'L A, but with much thicker lettering than U-4a, and without apostrophes around the A. These are recorded to at least as late as 1931. They are designated as Type U-4b.



Type U-3 - 1921-25 use
TORONTO, ONT./
TERM'L STN A.



Type U-4a - 1922-28 use
TORONTO, ONT./
POSTAL TERM'L "A"



Type U-4b - 1923-31 use
TORONTO.ONT./
POSTAL TERM'L A

During the next few years the use of the probable five Type U-3 daters decreased, but they were replaced by further new Postal Terminal daters, and certainly by 1926 these were in addition to the original total of five, since by then Toronto is known to have had seven machines. This suggests the possibility of multiple daters of each new sub format.

By Sep 25, 1924 sub format U-4c was added, reading TORONTO ONT./POSTAL TERM'L A, with more normal thinner lettering than U-4b, also without apostrophes around the A and without a period after TORONTO. These are recorded to at least as late as Sep. 25, 1928.

By Oct. 23, 1925 sub format U4-d was added, reading TORONTO ONT./POSTAL TERMINAL A, with TERMINAL in full, rather than abbreviated. These are recorded to at least as late as Apr. 24, 1931, but the use after mid-1930 was restricted to the few extra Universal machines that Toronto retained for about a year after adopting Perfect machines.

However, by mid-1926, when TORONTO resumed use of slogan 1150 after a two year gap, the usage shows marked change. The five dies of slogan 1150 used two type U-4d daters, but these were the only Terminal related daters used, even though types U-4a and 4c at least were still available. The other three dies had one dater of a new sub format U-1b, TORONTO/ONT., reverting to the style of the earliest Universal dater, recorded only to 1927, and the other two dies used a new sub-format U-2b, TORONTO/ONTARIO, reverting to the style of the second earliest Universal dater, recorded to 1931.



Type U-4c - 1924-28 use
TORONTO ONT./
POSTAL TERM'L A.



Type U-4d - 1925-31 use
TORONTO ONT./
POSTAL TERMINAL A



Type U-2b - 1926-31 use
TORONTO/ONTARIO
Wide "R's"

Type U-1b - 1926-27 use
TORONTO/ONT.
Wide "R"

One further new Terminal dater was introduced in mid-1929, resembling the prior ones, but with ONTARIO in full and apostrophes around "A", creating a complete circling of lettering, with no gaps. It is recorded to July of 1931, when its use with slogan 1150 was the last Toronto use of a Universal machine. It is designated U4-e.



Type U-4e - 1929-31 use
TORONTO.ONTARIO.
POSTAL TERMINAL "A"

In mid-1940 Toronto began use of Perfect machines, although some Universals were retained to 1931. It appears that the Perfect machines could not employ the Universal daters, since from the first Perfect use until the change to Pitney-Bowes machines in 1938, the great majority of all Toronto dater use was from a variety of sub-formats of the style TORONTO/ONT., designated as Type P-1. The sub-formats are all rather similar, but if viewed together for comparison, as illustrated below, they can be readily separated by lettering size, shape and placement. The earliest were issued in 1930-31, but none of these are recorded after early 1935, since almost all 1935-38 use from the nine machines known to have employed at Toronto by 1934 are non-separable versions of a single sub-format of Type P-1. The only exception was the occasional revival of the Terminal A style during 1933 to 1938.

The earliest slogan use of a Perfect dater was on July 23, 1930, in the format of TORONTO/ONT., the letter placement of TORONTO being quite expanded, with the "R" somewhat narrower than in Type U-1b. This format is recorded until late 1934, and is designated Type P-1a. A second sub-format, with the same wording in much narrower lettering, is recorded from Jan. 1, 1931, with only occasional use to February of 1934, and designated as Type P-1b. A third sub-format is recorded from April 28, 1932, with same wording, the letters being the size of those of P-1a, but the placement more condensed, designated as Type P-1c.



Type P-1a - 1930-34 use
TORONTO/ONT.



Type P-1b - 1931-34 use
TORONTO/ONT.



Type P-1c - 1932-34 use
TORONTO/ONT.

All three of the above styles were replaced in January of 1935 by a fourth sub-format, with same wording, but in condensed medium sized letters, with clearly oval "O's", and this was the basic style used to Oct. 12, 1938, after which all Perfect use had been replaced by Pitney-Bowes machines. However, from April of 1932 there had been occasional sporadic use of a revived Terminal A Perfect dater, very similar to Type U-4e, but with slightly taller letters, designated as Type P-2, the final use of which is recorded on Sep. 14, 1938. It appears to have been a reserve dater, and probably only one example existed.



Type P-2 - 1932-38 use
TORONTO. ONTARIO/ POSTAL TERMINAL "A"



Type P-1d - 1935-38 use
TORONTO/ONT.

In early 1938 Toronto began converting to Pitney-Bowes machines, although retaining some Perfects in reserve until late 1938. This required another change in dater styles, but just as the PB machines could accommodate the old Universal slogan dies, they could also use such of the old Universal daters as were still serviceable, so the earliest PB dater use was a revival of Type U-2b, reading TORONTO/ONTARIO, with the distinctive wide "R's". This has been recorded, although somewhat sporadically, from May 30, 1938 to at least April of 1952.

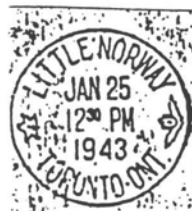


Type U-2b - 1938-52 use
TORONTO/ONTARIO

In early 1939 the first true PB dater style was issued, reading TORONTO/ONTARIO, but in slightly smaller letters, recorded to 1953, designated as Type PB-1a. In January of 1943 a special Toronto PB dater was briefly used with in conjunction with a slogan reading WINGS FOR NORWAY LITTLE NORWAY TORONTO, designated as Type PB-2.



Type PB-1 - 1939-53+ use
TORONTO/ONTARIO



Type PB-2 - 1943 use only
LITTLE NORWAY/TORONTO ONT.

In early February of 1946 the first instance of the addition of CANADA to wording was initiated with the issue of a new format reading TORONTO ONT./CANADA, all lettering of the same size, recorded only briefly in 1946, designated as PB -3a. This was followed in 1948 by a dater with the same wording, but with CANADA in smaller lettering, recorded to 1954, designated as PB-3b. The final dater type of the 1912-54 period was again a reference to CANADA, worded as PB-3a and 3b, but with all lettering small, recorded from 1952 to 1954, designated as Type PB-3c.



Type PB-3a - 1946 use only
TORONTO/ONT./CANADA
All lettering the same size



Type PB-3-b - 1948-54 use
TORONTO ONT./CANADA
CANADA small



Type PB-3-c - 1952-65 use
TORONTO ONT./CANADA
All lettering small

It is probable that Pritchard & Andrews manufactured the earlier daters, as they did the slogan dies of that period and beyond, but Barlow states that in early 1961 the Post Office issued an order to Pitney-Bowes to replace all daters that included the word CANADA in full or abbreviated. This suggests that by then the manufacturer had changed, and also that thereafter the format of most daters reverted to the office and province only, although Toronto use of Type PB 3-c has been seen to as late as 1965, but most post 1961 use reverted to Type PB-1.

The 1955 advent of the "master die" concept, that permitted multiple slogan dies to be reproduced identically, was no doubt followed in the manufacture of multiple daters, and would therefore eliminate all minor differences from the post-1955 usage, much standardizing their appearance.

For Sale (offers) S. Friedenthal 3 Lindbergh Crescent St. Albert, Alberta T8N 2S8

S-285	Montreal	Save Your Money Lend it to Your Country (flag 34-4)
S-240	Hamilton	Save Save Save and Buy War Savings Certificates (flag 36-1)
T-625	St. John	\$25.00 for \$21.50 Buy war Savings Certificates (flag 27-1)
B-785	Toronto	Buy Victory Bonds to the Limit of Your Ability (flag 37-9)
H-605	Toronto	Help to Win the War Buy War Savings Certificates (flag 23-11)
T-625	Toronto	\$25.00 for \$21.50 Buy war Savings Certificates (flag 27-2)
H-605	Windsor	Help to Win the War Buy War Savings Certificates (flag 23-14)
H-605	Lethbridge	Help to Win the War Buy War Savings Certificates (flag 23-5)
S-280	Winnipeg	Save Your Money buy War Savings Certificates (flag 35-9)
R-25	Moose Jaw	Ranchers Fair and Livestock Show Moose Jaw July 16-20 1917 (flag39-1)

and other classic period slogans.

PASSEZ VOS VACANCES AU CANADA VACATION IN CANADA

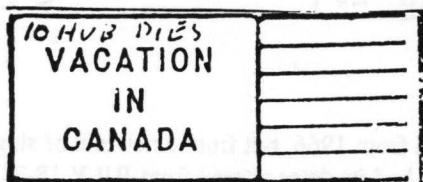
Slogans V-05 - 9885 and P-110 - 6890

Proulx catalogues the English version as having had use at nine offices in 1959-60, but he omits CHARLOTTETOWN. CHARLOTTETOWN has been seen or reported in both years, although there is no EDMONTON material for either year in the Proulx or Thorne collections. However, EDMONTON 1959 use has been reported by the CPSGB Slogan Study Group, suggesting 1960 use also, and even more importantly a Pritchard and Andrews master die proof is annotated "10 hub dies". Also, EDMONTON's exclusion would mean that Alberta was not represented in the usage of a slogan with national significance, although P.O. policy had always been to have each province represented by at least one office.

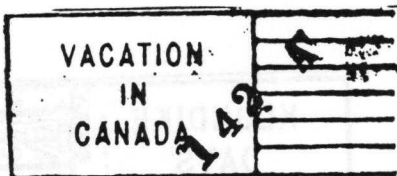
Therefore, based on material seen or reliably reported, the ten probable offices were CHARLOTTETOWN, EDMONTON, HALIFAX, OTTAWA, REGINA, ST. JOHN, ST. JOHN'S, TORONTO, VANCOUVER and WINNIPEG. The bilingual version was used at MONTREAL only.

The earliest 1959 usage seen is February 28 at VANCOUVER and early March at the other offices. It normally continued into early May, although WINNIPEG use has been recorded to July 30. The 1960 use appears to have been issued somewhat later, the earliest being April 19 at HALIFAX and the latest May 28 at both OTTAWA and TORONTO.

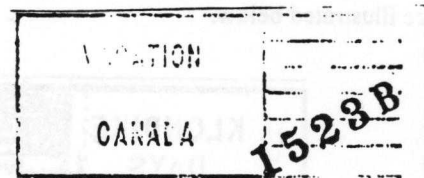
These dies were manufactured from a master die, and therefore not separable. They were returned to Ottawa after 1959 use and randomly reissued in 1960, but the reissue sequence cannot be traced. However, two dies must have been damaged in 1959, since TORONTO and WINNIPEG were issued new dies, similar but separable, with clearly smaller lettering, for use in 1960. The three formats of the English dies are illustrated below.



Format A - 10 original dies - Pritchard and Andrews annotated master die proof



Format B - one TORONTO replacement die



Format C - one WINNIPEG replacement die

The single bilingual die used at MONTREAL was badly damaged between March 31 and April 4 of 1959, but was nevertheless retained in use until at least April 29. A new replacement die was issued to MONTREAL in 1960, but it also suffered some damage between May 11 and May 14 of 1960, but was retained until at least May 24. The original and two damaged states of these two dies are illustrated below.



Original die - undamaged



Original die - damaged



Replacement die - damaged

SLOGANS K-160 - 5159, K-170 - 5961 AND K-165 - 5160

These related slogans were issued to advertise the observance of "Klondike Days" at EDMONTON in the period 1963-70. This observance probably took place in Alberta, rather than in the Klondike area itself, because the Klondike did not have the facilities for full scale festivities.. It is somewhat odd that the 1963-65 usage, specifying an EDMONTON event, included similar slogan use in seven other offices, since it had formerly been the Post Office's firm policy that a slogan advertising an event at a given office could only be used at that office, and not elsewhere.

Proulx lists use at eight offices, seven in Alberta and one, DAWSON CREEK, in the Klondike region.

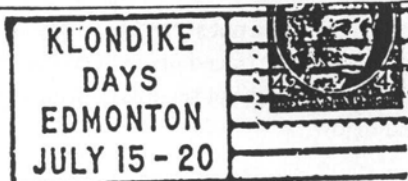
CAMROSE
DAWSON CREEK

EDMONTON
GRANDE PRAIRIE

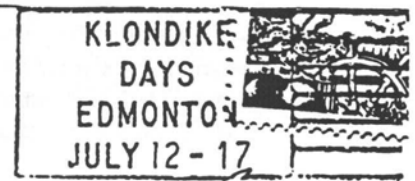
PONOKA
RED DEER

VERMILLION
WAINWRIGHT

Proulx lists various use in 1963-65 for each office, but material recorded or reliably reported strongly suggests that the actual use was in 1963-64-65 at all eight offices. The initial 1963 use was from eight non-separable dies, with the four line wording in a slogan box 28 mm. wide, showing the dates JULY 15 - 20. These dies were redated JULY 13 - 18 in 1964, but at least one die must have been damaged in 1963 and replaced by a new die with a 37 mm. slogan box, seen used at PONOKA in 1964 and at EDMONTON in 1965, when the dates were altered to JULY 12 - 17. The two die formats are illustrated below.

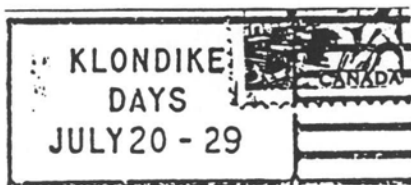


Original die



Replacement die

The observance continued from 1966, but from a new die of slogan 5961, KLONDIKE DAYS (dates), with use at EDMONTON only. The 1966 die had its dates altered from JULY 18-23 to JULY 20-29, indicating that the normal six day observance was extended to ten days. It can be assumed that the die was damaged in 1967, since it was replaced in 1968 by a new die, with slightly larger letters, dated JULY 18-27, which was redated in 1969 to JULY 17-26. The two formats of the die are illustrated below.



Original die



Replacement die

The 1968-69 die was replaced in 1970 with a bilingual version, KLONDIKE DAYS EXPOSITION JULY 23-AUG 1 LA FETE DU KLONDIKE DU 23 JUIL. AU 1er AOUT. This replacement was probably necessitated by the closing date extending into August, so the 1969 die could not have been redated, and the P.O. policy of bilingual use only caused the replacement to be a bilingual.

