

# THE SLOGAN BOX



Newsletter of the BNAPS Slogan Cancel Study Group

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Dear fellow slogan collectors:

### HAPPY 1998

It's December 25<sup>th</sup> on beginning writing. I wrote the last newsletter on November 2<sup>nd</sup> saying that the weather was beautiful. Well, the weather is still beautiful. It must be plus 5 celcius (sp?). THERE IS NO SNOW. Last time there was no snow at this time of year was 1884. It's a beautiful brown Christmas.

Financially the Slogan Study Group is on very solid ground. The following is the statement of receipts and expenditures.

### Expenditures

Printing, binding (including regular issues, Issue #50, back issues, and handbook)	\$ 490.66
Supplies	19.23
Postage (incl. Regular issues, hand book and issue #50)	202.65
<b>Total Expenditures</b>	<b>\$712.54</b>

### Income

BNAPS Subsidy	\$145.00
Dues total	225.02
Donations for Handbook	75.28
Donation for Issue #50	245.97
Back Issues Sale	70.00
Sale of Hand Books	314.00
<b>Total Income</b>	<b>\$1075.27</b>

<b>Excess of income over expenditures</b>	<b>\$363.16</b>
<b>Cash carried forward from 1996</b>	<b>\$150.83</b>
<b>Total</b>	<b>\$513.99</b>
<b>Cash carried forward to 1998</b>	<b>\$513.99</b>

(Telephone calls made to members at the end of December will be subtracted from the balance)

Well, now it is the middle of January upon readying this edition of the newsletter for "press" and there is snow and it is cold. Just the right climate for being home and working on one's collection.

The chair had intended to include a first supplement to the hand stamp hand book in this issue. However, difficulties with eyesight have made that difficult and will have to be postponed until issue #52. Issue #53 will include the updates received to the 1897-1919 slogans (updates provided by Coutts, Robertson and Rosenblat). Issue #54 should begin the material on meter slogans. This issue, #51, contains the balance of the material produced by Dan Rosenblat.

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### 1998 Study Group Dues

1998 Dues have been lowered to \$10 because of the good financial standing of the study group. Sale of hand books and several donations helped put us in a good financial position. However, to date I have only received three dues cheques (including one from a new member). Despite our small numbers we are *perhaps* the most active study group in terms of publications. We will again attempt a special publication for members.

The Proulx Catalogue separately numbered six various formats of this slogan, even though the wording was either identical or the same bilingually, and Cecil Coutts had little choice but to follow this practice in his Catalogue. Nevertheless, these were all essentially one slogan, in six formats with three language styles, the formats consisting of the original group of dies and those that were later introduced as replacements and additions. They all should therefore be collected as one slogan.

Considerable space in the Newsletter was devoted to this slogan in the past, with illustrations and detailed listings of the many dies involved, all of which is too lengthy to warrant repetition. However, the catalogued separation of the use under several numbers does not afford the overall knowledge of the total usage, which is necessary for collecting it as one slogan. Therefore, this much briefer revision is a listing of all use by office, by year and by catalogue number, since the annual reissues resulted in a random mixture of formats.

There are other slogans referencng the Red Cross, sponsored by local organizations, but we are dealing here with only those sponsored nationally by The Canadian Red Cross Society, from 1927 to 1966-67. The separately numbered slogans involved are the following, with their Coutts and Proulx numbers, in the order of their earliest date of issue, and are illustrated below.

- From 1927 - H-525 - 4502 - HELP THE RED CROSS - two filled crosses.
- H-530 - 4503 - HELP THE RED CROSS AIDEZ LA CROIX ROUGE - English-over-French - no crosses.
- From 1944 - H-520 - 4501 - HELP THE RED CROSS -two empty crosses.
- From 1949 - H-515 - 4500 - Help the RED CROSS - one large filled cross.
- From 1956 - H-510 - 4499 - HELP THE RED CROSS - no crosses.
- From 1960 - A- 120 - 85 - AIDEZ LA CROIX ROUGE HELP THE RED CROSS - French-over-English - no crosses.

There are several sub-formats of some of these major formats, which have been referenced and illustrated in past issues, but for the purposes of this classification the sub-formats, which all carry the same catalogue number, are not included. The classification that follows includes all the 71 using offices, alphabetically with use by year, by slogan catalogue numbers, but with the 55 English using offices preceding the 16 bilingual using offices, which were all in the Province of Quebec. Unlike some slogans with use into the 1970's, there was no bilingual use outside of Quebec Province. In a few cases use has been reported or documented, but not seen, so the catalogue number of the use is not available. In these instances they are listed as "reported use."

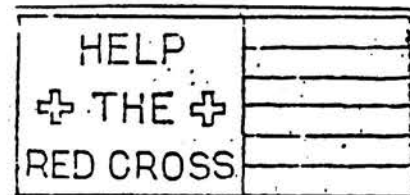
It can be noted that the national organization ceased using "HELP THE RED CROSS" after 1966, but continued to postally advertise in 1967 by sponsoring Y-60-10780, YOUR BLOOD SAVES LIVES VOTRE SANG SAUVE DES VIES. Nineteen bilingual English-over French dies were used in 1967 only, together with two French-over-English dies of the same wording as slogan V-845-10305.



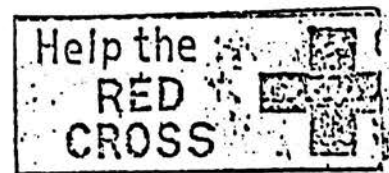
H-525 - 4502



H-530 - 4503



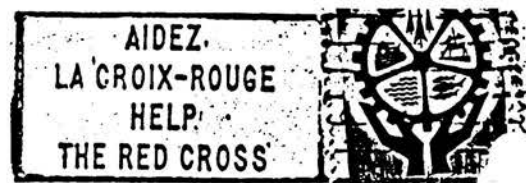
H-520- 4501



H-515 - 4500



H-510 - 4499

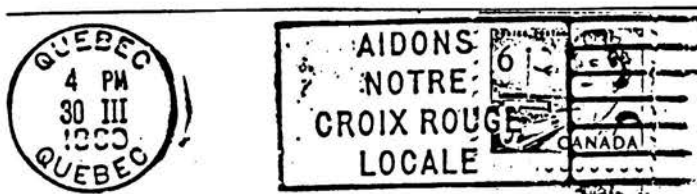


A-120 - 85

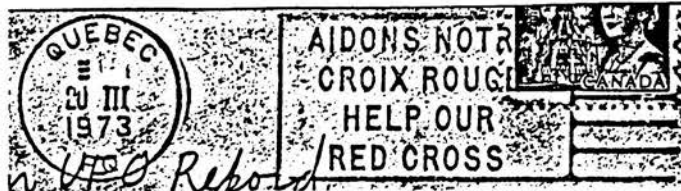
The late use at the city of QUEBEC is interesting, and sufficiently unique to warrant some special mention and illustration. QUEBEC was included in the earliest use sponsored by the Canadian Red Cross in 1927, and in subsequent use sponsored by that group from 1939 to 1960, exclusively at MONTREAL, QUEBEC, DRUMMONDVILLE and SHAWINIGAN FALLS. However, in 1961 usage ceased at these offices, with the exception of MONTREAL, and was replaced in 1961-66 at nine other province of Quebec offices.

Generally speaking, the use sponsored by the national group ceased after 1966, but QUEBEC used one of their dies in 1967, together with MONTREAL and SHERBROOKE. However, beginning in 1968, a local sponsor paid for QUEBEC use of a proprietary die of an all French slogan, A-160 - 97, AIDONS NOTRE CROIX ROUGE LOCALE, which was reissued in 1969-70. When this die required replacement in 1971, the P.O. had established its "bilingual only" policy, so the replacement die was the bilingual French-over-English slogan A-155 - 97-A, AIDONS NOTRE CROIX ROUGE HELP OUR RED CROSS.

This replacement was reissued in 1972-73, but became unserviceable thereafter, and rather than replacing it with a new die, the sponsors prevailed on the P.O. to permit a local sponsor to use the two Canadian Red Cross remaining serviceable dies of A-120-85, one of which was used at LEVIS in 1974 only and the other at QUEBEC in 1974-79.



1968-70 use of A-160-97



1971-73 use of A-155-97-A

HELP THE RED CROSS in various formats.

Using offices alphabetically, by year, separated by English and bilingual.

<b>BARRIE</b>		<b>CHAR TOWN cont'd</b>	<b>EDMONTON cont'd</b>	<b>HAMILTON cont'd</b>	<b>LUNENBURG</b>
1960 H-520-4501		1945 H-525-4502	1955 H-520-4501	1949 H-525-4502	1939 H-525-4502
		1947 H-525-4502	1956 H-520-4501	1950 H-525-4502	
<b>BRANDON</b>		1948 H-525-4502	1957 H-520-4501	1951 H-520-4501	<b>MEDICINE HAT</b>
1944 H-525-4502		1949 H-525-4502	1958 H-510-4499	1952 H-520-4501	1953 H-520-4501
1945 H-525-4502		1950 H-525-4502	1960 H-520-4501	1953 H-525-4502	1954 Reported use
1947 H-525-4502		1951 H-525-4502		1954 H-525-4502	1955 H-525-4502
1948 H-525-4502		1952 H-525-4502	<b>FORT WILLIAM</b>	1955 H-520-4501	1956 Reported use
1949 H-525-4502		1953 Reported use	1947 H-525-4502	1956 H-510-4499	1957 H-510-4499
1950 H-525-4502		1954 H-520-4501	1948 H-525-4502		1958 H-520-4501
1951 H-525-4502		1955 H-520-4501	1949 H-525-4502	<b>INGERSOLL</b>	
1952 H-525-4502		1956 H-520-4501	1950 H-525-4502	1962 H-520-4501	<b>MONCTON</b>
1953 H-520-4501		1957 Reported use	1951 H-525-4502	1963 H-510-4499	1943 H-525-4502
1954 Reported use		1958 H-510-4499	1952 H-525-4502	1964 H-510-4499	1944 H-525-4502
1955 H-525-4502		1960 H-510-4499	1953 Reported use	1965 Reported use	1945 H-525-4502
1956 H-520-4501		1961 Reported use	1954 H-525-4502	1966 H-520-4501	1947 H-525-4502
1957 H-510-4499		1962 H-510-4499	1955 Reported use		1948 H-525-4502
1958 H-520-4501			1956 H-510-4499	<b>KAMLOOPS</b>	1949 H-525-4502
1960 H-510-4499		<b>CORNWALL</b>	1957 H-520-4501	1939 H-525-4502	1950 H-525-4502
1961 H-515-4500		1966 H-520-4501	1958 H-515-4500		1951 H-525-4502
1962 H-510-4499			1960 H-520-4501	<b>KENORA</b>	1952 H-525-4502
1963 H-520-4501		<b>DRUMHELLER</b>	1961 H-510-4499	1939 H-525-4502	1953 H-525-4502
1964 H-520-4501		1939 H-525-4502	1962 H-520-4501	1942 H-525-4502	1954 H-525-4502
1965 H-510-4499		1942 H-525-4502	1963 H-510-4499		1955 H-525-4502
1966 H-510-4499		1943 H-525-4502	1964 Reported use	<b>KIRKLAND LAKE</b>	1956 H-510-4499
		1944 H-525-4502	1965 Reported use	1939 H-525-4502	1957 H-525-4502
<b>BURLINGTON</b>		1945 H-525-4502	1966 Reported use	1942 H-525-4502	1958 H-525-4502
1960 H-510-4499		1947 H-520-4501		1943 H-525-4502	
1961 H-510-4499		1948 H-525-4502	<b>GALT</b>		<b>MOOSE JAW</b>
1962 H-520-4501		1949 H-525-4502	1966 H-520-4501	<b>LETHBRIDGE</b>	1943 H-525-4502
1963 H-515-4500		1950 H-525-4502		1947 H-525-4502	1944 H-525-4502
1964 H-520-4501		1951 Reported use	<b>GANANOQUE</b>	1948 H-525-4502	1945 H-525-4502
1965 H-520-4501		1952 H-525-4502	1939 H-525-4502	1949 H-525-4502	1947 H-525-4502
1966 Reported use		1953 H-520-4501		1950 H-525-4502	1948 H-525-4502
		1954 Reported use	<b>GODERICH</b>	1951 H-525-4502	1949 H-525-4502
<b>CALGARY</b>		1955 H-520-4501	1939 H-525-4502	1952 H-525-4502	1950 H-525-4502
1927 H-525-4502		1956 Reported use	1942 H-525-4502	1953 Reported use	1951 H-525-4502
1939 H-525-4502		1957 H-520-4501		1954 Reported use	1952 H-525-4502
1940 H-525-4502		1958 H-510-4499	<b>HALIFAX</b>	1955 H-525-4502	1953 H-525-4502
1942 H-525-4502		1960 H-510-4499	1927 H-525-4502	1956 REP.	1954 H-525-4502
1943 H-525-4502		1961 H-520-4501	1939 H-525-4502	1957 H-510-4499	1955 H-525-4502
1944 H-525-4502		1962 H-520-4501	1940 H-525-4502	1958 H-510-4499	1956 H-520-4501
1945 H-525-4502		1963 H-520-4501	1942 H-525-4502	1960 Reported use	1957 H-525-4502
1947 H-525-4502		1964 Reported use	1943 H-525-4502	1961 Reported use	1958 H-520-4501
1948 H-525-4502		1965 Reported use	1944 H-525-4502	1962 H-525-4502	1960 H-510-4499
1949 H-525-4502		1966 H-520-4501	1945 H-525-4502		
1950 H-525-4502			1947 H-525-4502	<b>LONDON</b>	<b>NEW GLASGOW</b>
1951 H-525-4502		<b>DUNNVILLE</b>	1948 H-525-4502	1927 H-525-4502	1953 H-520-4501
1952 H-525-4502		1942 H-525-4502	1949 H-525-4502	1939 H-525-4502	1954 H-520-4501
1953 H-525-4502			1950 H-525-4502	1943 H-525-4502	1955 H-520-4501
1954 H-525-4502		<b>EDMONTON</b>	1951 H-525-4502	1944 H-525-4502	1956 H-520-4501
1955 H-525-4502		1927 H-525-4502	1952 H-525-4502	1945 H-525-4502	1957 Reported use
1956 H-520-4501		1939 H-525-4502	1953 H-525-4502	1947 H-525-4502	1958 H-510-4499
1957 H-510-4499		1940 H-525-4502	1954 H-525-4502	1948 H-525-4502	1960 H-510-4499
1958 H-520-4501		1942 H-525-4502	1955 H-525-4502	1949 H-525-4502	
		1943 H-525-4502	1956 H-510-4499	1950 1st use	<b>NEW WESTMINSTER</b>
<b>CAMPBELLTON</b>		1944 H-525-4502	1957 H-510-4499	H-525-4502	1942 H-525-4502
1939 H-525-4502		1945 H-525-4502		1950 2nd use	1943 H-525-4502
		1947 H-525-4502	<b>HAMILTON</b>	H-520-4501	1944 H-525-4502
<b>CHARLOTTETOWN</b>		1948 H-525-4502	1940 H-525-4502	1951 H-525-4502	1945 H-525-4502
1927 H-525-4502		1949 H-525-4502	1942 H-525-4502	1952 H-525-4502	
1939 H-525-4502		1950 H-525-4502	1943 H-525-4502	1953 H-520-4501	<b>NORTH BAY</b>
1940 H-525-4502		1951 H-520-4501	1944 H-525-4502	1954 H-525-4502	1965 H-525-4502
1942 H-525-4502		1952 H-525-4502	1945 H-525-4502	1955 H-520-4501	1966 H-525-4502
1943 H-525-4502		1953 H-520-4501	1947 H-525-4502	1956 H-510-4499	1967 H-520-4501
1944 H-525-4502		1954 H-520-4501	1948 H-520-4501	1958 Reported use doubtful	

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<b>OAKVILLE</b>		<b>PORT CREDIT</b>	<b>SASKATOON</b>	<b>TORONTO</b>	<b>VICTORIA cont'd</b>
1966 H-510-4499		1962 Reported use	1942 H-525-4502	1927 H-525-4502	1951 H-525-4502
		1963 H-510-4499	1943 H-525-4502	1939 H-525-4502	1952 H-520-4501
<b>ORILLIA</b>		1964 H-510-4499	1944 H-525-4502	1940 H-525-4502	1953 H-525-4502
1966 H-510-4499		1965 H-510-4499	1945 H-525-4502	2 dies used in	1954 H-520-4501
		1966 Reported use	1947 H-525-4502	1942-45 and	1955 H-520-4501
<b>OTTAWA</b>			1948 H-525-4502	in 1947-56	1956 H-525-4502
1927 H-525-4502		<b>PRESTON</b>	1949 H-525-4502	1942 H-525-4502	1957 H-520-4501
1939 H-525-4502		1942 H-525-4502	1950 H-525-4502	1942 H-525-4502	1958 H-510-4499
1940 H-525-4502			1951 H-525-4502	1943 H-525-4502	1960 H-520-4501
1942 H-525-4502		<b>REGINA</b>	1952 H-525-4502	1943 H-525-4502	1961 H-510-4499
1943 H-525-4502		1927 H-525-4502	1953 H-525-4502	1944 H-525-4502	1962 H-510-4499
1944 H-520-4501		1939 H-525-4502	1954 H-520-4501	1944 H-525-4502	1963 H-520-4501
1945 H-525-4502		1940 H-525-4502	1955 H-525-4502	1945 H-525-4502	1964 H-525-4502
1947 H-525-4502		1942 H-525-4502	1956 H-520-4501	1945 H-525-4502	1965 H-515-4500
1948 H-525-4502		1943 H-525-4502	1957 H-510-4499	1947 H-525-4502	1966 H-525-4502
1949 H-520-4501		1944 H-525-4502	1958 H-520-4501	1947 H-525-4502	
1950 H-525-4502		1945 H-525-4502	1960 Reported use	1948 H-525-4502	<b>WEYBURN</b>
1951 H-525-4502		1947 H-525-4502	1961 H-520-4501	1948 H-525-4502	1939 H-525-4502
1952 H-520-4501		1948 H-525-4502		1949 H-525-4502	1942 H-525-4502
1953 H-520-4501		1949 H-525-4502	<b>STRATFORD</b>	1949 H-525-4502	
1954 H-520-4501		1950 H-525-4502	1960 H-520-4501	1950 H-520-4501	<b>WINDSOR</b>
1955 H-520-4501		1951 H-525-4502	1961 H-520-4501	1951 H-520-4501	1939 H-525-4502
1956 H-510-4499		1952 H-525-4502	1962 H-520-4501	1951 H-525-4502	1943 H-525-4502
1957 H-510-4499		1953 H-520-4501	1963 H-510-4499	1952 H-520-4501	1944 H-525-4502
1958 H-520-4501		1954 H-520-4501	1964 H-520-4501	1953 H-520-4501	1945 H-520-4501
1960 H-510-4499		1955 H-520-4501	1965 H-510-4499	1953 H-520-4501	1947 H-525-4502
1961 H-520-4501		1956 H-520-4501	1966 Reported use	1954 H-520-4501	1948 H-525-4502
1962 H-510-4499		1957 H-510-4499		1954 H-520-4501	1949 H-525-4502
1963 H-525-4502		1958 Reported use	<b>SUDBURY</b>	1955 H-520-4501	1950 H-525-4502
1964 H-525-4502		1960 Reported use	1957 H-520-4501	1956 H-510-4499	1951 H-520-4501
1965 Reported use			1958 H-520-4501		1952 H-525-4502
1966 Reported use		<b>ST. JOHN</b>	1960 Reported use	<b>VANCOUVER</b>	1953 Reported use
		1927 H-525-4502	1961 H-525-4502	1927 H-525-4502	1954 Reported use
<b>OWEN SOUND</b>		1939 H-525-4502	1962 H-510-4499	1939 H-525-4502	1955 Reported use
1960 H-510-4499		1940 H-525-4502	1963 H-510-4499	1940 H-525-4502	1956 H-510-4499
1961 H-520-4501		1942 H-525-4502	1964 Reported use	1942 H-525-4502	1957 H-510-4499
1962 H-520-4501		1943 H-525-4502	1965 H-510-4499	1943 H-525-4502	1958 H-510-4499
1963 H-510-4499		1944 H-525-4502	1966 H-510-4499	1944 H-525-4502	
1964 H-520-4501		1945 H-525-4502		1945 H-525-4502	<b>WINNIPEG</b>
1965 H-510-4499		1947 H-525-4502	<b>SUMMERSIDE</b>	1947 H-525-4502	1927 H-525-4502
1966 H-510-4499		1948 H-525-4502	1939 H-525-4502	1948 H-525-4502	1939 H-525-4502
1968 H-520-4501		1949 H-525-4502		1949 H-525-4502	1940 H-525-4502
		1950 H-525-4502	<b>TILLSONBURG</b>	1950 H-520-4501	1942 H-525-4502
<b>PEMBROKE</b>		1951 H-525-4502	1962 H-510-4499	1951 H-525-4502	1943 H-525-4502
1960 H-510-4499		1952 H-525-4502	1963 H-510-4499	1952 H-520-4501	1944 H-525-4502
1961 H-520-4501		1953 H-525-4502	1964 H-520-4501	1953 H-520-4501	1945 H-525-4502
1962 H-520-4501		1954 H-525-4502	1965 H-520-4501	1954 H-520-4501	1947 H-525-4502
1963 H-520-4501		1955 H-525-4502	1966 Reported use	1955 H-525-4502	1948 H-525-4502
1964 H-510-4499		1956 H-510-4499		1956 H-520-4501	1949 H-525-4502
1965 H-520-4501		1957 Reported use	<b>TIMMINS</b>	1957 H-510-4499	1950 H-520-4501
1966 H-510-4499		1958 H-520-4501	1942 H-525-4502	1958 H-510-4499	1951 H-525-4502
			1943 H-525-4502	1960 H-525-4502	1952 H-520-4501
<b>PICTOU</b>		<b>ST. JOHN'S</b>	1944 H-525-4502	1961 H-510-4499	1953 H-520-4501
1939 H-525-4502		1950 H-515-4500	1945 H-525-4502	1962 H-525-4502	1954 H-520-4501
		1951 H-515-4500	1960 H-520-4501	1963 H-520-4501	1955 H-520-4501
<b>PORTAGE LA PRAIRIE</b>		1954 H-515-4500	1961 H-520-4501	<b>VICTORIA</b>	1956 H-510-4499
1966 H-520-4501		1955 Reported use	1962 H-520-4501	1927 H-525-4502	1957 H-510-4499
		1956 H-510-4499	1963 H-520-4501	1939 H-525-4502	1958 H-520-4501
<b>PORT ARTHUR</b>		1957 H-520-4501	1964 H-510-4499	1942 H-525-4502	1960 H-520-4501
1960 H-520-4501		1958 H-510-4499	1965 Reported use	1943 H-525-4502	1961 H-525-4502
1961 H-510-4499		1960 H-510-4499	1966 H-520-4501	1944 H-525-4502	1962 H-510-4499
1962 H-520-4501		1961 H-520-4501		1945 H-525-4502	1963 H-510-4499
1963 H-520-4501		1962 H-510-4499		1947 H-525-4502	1964 H-515-4500
		1963 H-525-4502		1948 H-525-4502	1965 H-525-4502
		1964 H-520-4501		1949 H-525-4502	1966 Reported use
		1965 H-520-4501		1950 H-525-4502	
		1966 H-520-4501			<b>WOODSTOCK</b>
					1962 H-515-4500

HELP THE RED CROSS in various formats.

Quebec offices

<b>CHICOUTIMI</b>	<b>LEVIS</b>	<b>QUEBEC</b>	<b>RIMOUSKI</b>	<b>SHAWINIGAN FALLS</b>
1961 H-530-4503	1974 A-120-85	1927 H-530-4503	1961 H-530-4503	1942 H-530-4503
1962 Reported use		1939 H-530-4503	1962 H-530-4503	1943 H-530-4503
1963 H-530-4503	<b>MONTREAL</b>	1942 H-530-4503	1963 H-530-4503	1944 H-530-4503
1964 H-530-4503	1927 H-530-4503	1943 H-530-4503	1964 A-120-85	1945 H-530-4503
1965 A-120-85	1939 H-530-4503	B/O use	1965 H-530-4503	1947 H-530-4503
1966 H-530-4503	1940 H-530-4503	1944 H-530-4503	1966 H-530-4503	1948 H-530-4503
	1942 H-530-4503	B/O use		1949 H-530-4503
<b>DRUMMONDVILLE</b>	1943 H-530-4503	1945 H-530-4503	<b>ROUYN</b>	1950 H-530-4503
1942 H-530-4503	1944 H-530-4503	B/O use	1961 H-530-4503	1951 H-530-4503
1943 H-530-4503	1945 H-530-4503	1947 H-530-4503	1962 H-530-4503	1952 H-530-4503
1944 H-530-4503	1947 H-530-4503	1948 H-530-4503	1963 H-530-4503	1953 H-530-4503
1945 H-530-4503	1948 H-530-4503	1949 H-530-4503	1964 H-530-4503	1954 H-530-4503
1947 H-530-4503	1949 H-530-4503	1950 H-530-4503	1965 H-530-4503	1955 H-530-4503
1948 H-530-4503	1950 H-530-4503	1951 H-530-4503	1966 H-530-4503	1956 H-530-4503
1949 H-530-4503	1951 H-530-4503	1952 H-530-4503		1957 H-530-4503
1950 H-530-4503	Issued in March	1953 H-530-4503	<b>ST. HYACINTHE</b>	1958 H-530-4503
1951 H-530-4503	1951 H-530-4503	1954 H-530-4503	1961 A-120-85	<b>SHAWINIGAN FALLS</b>
1952 H-530-4503	Added in April	1955 H-530-4503	1962 A-120-85	seen MAR 14.58
1953 H-530-4503	from QUEBEC	1956 H-530-4503	1963 H-530-4503	<b>SHAWINIGAN seen</b>
1954 H-530-4503	1952 H-530-4503	1957 H-530-4503	1964 H-530-4503	APR 4.58
1955 H-530-4503	1953 H-530-4503	1958 H-530-4503	1965 A-120-85	1960 H-530-4503
1956 H-530-4503	1954 H-530-4503	1960 H-530-4503	1966 A-120-85	
1957 H-530-4503	1955 H-530-4503	1961-66 No usage		<b>SHERBROOKE</b>
1958 H-530-4503	1956 H-530-4503	1967 H-530-4503	<b>ST. JEAN</b>	1960 H-530-4503
1960 H-530-4503	Feb. use of 2 dies	1968-73 Use of proprietary	1961 H-530-4503	1961 H-530-4503
	documented, probably	slogans A-160-97 and of	1962 H-530-4503	1962 H-530-4503
<b>GRANBY</b>	both H-530-4503	A-155-97A	1963 A-120-85	1963 A-120-85
1961 A-120-85	then one sent to	1974 A-120-85	1964 H-530-4503	1964 A-120-85
1962 A-120-85	QUEBEC in March	1975 A-120-85	1965 H-530-4503	1965 A-120-85
1963 H-530-4503	1957 H-530-4503	1976 A-120-85	1966 H-530-4503	1966 A-120-85
1964 A-120-85	2 dies used, prob.	1977 A-120-85		1967 A-120-85
1965 A-120-85	both H-530-4503	1978 A-120-85	<b>ST. JEROME</b>	1968 A-120-85
1966 A-120-85	1958 H-530-4503	1979 A-120-85	1961 A-120-85	
	1960 H-530-4503		1962 Reported use	<b>TROIS RIVIERES</b>
<b>HULL</b>	1960 H-530-4503		1963 A-120-85	1952 H-530-4503
1961 A-120-85	Two dies used		1964 A-120-85	Sent from QUEBEC
1962 H-530-4503	1961 Reported use		1965 H-530-4503	1961 A-120-85
1963 H-530-4503	1962 H-530-4503		1966 A-120-85	1962 A-120-85
1964 A-120-85	1963 A-120-85			1963 H-530-4503
1965 A-120-85				1964 H-530-4503
1966 A-120-85				1965 H-530-4503
				1966 Reported use
				<b>VALLEYFIELD</b>
				1939 H-530-4503

## CHRISTMAS SEALS - TUBERCULOSIS RELATED SLOGANS

Issue 36, two years ago, had a lengthy article on this subject, with illustrations and details of dies and formats. In spite of its length, it is now found to have been quite incomplete, since it was based largely on the Editor's own material, but the publication of the Coutts Catalogue has greatly enlarged and enhanced the usage data, gathered by Cecil from a broad range of sources.

The group consists of 32 different wordings, some proprietary, sponsored locally, but most are multi-office, sponsored by The Canadian Tuberculosis Association, which considered postal slogan advertising so very effective that they eventually sponsored enough dies to permit some 1600 annual uses at a total of 193 offices, with use at 155 in the peak year of 1966. There are other slogans referencing tuberculosis, or consumption, as it was called in earlier years, but this group pertains to the annual sale of Christmas Seals which funded research and treatment of the disease.

A small portion of this use is pre-1955, when multiple dies are separable, but most were issued in the era of Master Die use, and are non-separable, except for slight changes in format when replacement or additional dies were required. It is normally interesting to trace the transit of separable multi-office dies and the appearance of differing formats of the same wording, and an effort to do so was made in the prior article. However, the scope of this group is now so vast, and so much of it is based on unseen reports, that an attempt to give such details would only apply to a small proportion of the whole, and is therefore omitted entirely from this listing.

It is probable that the appropriate way to collect this group, except in the case of the most specialized collector, is as a single entity, rather than by individual slogans. In this manner the material can be mounted or filed by office, by year, without regard for details of die or format use. The necessary data to do this is in the Coutts Catalogue, but as the Catalogue format is by slogan, not by office, the chronology of related office use becomes difficult to organize. However, with the sorting capacity of a computer, this can be done, and the balance of this article is devoted to the results of such an effort, in the hope that it will facilitate most members requirements.

In the interest of space economies, the slogans are identified in the listing by catalogue number, the Coutts number followed by the Proulx number, if any, rather than by wording. However, for ease of reference, the thirty-two slogans involved are listed below with catalogue numbers and full wording.

- A-25 - 29 - ACHETEZ DES TIMBRES DE NOEL
- A-30 - 30 - ACHETEZ DES TIMBRES DE NOEL BUY AND USE CHRISTMAS SEALS
- A35 - 32 - ACHETEZ DES TIMBRES DE NOEL BUY CHRISTMAS SEALS
- A-40 - 33 - ACHETEZ DES TIMBRES DE NOEL COMBATTEZ LA TUBERCULOSE
- B-705 - 849 - BUY CHRISTMAS SEALS
- B-710 - 850 - BUY CHRISTMAS SEALS
- B-715 - 850-A - BUY CHRISTMAS SEALS
- B-720 - 852 - BUY CHRISTMAS SEALS AND FIGHT TUBERCULOSIS ACHETEZ DES SCEAUX DE NOEL ET COMBATTEZ LA TUBERCULOSE
- B-725 - 855 - BUY CHRISTMAS SEALS FIGHT TUBERCULOSIS
- B-730 - 855-A - BUY CHRISTMAS SEALS TUBERCULOSIS ACHETEZ DES TIMBRES DE NOEL
- B-755 - 880 - BUY T.B. CHRISTMAS SEALS FIGHT TUBERCULOSIS
- B-760 - 883 - BUY T.B. SEALS FIGHT TUBERCULOSIS
- C-1030 - 1658 - CHRISTMAS SEALS FIGHT CHEST DISEASE
- C-1040 - 1661 - CHRISTMAS SEALS FIGHT T.B. & RD UTILISEZ LES TIMBRES DE NOEL
- C-1045 - 1662 - CHRISTMAS SEALS FIGHT T.B. IN EVERY HOME
- C-1050 - 1663 - CHRISTMAS SEALS FIGHT TUBERCULOSIS LES TIMBRES DE NOEL COMBATTENT LA TUBERCULOSE
- C-1055 - 1664 - CHRISTMAS SEALS HELP PROTECT YOUR HOME FROM TUBERCULOSIS
- C-1250 - 1820 - COMBATTEZ LA TUBERCULOSE FIGHT TUBERCULOSIS
- F--290 - FIGHT LUNG DISEASE GIVE TO CHRISTMAS SEALS COMBATTONS LES MALADIES PULMONAIRES PAR LES TIMBRES DE NOEL
- F-295 - FIGHT LUNG DISEASE USE CHRISTMAS SEALS COMBATTONS LES MALADIES PULMONAIRES PAR LES TIMBRES DE NOEL
- F-300 - Fight lung disease use Christmas seals Combattons les maladies pulmonaire par les timbres de noel
- F-345 - 3442 - FIGHT T.B. WITH CHRISTMAS SEALS
- F-350 - 3445 - FIGHT TUBERCULOSIS BUT T.B. CHRISTMAS SEALS
- F-355 - 3447 - FIGHT TUBERCULOSIS COMBATTEZ LA TUBERCULOSE
- L-160 - 5340 - LES TIMBRES DE NOEL COMBATTANT LA TUBERCULOSE
- S-1370 - 8668 - STAMP OUT TUBERCULOSIS
- S-1375 - 8670 - STAMP OUT TUBERCULOSIS BUY CHRISTMAS SEALS
- T-140 - 9363 - THE CHRISTMAS SEAL PROTECTS YOUR HOME FROM TUBERCULOSIS
- T-95 - 9342G - THANK YOU FOR BUYING CHRISTMAS SEALS
- U-135 - 9815 - USE CHRISTMAS SEALS FIGHT TUBERCULOSIS

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

ABBOTSFORD	BRANDON	CHARLOTTETOWN	COURTENAY
1966-68 C-1030 - 1658	1966 C-1030 - 1658	1927 S-1375 - 8670	1966-68 C-1030 - 1658
1969-70 C-1040 - 1661	1967 U-135 - 9815	1949-51 T-140 - 9353	1969-71 C-1040 - 1661
AGINCOURT	1968-69 U-135 - 9815	1952-55 use unlikely	CRANBROOK
1958-66 C-1055 - 1664	1970-72 C-1040 - 1661	1956-66 F-345 - 3442	1966-70 C-1030 - 1658
1967-69 C-1030 - 1658	1973-86 use unlikely	1967 1st use C-1030 - 1658	
ALMA	1987-88 F-295	1967 2nd use U-135 - 9815	
1960-63 C-1250 - 1820	BRANTFORD	Reliably reported as using	CRESTON
1964 use may exist	1927 S-1375 - 8670	C-1030 in Nov. and U-135 in Dec.	1966-69 C-1030 - 1658
1965 A-40 - 33	1947, 49 S1370 - 8668	1968 U-135 - 9815	DAWSON CREEK
1966-69 use unlikely	1955 S-1375 - 8670	1969-70 C-1040 - 1661	1966-71 C-1030 - 1658
1970-71 C-1040 - 1661	1956 F-345 - 3442	CHATHAM	DELTA
1972 U-255 - 9882	1957 use unlikely	1958 C-1055 - 1664	1969-71 C-1030 - 1658
AMHERST	1958-64 C-1055 - 1664	1959 T-140 - 9353	1972-74 use may exist
1966-71 C-1030 - 1658	1965-66 F-355 - 3447	1960-66 C-1055 - 1664	1975-79 C-1040 - 1661
1972 C-1040 - 1661	1967-68 C-1030 - 1658	1967-70 C-1030 - 1658	1980-83 use may exist
ANTIGONISH	1969-72 C-1040 - 1661	1971-86 use unlikely	1984 C-1040 - 1661
1967-68 C-1030 - 1658	1973-87 use unlikely	1987-88 F-295	1985 use may exist
1969 use may exist	1988 F-300	CHICOUTIMI	1986 F-290
1970 C-1040 - 1661	BRIDGEWATER	1930 A-25 - 29	DIGBY
ARVIDA	1966-70 C-1030 - 1658	1958-61 A-40 - 33	1967 C-1030 - 1658
1966-70 L-160 - 5340	1971 use may exist	1966, 68-69 A-40 - 33	1968-71 use may exist
ASBESTOS	1972 C-1040 - 1661	1962-65, 1967 use may exist	1972 C-1040 - 1661
1966 C-1250 - 1820	BROCKVILLE	1970-71 C-1040 - 1661	
1967 F-355 - 3447	1957-64 B-725 - 855	1972-73 U-255 - 9882	
1968 C-1250 - 1820	1965-66 F-355 - 3447	CHILLIWACK	DOLBEAU
1969-71 use may exist	1967 C-1250 - 1820	1966-71 C-1030 - 1658	1966, 69-71 L-160 - 5340
1972 U-255 - 9882	1968 F-355 - 3447	COBOURG	1967-68 use may exist
BANFF	1969-72 C-1040 - 1661	1958-64 C-1055 - 1664	1972 U-255 - 9882
1966-70 C-1030 - 1658	1973-87 use unlikely	1965-66 F-355 - 3447	1972 L-160 - 5340
BARRIE	1988 F-300	1967-68 C-1030 - 1658	One of these two reported uses is probably incorrect
1979-88 C-1040 - 1661	BUCKINGHAM	1969-70, 1972 C-1040 - 1661	DON MILLS
1997-88 F-295	1965, 69-71 L-160 - 5340	1971 use may exist	1957 B-725 - 855
Catalogued 1987-88 use of two slogans is unlikely	1955-68 use may exist	COCHRANE	1958-66 C-1055 - 1664
BELLEVILLE	CALGARY	1957-66 B-725 - 855	1967-69 C-1030 - 1658
1957-60 B-725 - 855	1927 S-1375 - 8670	COLLINGWOOD	1972-73 C-1040 - 1661
1961-62 C-1055 - 1664	1946-55 F-345 - 3442	1977 C-1040 - 1661	1973 use may be 1972 carry over
1963-64 F-355 - 3447	1956-69 S-1375 - 8670	COOKSVILLE	1970-71 use may exist
1965 C-1250 - 1820	1970-71 C-1040 - 1661	1966-67 C-1030 - 1658	
1966-70 F-355 - 3447	1971 use may be 1970 carry over	CORNER BROOK	
1972, 77, 79 C-1040 - 1661	CAMPBELL RIVER	1958-59 C-1055 - 1664	
Various additional uses may exist	1966-70 C-1030 - 1658	1969-70 C-1040 - 1661	DRUMHELLER
BOWMANVILLE	CAMPBELLTON	CORNWALL	1949-55 F-345 - 3442
1958-64 C-1055 - 1664	1971 C-1040 - 1661	1958-62 C-1055 - 1664	1956, 58-62, 64, S-1375 - 8670
1965-66 F-355 - 3447	CAP-DE-LA-MADELEINE	1963-66 F-355 - 3447	66, 69
1967-70 C-1030 - 1658	1967-69 L-160 - 5340	1967 use may exist	1963, 65 & 67-68 use may exist
CASTLEGAR	1970-71 C-1040 - 1661	1968 C-1030 - 1658	1970 C-1040 - 1661
1966-69 C-1030 - 1658	1972 U-255 - 9882	1969-70, 76 C-1040 - 1661	
1970 C-1040 - 1661	CASTLEGAR	1973, 75 use may exist	
	1966-69 C-1030 - 1658		
	1970 C-1040 - 1661		



CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

DRUMMONDVILLE		FREDERICTON		HAWKESBURY		KIRKLAND LAKE	
1955-69	B-730 - 855A	1949-50	T-140 - 9353	1966	C-1030 - 1658	1958-63	C-1055 - 1664
1970-71	C-1040 - 1661	1951-54 use unlikely		1967 use may exist		1964-69	F-355 - 3447
1972	U-255 - 9882	1955	F-345 - 3442	1968-69	A-35 - 32	1970-71 use may exist	
		1956 use may exist				1972	C-1040 - 1661
DUNCAN		1957-60	B-725 - 855	HULL		KITCHENER	
1960	B-645 - 814	1961-62	C-1055 - 1664	1966-68	L-160 - 5340	1955-56	T-140 - 9353
1961-65 use may exist		1963-67, 69	B-725 - 855	1969-71 use may exist		1957-59	S-1375 - 8670
1966-68	C-1030 - 1658	1968 use may exist		1972	U-255 - 9882	1960-64	C-1055 - 1664
1969-70	C-1040 - 1661	1970-72	C-1040 - 1661			1965	F-355 - 3447
DUNNVILLE		GANDER		HUMBOLDT		1966-68	C-1250 - 1820
1966	U-135 - 9815	1966, 68	C-1030 - 1658	1987-88	F-295	1969-71	C-1040 - 1661
1967-71	C-1030 - 1658	1972	C-1040 - 1661	ISLINGTON		Became KITCHENER-WATERLOO in 1972	
1972	C-1040 - 1661	1967, 1969-71 use may exist		1961-64	C-1055 - 1664	1972-73	C-1040 - 1661
EDMONTON		GASPE		1965-66	F-355 - 3447	1973 use may be 1972 carry over	
1927, 1952	S-1375 - 8670	1967, 70	L-160 - 5340	1967-70	C-1030 - 1658	KITIMAT	
1946-53	F-345 - 3442	1968-69 use may exist		JONQUIERE KENOGAMI		1966-71	C-1030 - 1658
Confirmed 1952 use of both S-175 and F-345		GRANDE PRAIRIE		1955-65, 1968	B-730 - 855A	LADNER	
1954 use may exist		1966-71	C-1030 - 1658	1969-71 use may exist		1966-68	C-1030 - 1658
1955-63	S-1375 - 8670	GRAND'MERE		1972	U-255 - 9882	LANGLEY	
1964-65	B-725 - 855	1955-63	B-720 - 852	KAMLOOPS		1966-71	C-1030 - 1658
1966-70	C-1030 - 1658	1964-65	A-35 - 32	1966-68	C-1030 - 1658	1972-73, 75-87 use may exist	
EDMUNSTON		GRIMSBY		1969-70, 75-84	C-1040 - 1661	1988-89	F-290
1970	C-1040 - 1661	1966	U-135 - 9815	1984 use may be 1983 carry over		LA TUQUE	
EDSON		1967-70	C-1030 - 1658	1985 use may exist		1966-68	L-160 - 5340
1967-68	C-1030 - 1658	1972	C-1040 - 1661	1986	F-290	1969, 71	C-1040 - 1661
1971	C-1040 - 1661	1971 use may exist		1987-88 use may exist		1970 use may exist	
1969-70 use may exist		GUELPH		1989-96	F-300	LETHBRIDGE	
ESSEX		1966-67, 1969	C-1030 - 1658	KAPUSKASING		1946-55	F-345 - 3442
1967, 70	C-1030 - 1658	1968 use may exist		1957-63	B-725 - 855	1956-65 use may exist	
1968-69 use may exist		1970-72	C-1040 - 1661	1964-70	F-355 - 3447	1966, 68-69, 71	C-1030 - 1658
ESTEVAN		1973-87 use unlikely		KELOWNA		1967, 70 use may exist	
1966	C-1030 - 1658	1988-90	F-300	1966-71	C-1030 - 1658	LINDSAY	
1967-71	U-135 - 9815	HALIFAX		1972-85	C-1040 - 1661	1967-70	C-1030 - 1658
FORT ERIE		1927	S-1375 - 8670	1985-87	F-290	1971-72	C-1040 - 1661
1966	U-135 - 9815	1949-52	T-140 - 9353	Catalogued as using two slogans in 1985 - unlikely		LIVERPOOL	
1967-69	C-1030 - 1658	1953-56	F-345 - 3442	1988 use may exist		1966-67, 70	C-1030 - 1658
1970-72	C-1040 - 1661	1957-66	B-725 - 855	1989	F-300	1968-69 use may exist	
FORT FRANCES		1967-68	C-1030 - 1658	KENORA		LONDON	
1966-71	C-1030 - 1658	1969-72	C-1040 - 1661	1966-68, 70	C-1030 - 1658	1938-30, 41-42	B-710 - 850
1972	C-1040 - 1661	HAMILTON		1969 use may exist		1943-54 use unlikely	
FORT ST. JOHN		1927	S-1375 - 8670	KIMBERLEY		1955	S-1375 - 8670
1966-71	C-1030 - 1658	1947-48	B-705 - 849	1966-68	C-1030 - 1658	1956-64	B-725 - 855
FORT WILLIAM		1949-54 use unlikely		1969-72	C-1040 - 1661	1965-66	F-355 - 3447
1966-68	C-1030 - 1658	1955-56	S-1375 - 8670	KINGSTON		1967-68	C-1030 - 1658
1969	C-1040 - 1661	1957-66	B-725 - 855	1957-66	B-725 - 855	1969-71	C-1040 - 1661
Name changed in 1970 to THUNDER BAY STN F		1967-68	C-1030 - 1658	1967-68 use may exist		LUNENBURG	
1970-72	C-1040 - 1661	1969-71	C-1040 - 1661	1968-69	C-1030 - 1658	1968, 70	C-1030 - 1658
		HANEY		1970, 72	C-1040 - 1661	1969 use may exist	
		1966-69	C-1030 - 1658	1971 use may exist			

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

MAPLE RIDGE		MOOSE JAW		NORTH BATTLEFORD		PARRY SOUND	
1970-71	C-1040 - 1661	1958-65	C-1055 - 1664	1966	C-1030 - 1658	1977, 80	C-1040 - 1661
		1966	C-1030 - 1658	1967-70	U-135 - 9815	1978-79 use may exist	
MEDICINE HAT		1967-71	U-135 - 9815	Some 1971-86 use may exist		PEMBROKE	
1946-63	F-345 - 3442	NANAIMO		1987	F-295		
1954 use may exist		1966-68	C-1030 - 1658	1988	F-290	1966-68	C-1030 - 1658
1955	T-140 - 9353	1969-71, 75-85	C-1040 - 1661	NORTH BAY		1969 use may exist	
1956-85 use unlikely		1972-73, use may exist		1958-63	C-1055 - 1664	1970	C-1040 - 1661
1966-70	C-1030 - 1658	1986	F-290	1964-66	F-355 - 3447	PENTICTON	
MELFORT		1989	F-295	1967-71	C-1030 - 1658		
1987-88	F-295	1987-88 use may exist		NORTH SURREY			
MELVILLE		NAPANEE		1966-68	C-1030 - 1658		
1966	C-1030 - 1658	1972	C-1040 - 1661	Renamed SURREY in 1969		1969-70, 75-85	C-1040 - 1661
1967-71	U-135 - 9815	NELSON		1969-71	C-1030 - 1658	1971-74 use may exist	
MIDLAND		1966-71	C-1030 - 1658	OAKVILLE		1986	F-290
1977-80	C-1040 - 1661	NEW GLASGOW		1966-68	C-1030 - 1658	1989	F-295
MISSION CITY		1953, 57-62	F-345 - 3442	1969-72	C-1040 - 1661	PETERBOROUGH	
1966-68	C-1030 - 1658	1963-71	F-355 - 3447	Some 1959-65 use may exist		1927	S-1375 - 8670
1969-70	C-1040 - 1661	1967	C-1250 - 1820	1966-68	C-1030 - 1658	1966-68	C-1030 - 1658
MISSISSAUGA		Catalogued 1967 use of two slogans is unlikely		1969-72	C-1040 - 1661	1969-72, 76-80	C-1040 - 1661
1969-72	C-1040 - 1661	NEW LISKEARD		OLIVER		1973-75 and 81 use may exist	
MONCTON		1958-63	C-1055 - 1664	1966-70	C-1030 - 1658	1982-84	F-290
1927	B-730 - 855A	1964-66	F-355 - 3447	1971 use may exist		1983-84	F-290
1956-62	B-720 - 852	1967, 69-70	C-1030 - 1658	1972	C-1040 - 1661	PICTON	
1963-65 use may exist		1968 use may exist		ORANGEVILLE		1957-69	B-725 - 855
1966	B-725 - 855	NEW WESTMINSTER		1966-70	C-1030 - 1658	1970-72	C-1040 - 1661
1967	C-1250 - 1820	1955	C-1045 - 1662	1971 use may exist		PICTOU	
1968	F-355 - 3447	1966-69	C-1030 - 1658	1972	C-1040 - 1661	1965-67	B-725 - 855
1969-70	C-1040 - 1661	1970-71, 75-85	C-1040 - 1661	ORILLIA		1968-69 use may exist	
MONT JOLI		1971 use may be 1970 carry over		1970-72, 77, 83	C-1040 - 1661	1970-71	C-1040 - 1661
1968-69	L-160 - 5340	1972-74 use may exist		Various unrecorded use may exist		PLESSISVILLE	
MONT LAURIER		1986	F-290	1988-89	F-300	1966, 69-71	L-160 - 5340
1966-67, 71	L-160 - 5340	NIAGARA FALLS		OSHAWA		1967-68 use may exist	
1968-70 use may exist		1966-68	C-1030 - 1658	1955-58	T-140 - 9353	PORT ALBERNI	
1972	U-255 - 9882	1969 use may exist		1959-64	C-1055 - 1664	1966-71	C-1030 - 1658
MONTMAGNY		1970	C-1040 - 1661	1965-66	F-355 - 3447	1972-74 use may exist	
1967-68	L-160 - 5340	1971 use may exist		1967-70	C-1030 - 1658	1975-81, 86	C-1040 - 1661
1969-71	C-1040 - 1661	1972-73	C-1040 - 1661	1971 use may exist		1982-85 use may exist	
1972	U-255 - 9882	1973 use may be 1972 carry over		1972	C-1040 - 1661	1989	F-295
MONTREAL		NIAGARA ON THE LAKE		OTTAWA		1987-88 use may exist	
1924-25	B-720 - 852	1966	U-135 - 9815	1927	B-730 - 855A	PORT ARTHUR	
1927, 58	B-730 - 855A	1967, 69-70	C-1030 - 1658	1949-52	T-140 - 9353	1955	T-140 - 9353
1959, 64-66	A-35 - 32	1968 use may exist		1955-60	B-730 - 855A	PORT COLBORNE	
1960-62 use may exist		NICOLET		1961	C-1050 - 1663	1966	U-135 - 9815
1963	A-30 - 30	1967, 69-71	L-160 - 5340	1962	C-1250 - 1820	1967-71	C-1030 - 1658
1967	F-355 - 3447	1968 use may exist		1963-65	F-355 - 3447	1972	C-1040 - 1661
1968-69	C-1250 - 1820	1972	U-255 - 9882	1966	U-135 - 9815	PORT HOPE	
				1966-68	C-1030 - 1658	1958-66	C-1055 - 1664
				Catalogued as using two slogans in 1966 - possible		1967-68	C-1030 - 1658
				1969	C-1040 - 1661	1969-70, 72	C-1040 - 1661
				OWEN SOUND		1971 use may exist	
				1962-65	B-650 - 815	1982	F-290
				1966-68	C-1030 - 1658	PORTAGE LA PRAIRIE	
				1969-71	C-1040 - 1661	1987-89	F-295
				Some 1972-86 use may exist			
				1987-88	F-295		

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

POWELL RIVER		REGINA		ST. STEPHEN		SMITHS FALLS	
1966-68	C-1030 - 1658	1949-53	T-140 - 9353	1966	C-1030 - 1658	1957-70	B-725 - 855
1969-71	C-1040 - 1661	1954, 56-64	S-1375 - 8670	1967-68	U-135 - 9815	1971 use may exist	
		1965-66	C-1035 - 1660			1972	C-1040 - 1661
PRESTON		1967-70	U-135 - 9815	ST. THOMAS		SPRINGHILL	
1967	C-1030 - 1658	1971 use may exist		1957-65	B-725 - 855		
1968 use may exist		1972	C-1040 - 1661	1966-68	C-1030 - 1658	1966-67	C-1030 - 1658
1969-70, 72	C-1040 - 1661	REVELSTOKE		1969-70, 72	C-1040 - 1661	1968-69 use may exist	
1971 use may exist		1966-70	C-1030 - 1658	1971 use may exist		1970	C-1040 - 1661
PRINCE ALBERT		REXDALE		SALMON ARM		STRATFORD	
1958-65	C-1055 - 1664	1957-58	B-725 - 855	1966-70	C-1030 - 1658	1956-69	B-725 - 855
1966	C-1030 - 1658	1958-64	C-1055 - 1664	SARNIA		1970	C-1040 - 1661
1967-69	U-135 - 9815	Catalogued as using two slogans in 1958 - unlikely		1966-70	C-1030 - 1658	1971	T-95 - 4324G
1970-71	C-1040 - 1661	1965-66	F-355 - 3447	1971-72	C-1040 - 1661	1972	C-1040 - 1661
PRINCE GEORGE		1967-69	C-1030 - 1658	1988	F-300	1988-90	F-300
1966-71	C-1030 - 1658	1970-72	C-1040 - 1661	1989	F-295	SUDBURY	
1972-74 use may exist		RIMOUSKI		SASKATOON		1958-62	C-1055 - 1664
1975-81, 83-85	C-1040 - 1661	1955-68	B-730 - 855A	1956-60	C-1045 - 1662	1963-66	F-355 - 3447
1982 use may exist		1969-70	C-1040 - 1661	1961-65	C-1055 - 1664	1967-68	B-725 - 855
1986	F-290	ROBERVILLE		1966	C-1030 - 1658	1969-76	C-1040 - 1661
1987-88 use may exist		1969-71	L-160 - 5340	1967-68	U-135 - 9815	SURREY	
1989, 91-92	F-295	1972	U-255 - 9882	1969-70, 72	C-1040 - 1661	See NORTH SURRY listing	
1990 use may exist		ROUYN		1971 use may exist		SWIFT CURRENT	
PRINCE RUPERT		1955-66	B-730 - 855A	SAULT STE. MARIE		1966	C-1030 - 1658
1966-69	C-1030 - 1658	1970	C-1040 - 1661	1927	S-1375 - 8670	1967-70	U-135 - 9815
1970-71, 76-78, 84-88	C-1040 - 1661	Name changed in 1972 to ROUYN-NORANDA		1957-60	B-725 - 855	1987-88	F-295
1972-75, 79-83 use may exist		1972	U-255 - 9882	1961-64	C-1055 - 1664	SYDNEY	
1989	F-295	ST. CATHARINES		1965	F-355 - 3447	1966-68	C-1030 - 1658
QUEBEC		1955-56	S-1375 - 8670	1966-68	C-1030 - 1658	1969-70	C-1040 - 1661
1927	B-730 - 855A	1957-65 use unlikely		1969-72	C-1040 - 1661	TERRACE	
1958-62	A-40 - 33	1966	U-135 - 9815	1987-89	F-290	1966-69	C-1030 - 1658
1961	B-730 - 855A	1967, 69	C-1030 - 1658	1987-89	F-295	THETFORD MINES	
Confirmed as using two dies in 1961, B-730 having been sent from JONQUIERE in early Dec.		1968 use may exist		SCARBOROUGH		1966, 68-71	L-160 - 5340
1963-65	A-35 - 32	1970-72	C-1040 - 1661	1957	B-725 - 855	1967 use may exist	
1966-71	C-1250 - 1820	ST. JOHN		1958-64	C-1055 - 1664	1972	U-255 - 9882
1967	F-355 - 3447	1927	S-1375 - 8670	1965	F-355 - 3447	THOMPSON	
Catalogued as using two slogans in 1967 - possible		1950	F-350 - 3445	1966-68	C-1030 - 1658	See FORT WILLIAM	
1972-73	U-255 - 9882	1951-53	T-140 - 9353	1969-72	C-1040 - 1661	TIMMINS	
QUESNEL		1954-55	F-350 - 3445	SHAWINIGAN FALLS		1958-63	C-1055 - 1664
1966-70	C-1030 - 1658	1956 use may exist		1955-57	B-730 - 855A	1964-69	F-355 - 3447
RED DEER		1957-63	B-725 - 855	Name changed in 1958 to SHAWINIGAN		1970-72	C-1040 - 1661
1949-53	F-345 - 3442	1964-66, 68-69	F-355 - 3447	1958-68	B-730 - 855A	THUNDER BAY STN F	
1955	S-1375 - 8670	1967 use may exist		1969-70	C-1040 - 1661	See FORT WILLIAM	
1966-68	C-1030 - 1658	1970-72	C-1040 - 1661	1971 use may exist		THOROLD	
1969	C-1055 - 1664	ST. JOHN'S		1972	U-255 - 9882	1967-71	C-1030 - 1658
1970, 72	C-1040 - 1661	1949-51	T-140 - 9353	SIMCOE		1972	C-1040 - 1661
1971 use may exist		1952	S-1375 - 8670	1958-67	C-1055 - 1664	THOMPSON	
1972	U-255 - 9882	1953, 56-60	F-345 - 3442	1968-71	C-1030 - 1658	See FORT WILLIAM	
		1954-55	S-1375 - 8670	1983	F-290	1958-63	C-1055 - 1664
		1967-68, 70	C-1030 - 1658			1964-69	F-355 - 3447
		1969 use may exist				1970-72	C-1040 - 1661

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

TISDALE	VALLEYFIELD	WELLAND	WINDSOR
1957-65 F-345 - 3442	1955 B-730 - 855A	1966 U-135 - 9815	1927 S-1375 - 8670
1966 use may exist		1967-69 C-1030 - 1658	1957-62 F-345 - 3442
1967-68 U-135 - 9815	VANCOUVER	1970, 72 C-1040 - 1661	1955-56 S-1375 - 8670
1969-71 C-1040 - 1661		1971 use may exist	Confirmed use of two dies in 1955-56
1987-88 F-295	1927, 52 S-1375 - 8670	1988 F-300	1963-65 F-355 - 3447
	1939-46, 50 B-715 - 850-A		1966-67 C-1030 - 1658
	1953, 63 B-705 - 849	WEST HILL	1968-69 use may exist
	1954-65 S-1375 - 8670		1970-72 C-1040 - 1661
TORONTO	Confirmed use of two dies in 1963	1961-66 C-1055 - 1664	Added use of two dies may exist
1946-56 B-755 - 880	1966-68 C-1030 - 1658	1967-69 C-1030 - 1658	
1956-57 B-725 - 855	1969-71 C-1040 - 1661		WINNIPEG
Confirmed 1956 use of two dies	Added use of two dies may exist	WESTON	1927 S-1375 - 8670
1958-63 C-1055 - 1664			1949-52 T-140 - 9353
1963-65 F-355 - 3447	VERMILION	1961-62 C-1055 - 1664	1952 C-1045 - 1662
Confirmed 1963 use of two dies		1963-65 F-355 - 3447	Confirmed use of two dies in 1952
1964 C-1055 - 1664	1966-68 C-1030 - 1658	1966-69 C-1030 - 1658	1953-59 B-760 - 883
Confirmed 1964 use of two dies		1970, 72 C-1040 - 1661	1954 S-1375 - 8670
1966-68 C-1030 - 1658	VERNON	1971 use may exist	Confirmed use of two dies in 1954
1969-70 C-1040 - 1661	1966-71 C-1030 - 1658	WEYBURN	1960 F-345 - 3442
TRAIL			1961-64 C-1055 - 1664
1966-70 C-1030 - 1658	VICTORIA	1966 C-1030 - 1658	1965 F-355 - 3447
1975-81, 83-86 C-1040 - 1661		1967-71 U-135 - 9815	1966 C-1030 - 1658
1982 use may exist	1955-65 S-1375 - 8670	1987-88 F-295	1966 U-135 - 9815
	1966, 68-69 C-1030 - 1658		Confirmed use of two dies in 1966
	1966 U-135 - 9815	WHITEHORSE	1967-69 U-135 - 9815
TRENTON	Confirmed use of two dies in 1966		1970-72 C-1040 - 1661
1957-70 B-725 - 855	1968 S-1375 - 8670	1966-71 C-1030 - 1658	Added use of two dies may exist
1971 use may exist	Confirmed use of two dies in 1968	1972 C-1040 - 1661	
1972 C-1040 - 1661	1970 C-1040 - 1661		WOODSTOCK
	Added use of two dies may exist	WHITE ROCK	1966-68 C-1030 - 1658
TROIS RIVIERES			1967-68 U-135 - 9815
1927 B-730 - 855A	VICTORIAVILLE	1966-71 C-1030 - 1658	Catalogued as using two dies in
1958-61, 65-68 A-40 - 33			1967, which is possible
1962 use may exist	1955 B-730 - 855A	WILLIAMS LAKE	Confirmed use of two dies in 1968
1963 B-720 - 852		1966-72 C-1030 - 1658	1969-70 C-1040 - 1661
1964 B-730 - 855A	WATERLOO		
1969-71 C-1040 - 1661		WILLOWDALE	YARMOUTH
1972 U-255 - 9882	1966 U-135 - 9815		1966-71 C-1030 - 1658
	1967-68 C-1030 - 1658	1957-65 B-725 - 855	1972 C-1040 - 1661
TRURO	1969 use may exist	1966-68 C-1030 - 1658	
1964 B-725 - 855	1970 C-1040 - 1661	1969-72 C-1040 - 1661	YORKTON
1965 F-355 - 3447			1966 C-1030 - 1658
1966-68 C-1030 - 1658			1967-68 U-135 - 9815
1969 use may exist			1969-70 C-1040 - 1661
1970 C-1040 - 1661			

# LAND OF FRUIT AND SUNSHINE

## SLOGANS L-34-5205 AND L-36-5205-A

These pleasantly worded slogans had use between 1963 and 1970 at three neighbouring offices in the British Columbia fruit growing area, KELOWNA, PENTICTON and VERNON. These offices were issued three non-separable PB dies in late 1963, which were then re-issued once or twice in succeeding years. However, as was normal for dies used over several years, two of them suffered damage, one in 1966 and the other in 1968, which required issue of replacement dies. Additionally, the earliest replacement die was damaged in late 1969 and replaced in 1970 by a bilingual die of L-36-5025-A.

The original dies were first randomly re-issued in the spring of 1964, then again in the fall of 1965, but during the period 1966-68 they were re-issued twice a year, once in the spring and again in the fall. In the period 1969-70 the usage reverted to only once a year, in each case in the spring. The late use began in November of 1963 and in September in the other years having late use. The early use began in March of 1964, in April of 1966-67 and in May of 1969-70.

The sequence of use by office by die, to the extent recorded, was as follows.

1963 late use - 1964 early use - 1965 early and late use - 1966 early use - All three offices used the original dies.

1966 late use - PENTICTON used the 1<sup>st</sup> replacement die - the other two used original dies.

1967 early use - KELOWNA used the 1<sup>st</sup> replacement die - the other two used original dies.

1967 late use - PENTICTON used an original die - the other two offices are not recorded, but one must have used an original die and one the 1<sup>st</sup> replacement die.

1968 early use - KELOWNA used the 1<sup>st</sup> replacement die - the other two used original dies.

1968 late use - KELOWNA used an original die - VERNON used the 1<sup>st</sup> replacement die and PENTICTON used the 2<sup>nd</sup> replacement die.

1969 early use - KELOWNA used the last serviceable original die - VERNON used the 1<sup>st</sup> replacement die and PENTICTON used the 2<sup>nd</sup> replacement die.

1970 early use - PENTICTON used the last serviceable original die - KELOWNA used the 2<sup>nd</sup> replacement die and VERNON used the bilingual die that replaced the 1<sup>st</sup> replacement English die.



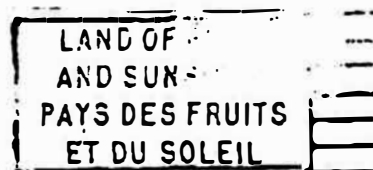
Original dies



1<sup>st</sup> replacement die



2<sup>nd</sup> replacement die



Bilingual replacement die

# AN UNUSUAL DIE ERROR

SLOGAN B-465-680

For many years the Ottawa firm of Pritchard & Andrews had been the Post Office's preferred provider of slogan dies. Their work was relatively inexpensive (until the 1950's the approximate cost of a die was \$15.00), and they were prompt, reliable and accurate. They proofed all dies that they manufactured, and some, although unfortunately only a small portion, of their proof sheets still exist.

They were not prone to making errors, and those few that they did make were normally caught in their proof reading and corrected before the die was delivered. The three proofs illustrated below document an instance where an error occurred, but was discovered and corrected before issue. These proofs are of a PB die of an Edmonton slogan reading BOYS' AND GIRLS' FAIR (dates). This slogan was first issued in 1958, with the intention of redating it in subsequent years. At first glance, it appears that it was redated in 1959 and again in 1960, but such was not the case.

The original 1958 die had a slogan box 37mm wide. It must have suffered damage in the last few days of its use, as it has been seen intact on May 1, 1958, so no attempt was made to redate it, but a replacement die was ordered, with the original wording and the 1959 event dates. The new die had a 42mm slogan box, but in error the apostrophe following GIRLS' was placed between the "L" and the "S". This was discovered in the proof reading, so a corrected new die was manufactured, again with the 42mm box.

The 1959 die survived use without damage, as it was redated in 1960, but not issued thereafter.



The original 1958 die - 37mm box



The first 1959 replacement die - 42mm box

showing the error in the placement of the apostrophe



The corrected 1959 die - 42mm box

EXUP VIII-U.P.M. SEPT. 18-21 SEPT. 64<sup>TH</sup> CONGRESS S.P.A.

SLOGAN E-675 - 3200

This slogan is listed by Courtts, but without any explanation of the background or meaning of the several abbreviations. If you viewed this slogan on a commercial cover, you would know that it had been used at Montreal in September of 1958 only, but still might not understand its meaning or be able to conjecture about its sponsor.

However, the Editor is fortunate enough to have two items that fully decipher the cryptic text. The first of these is a cover with an attractive printed cachet, which carries the slogan impression dated on September 18, 1958, the first day of the event. This makes it clear that EXUP signifies a philatelic Convention and Exhibition sponsored by the Union Philatelique de Montreal (U.P.M). The original cachet was issued in 1951 to celebrated the Centenary of the 1851 first Province of Canada postage stamps, including the 3d Beaver, illustrated without denomination as a part of the cachet.

A quantity of these cachets must have been left over, and were put in use for a special event in 1958. There is no indication in the cachet of what the special event of 1958 consisted of, but included in this envelope was a ticket to a Banquet being held on September 20<sup>th</sup>, 1958 at the Hotel Windsor. The ticket indicates that on this occasion the U.P.M. Convention was the host, honouring the visiting Society of Philatelic Americans (S.P.A.). This Society had been founded in 1894, so the 1958 gathering was their 64<sup>th</sup> annual Congress.



# CANADIAN NATIONAL SPORTSMEN'S SHOW (dates)

Slogan C-330-1170

This proprietary Toronto slogan was first issued in 1954, and was redated annually through 1963, creating ten years of continuous usage. The event always began in the second week of March and continued for nine days, so some of the difficulties that prevented successful redating, such as when the event started in different months, were not present in this instance.

Accordingly, ten years of usage should normally have required no more than two different dies, or three at the most. However, in only two of the ten years of use was a die of this slogan redated, but on seven occasions the die required replacement, so that there were no less than eight dies employed, the original and seven replacements. It is difficult to imagine why the dies were replaced with such regularity, since none of the seen usage shows any marked damage, but some reason must exist.

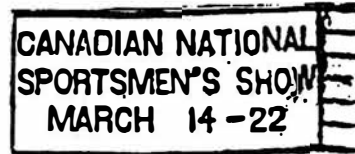
It can be noted that the original die and five of the replacements were in a three line format, but the second and the eighth dies were in four lines, as illustrated below.



Die 1 - 1954 use only



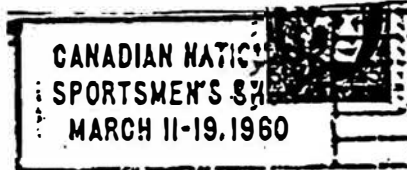
Die 2 - 1955-56 use



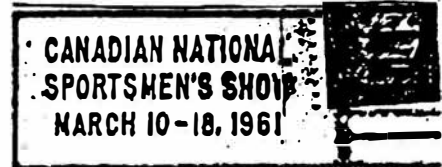
Die 3 - 1957-58 use



Die 4 - 1959 use only



Die 5 - 1960 use only



Die 6 - 1961 use only



Die 7 - 1962 use only



Die 8 - 1963 use only