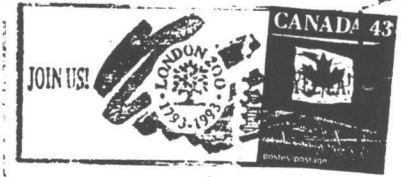


# THE SLOGAN BOX

THE *British North America*  
*Philatelic Society* LTD.



Newsletter of the BNAPS Slogan Cancel Study Group

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Fellow slogan collectors:

I will no longer make apologies for getting the Slogan Box out later than I have hoped. Significant work at the office and demands at home are making collecting a slightly, but only slightly, lower priority, these days.

In issue #53 I mentioned that Saskatoon Stamp Centre has complete sets of back issues of the Slogan Box for sale (\$150). These sets are unbound sets.

Saskatoon also has a hard bound set available for the princely sum of \$250. This set is in three blue grey volumes and the printing is, in some important spots, better than the originals. It is certainly nice to know that some dealers are beginning to respect our choice of collecting areas.

I note that Vance Auctions has two large slogan 2x4 lots with in excess of 10,000 items each. I wonder what these two lots will go for. Summer is a quiet time and not too much, in terms of collecting, is happening in Edmonton. I guess we will have to look forward to the Fall for any action.

This issue of the Slogan Box has the first in a new series on meter slogans. These articles will, at least initially be arranged topically, so the first article is about food, drink and tobacco. Some of my finest and former vices. Rather than a single large article, I have decided to arrange the meter slogans into a number (to be determined) of short articles. Our study group has dealt with machine cancels, more recently with hand stamp slogan cancels and now we are beginning to explore the third group, meters.

Issue 55 will include the second supplement to the hand stamps. Some very interesting material has come in on these but there is at least one mystery. The

mystery item will appear on the last page of the current issue. If any member has a better copy of the item, the chair would appreciate a photocopy for inclusion in supplement 2.

Our editor Daniel Rosenblat has prepared a most interesting article for issue 54 on Postal Exhibits as well as a page on Post Office Pictorial Advertising.

It would appear that all who will join the Slogan Study Group for 1998 have already sent their dues and are declared (by the power invested in the chair) to be fully paid up members for the current year. The members for 1998 are:

Pierre Ethier	Kevin O'Reilly
Doug Lingard	Steve Friedenthal
Cecil Coutts	Dan Rosenblat
John Robertson	Dave Kelly
Don Kaye	Bob Thorne
Kevin O'Reilly	Jean Guy Dalpe
Richard Parama (through 1999)	
John Jamieson (through 1999)	

Please e-mail the chair with your new e-mail addresses. These will be published along with your snail mail addresses in issue 55.

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## Postal Exhibits (Exhibitions)

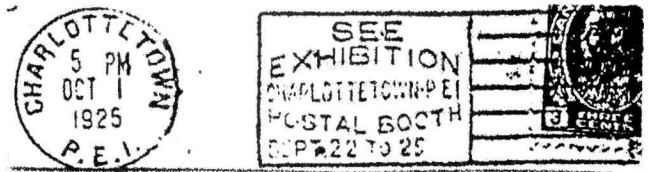
Beginning in 1923, and to a greater extent from 1924, the Post Office adopted a policy of placing Postal Exhibits at various Exhibitions that would offer it free space. In return for the space, they were willing to provide slogan dies to advertise these postal exhibits, and in so doing to also advertise the Exhibition itself.

Fifteen various Exhibitions were eventually willing to make such an arrangement, but it is interesting to note that several major Exhibitions are not represented among the fifteen, probably because they would not offer the free space, rather than that the P.O. did not feel them important enough to warrant a Postal Exhibit. In some cases, the P.O. was prepared to supply more than one die per Exhibit, and on occasion as many as three with various wordings. As there was not a great deal of competition for slogan use time in the 1920's, the usage of these was often quite extended.

All of these Postal Exhibit slogans are part of a single group, but since their various wordings distributes them over a wide area of numbering in the Coutts Catalogue, some value can be perceived in presenting a unified listing of them all. This is attempted below, with the using offices in alphabetical order.

### CHARLOTTETOWN use

Initial CHARLOTTETOWN use was of slogan S-455-8000, SEE EXHIBITION CHARLOTTETOWN P.E.I. POSTAL BOOTH (dates). It is recorded in 1924 from Aug. 29 to the Exhibition's close on Oct. 3, and the die was redated in 1925, but oddly the only recorded use in 1925 is Oct 1, which is six days after the Exhibition closed, as illustrated.



The die became unserviceable in 1926, so it was replaced with a somewhat different wording, as slogan V-306-10050, VISIT POSTAL BOOTH CHARLOTTETOWN EXHIBITION (dates). Its recorded use is about five weeks and it was redated in 1927, recorded for six weeks. It again appears to have been unserviceable after two years of use, since it was replaced in 1928 by a new die with the same wording, recorded for only three weeks. The replacement die was redated in 1929-30, which is somewhat late usage for slogans of this type. Recorded use in 1928-29 was from about a month before the close until the close, but in 1930 it is recorded from May 22, a full three months before the close. It can be noted that other than the brief use of an Old Home Week slogan in mid-1925, there was no proprietary CHARLOTTETOWN slogan use between the 1924 Postal Booth use and an Exhibition slogan in 1938.



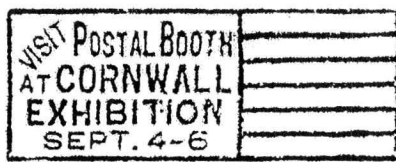
1926-27 initial die



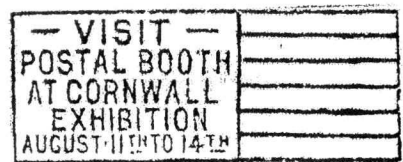
1928-30 replacement die

### CORNWALL use

There had been no slogan event advertising at CORNWALL prior to the 1924 use of slogan V-310-10055, VISIT POSTAL BOOTH AT CORNWALL EXHIBITION (dates), recorded from about three weeks before the September event. In 1925 the event dates changed to August, so the die could not be redated, but was replaced by a new die with the same wording, although a different appearance, with a quite short recorded use of ten days.



1924 initial die



1925 replacement die

## CORNWALL use continued

The 1925 die was reissued in 1926-27 with the dates removed. This was caused by the dates being changed to July-August, so the die could not be redated in 1926, causing the frugal Post Office to just removed the dates at minor expense, rather than paying for a new die. In 1926 an OLD HOME WEEK was postally advertised as being celebrated during the same period as the Exhibition, so as CORNWALL was a one-machine office, the two slogans would have to be alternated prior to and during the simultaneous dates of the two events. Once the dates were removed, the undated die could be reissued in 1927. The recorded 1926 use is six weeks with alternation and the 1927 nearly four months, indicating that there was not much other slogan use at CORNWALL. In 1928 the event dates were again in early September, as they had been in 1924, so the 1924 die, which had only one brief using period, could be redated for 1928 use, again recorded for some two months.



The 1925 die with dates removed



The redated 1924 die used in 1928

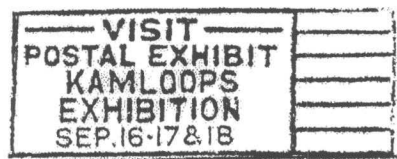
## EDMONTON use

EDMONTON was issued a Postal Exhibit die in 1924, D-305-2635, DON'T FAIL TO VISIT POSTAL EXHIBIT AT EDMONTON EXHIBITION (dates), somewhat unusual as the preferred wording normally began with VISIT. It has been recorded from some three months prior to the event, and it was redated in 1925, but there was no further use. In 1927 EDMONTON began a lengthy advertising of the Exhibition which lasted to 1951.



## KAMLOOPS use

The Postal Exhibit slogan was the first proprietary used at KAMLOOPS, and it was considerably later than the introduction of most of these slogans, not appearing until 1929. It was slogan V-335-10073, VISIT POSTAL EXHIBIT KAMLOOPS EXHIBITION (dates). It appears as somewhat worn a few days before the end of its use, and was replaced in 1930 by a new very similar die, but this was withdrawn after the 1930 use.



1929 original die

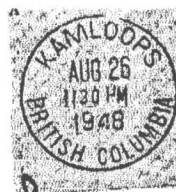


1930 replacement die

The Postal Exhibit theme was revived at KAMLOOPS in 1947 with a new Pitney-Bowes die with the same wording as the 1929-39 use, but in 1948 the name of the Exhibition was changed to Fall Fair, so the 1947 die required replacement by a die of slogan V-320-10063 VISIT POSTAL EXHIBIT AT THE FALL FAIR (dates). This 1947-48 use was by far the latest of the Postal Exhibit Group.



1947 replacement die



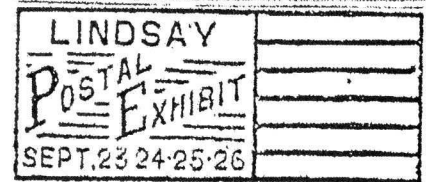
1948 replacement die

## LINDSAY use

The Lindsay Central Exhibition had slogan advertised from 1912 to 1918, but not in 1919-23. However, in 1924 the Post Office issued a die of slogan S-480-8035, SEE POSTAL EXHIBIT LINDSAY CENTRAL EXHIBITION (dates), which was redated in 1925, but rather oddly a second Postal Exhibit die was added, with different wording as slogan L-275, LINDSAY POSTAL EXHIBIT (dates). The Post Office sponsored dies had always been quite plain, lacking any ornamentation, but this new 1925 die was somewhat bizarrely ornamented, as can be seen in the illustration. There is a proof impression of this die, but Proulx never catalogued it, there are no reports of its usage and since LINDSAY was a one-machine office, there was not much point in issuing it two dies for the same period of use. Accordingly, it may never have been used, but since it is in the proof book, it certainly existed, with or without usage.



Original 1924-25 die



Additional 1925 die

In 1926 the Exhibition sponsored a die of its own, and as LINDSAY was a one-machine office, there was no P.O. advertising. In 1927 the event may not have been held, as there was neither Exhibition nor Postal Exhibit advertising. However, in 1928 and again in 1929 the 1924-25 Postal Exhibit die was redated and recorded as having been in use for one to nearly three months. The Exhibition was held in 1930, but the event dates must have been altered in such a way as to preclude redating the die, so again the P.O. saved money by removing the dates, rather than replacing the die.

## LONDON use

The Western Fair at London was a major Exhibition that had been postally advertising in 1912-16, 1918-19 and 1921-23, but temporarily ceased to do so in 1924 when the P.O. issued slogan V-325-10065, VISIT POSTAL EXHIBIT AT WESTERN FAIR LONDON-ONT (dates), which had use from late July until the Fair closed on Sept. 13. Although the dates of the 1925 Fair were again in early September, for some reason the 1924 die could not be redated, but was replaced with a new die having the same wording. The 1925 replacement die was redated in 1926, but the Postal Exhibit slogan was withdrawn thereafter.



Original 1924 die



Replacement 1925-26 die

## NEW WESTMINSTER use

The British Columbia Provincial Exhibition was always held at NEW WESTMINSTER, and had been postally advertised in 1912-14, 1919, and 1921, but ceased thereafter. However, the P.O. undertook Postal Exhibit advertising in 1923 with a die of slogan V-340-10069, VISIT POSTAL EXHIBIT NEW WESTMINSTER EXHIBITION (dates) with use of about one month. This die was redated in 1924, but in 1925 the name was changed from Exhibition to Fair, which required a replacement die, which could be redated in 1926.

However, in 1925 the Post Office added a second Postal Exhibit die, slogan M-80-5545, MAILED AT POSTAL BOOTH PROVINCIAL FAIR NEW WESTMINSTER. This was normally a one-machine office, but it can be assumed that a second machine was set up at the Postal Booth on the Fairgrounds, so the two P. O. slogans could be used concurrently. As the Fair only lasted for six days, use of this slogan is rather scarce, although Coutts assigns it the same value as the V-350 slogan recorded for two and a half months. The M-80 die had no dates, so it could be reissued in 1926 for concurrent use with the V-350 slogan as in 1925. There was no further Postal Booth or Fair advertising.



NEW WESTMINSTER use continued



1923-24 original die



1925-26 replacement die



1925-26 MAILED AT die

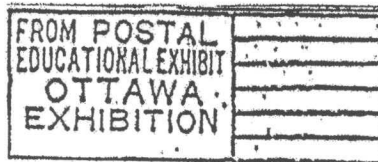
OTTAWA use

OTTAWA's Exhibition had been postally advertised as the Dominion Exhibition in 1912 and as the Central Canada Exhibition thereafter, including 1923. In that year the Post Office added use of slogan F-695-3703, FROM POSTAL EDUCATIONAL EXHIBIT OTTAWA EXHIBITION, with a year date, and also slogan V-345-10071, VISIT POSTAL EXHIBIT OTTAWA EXHIBITION (dates)

Both dies were reissued in 1924-25 with the dates removed, but in 1924 a third die was added, V-355-10076, VISIT POSTAL EXHIBIT PURE FOOD BUILDING OTTAWA EXHIBITION, without any dates, and this was reissued in 1925. There was no further advertising either of the Exhibition or the Postal Exhibit.



V-345 die with 1923 dates



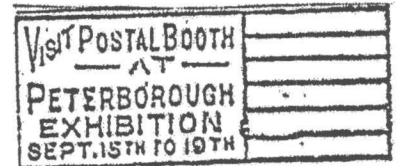
F-695 die with year date removed



V-355 die, without any dates

PETERBOROUGH use

This office's first proprietary slogan advertised its Exhibition in 1924, but in 1925 the Post Offices supplied a die of V-315-10057, VISIT POSTAL BOOTH AT PETERBOROUGH EXHIBITION (dates), so the Exhibition sponsored die was withdrawn and never used again. The V-315 die was redated in 1926-28, omitted from use in 1929, when the Exhibition was probably not held, but redated again in 1930. It has been recorded as used for two to three month periods prior to the event.



The U die had to be withdrawn after 1930 use, as the office switched to a Perfect machine in late 1930 and the P.O. did not see fit to provide a replacement P.B. die. It is interesting to note that although all PETERBOROUGH slogans have the office name in full, the 1924-30 usage has daters reading PETERBORO.

QUEBEC use

The QUEBEC Provincial Exposition (as opposed to Exhibition) had been postally advertised from 1912, and was again in 1927, but in that year a concurrent slogan P-495-7089M, POSTAL EXHIBIT DEMONSTRATION POSTALE was also issued, as one of only two Postal Exhibit slogans used in Quebec Province, the other being at SHERBROOKE.

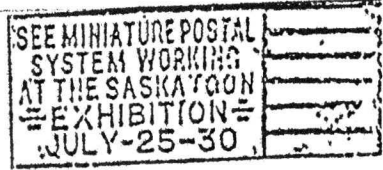


## SASKATOON use

The Saskatoon Industrial Exhibition had been postally advertised from 1913 to 1923, but in 1924 the Exhibition sponsored slogan was replaced with a P.O. slogan D-310-2637, DON'T FAIL TO VISIT POSTAL EXHIBIT AT SASKATOON EXHIBITION (dates), and this was redated in 1925-26, after which it was replaced by a new wording. The 1927 use was slogan S-470-8025, SEE MINIATURE POSTAL SYSTEM WORKING AT THE SASKATOON EXHIBITION (dates), which was redated in 1928, but not thereafter.



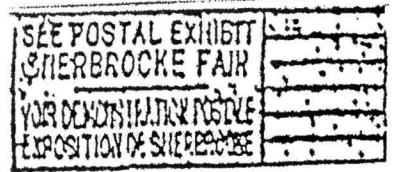
1924-25 slogan D-310



1927 slogan S-470

## SHERBROOKE use

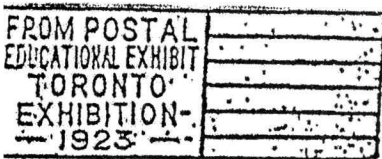
Canada's Great Eastern Exhibition held at SHERBROOKE had been postally advertised from 1912 until 1922, but oddly these slogans were not bilingual, as was normally the case in Quebec Province. Although the slogan use was omitted in 1923-24, in 1925 there was use of a bilingual P.O. slogan S-485-8038, SEE POSTAL EXHIBIT SHERBROOKE FAIR VOIR DEMONSTRATION POSTALE EXHIBITION DE SHERBROOKE (undated). As it was undated, it could have been reissued later, but such was not the case



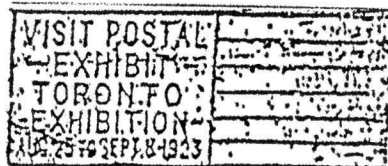
## TORONTO use

The Canadian National Exhibition at TORONTO had postally advertised with multiple dies from 1912 to 1923, but this use ceased briefly in 1924-25, although revived from 1926 on. This would appear to suggest that the event was not held in 1924-25, but there is evidence to the contrary. In 1923 the Post Office had prepared a die of F-700-3704, FROM POSTAL EDUCATIONAL EXHIBIT TORONTO EXHIBITION 1923, apparently for use in a machine at the fairgrounds, and probably only used during the event from Aug. 25 to Sept. 8.

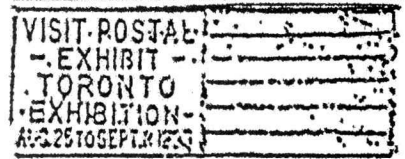
Additionally, the Post Office had also prepared two dies of slogan V-380-10077, VISIT POSTAL EXHIBIT TORONTO EXHIBITION (dates, including the year). This means that in 1923 there were actually eight dies in use advertising the event, five sponsored by the Exhibition and three by the Post Office. The Exhibition dies are recorded from late May to early September, over three months, the P.O. dies somewhat for a lesser time.



Slogan F-700



Slogan V-360 - die 1



Slogan V-360 - die 2

In 1924 the F-700 die was redated to 1924 and has been recorded as used. Also, the two V-380 dies were redated to show slightly different event dates and the year 1924, and has been recorded, although only with dates slightly before and during the event. It seems highly unlikely that these dies would have been used unless the event took place, but if that were so, why were the five Exhibition dies not used. It could not have been because of any die problems, since all five of the 1923 dies were redated when use resumed in 1926.

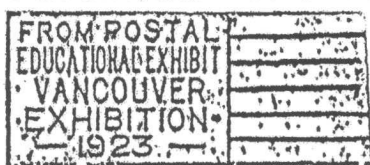
## TORONTO use continued

There is no recorded use of any of the eight Exhibition dies in 1925, so it must be assumed that the Exhibition did not take place in that year, although it would be helpful if some Toronto reader would contact the newspapers and determine just what happened in regard to the Exhibition in 1924-25.

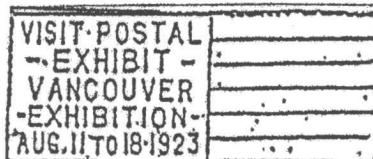
All eight dies are recorded in 1926, the five 1923 Exhibition dies redated, the two P.O. V-380 dies with the dates removed and the single F-700 die with the year date altered to 1926.

## VANCOUVER use

The Vancouver Exhibition was postally advertised in 1912-14, 1916 and 1919, but did not resume it until 1926. However, in 1923-25 the P.O. had two differently worded Postal Exhibit dies, F-705-3705, FROM POSTAL EDUCATIONAL EXHIBIT VANCOUVER EXHIBITION 1923 and V-385-10080, VISIT POSTAL EXHIBIT VANCOUVER EXHIBITION (dates), each of which was redated in 1926. However, in 1924 the Post Office added a third die, slogan S-475-8030, SEE POSTAL DEMONSTRATION VANCOUVER EXHIBITION (dates), which was redated in 1925-26.



Slogan F-705 - 1923-26 use



Slogan V-385 - 1923-26 use



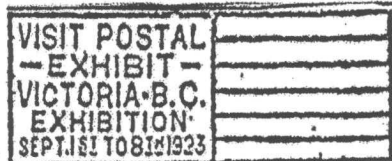
Slogan S-475 - 1924-26 use

Accordingly, there were two Postal Exhibit dies used in 1923 and three in 1924-26. However, from 1926 the Exhibition also sponsored two dies of its own, in addition to the P.O. dies, but the P. O. dies were withdrawn in 1927. Nevertheless, VANCOUVER is documented as only having three machines in this period, so if five dies were in use during 1926, there had to be considerable alternation.

## VICTORIA use

In 1923 the P.O. sponsored a die of V-370-10081, VISIT POSTAL EXHIBIT VICTORIA-B.C. EXHIBITION (dates), but the name of the event was altered from Exhibition to Fair in 1924, requiring a 1924 replacement die of V-330-10067, VISIT POSTAL EXHIBITION AT VICTORIA FAIR (dates) which was redated in 1925-26. However, very oddly, the Fair organization sponsored a die of their own in 1925 only, P-790-7326, which read PROVINCIAL EXHIBITION VICTORIA (dates) although the Postal Exhibit die still read Fair, as in 1924. Also oddly, VICTORIA was a one-machine office at this time, so the use of two concurrent dies in 1925 must have been alternated.

There was no use of Fair or Exhibition dies in 1927, probably because VICTORIA was hosting the Pacific Foreign Trade Council meeting in that year, and although the event took place in mid-September, a slogan advertising it was issued as early as March 7 and used continuously to September 17. In 1928 the P.O. issued a new replacement die of V-330, but it was not further redated.



Original die - V-370 - 1923 use only



Replacement die - V-330 - 1924-26



Replacement die - V-330 - 1928

## POST OFFICE PICTORIAL ADVERTISING

Issue 33 of March, 1949 contained an illustration of three policemen against the background of a Canadian five dollar bill, with the wording 3 COPPERS PROTECT 5 DOLLARS, and below that INSURE YOUR PARCELS AT THE POST OFFICE. These wordings reflect early Postal Directive slogans, the INSURE YOUR PARCELS matching that of slogan I-130-4815 and three COPPERS being a clear reference to slogan P-55-6855, PARCEL POST INSURANCE \$5.00 FOR 3 CENTS.

The article stated that it had been found as an insert with a 1934 cover, and also mentioned that in very small type it stated ISSUED BY AUTHORITY OF L. J. GABOURY, DEPUTY POSTMASTER GENERAL.

Somewhat later the Editor received a letter from Mrs. Ellen Drury, a very notable Canadian philatelist and at one time a member of our group, which read in part as follows.

*"The illustration in Newsletter 33 rang a bell for me and sent me searching for similar material I knew I had somewhere. My pieces are blotters and were used as fillers in Golden Jubilee flight covers from the C.N.E. in August of 1928. The covers were all addressed to Mr. Gaboury, as Deputy Post Master General in Ottawa. I fear that Mr. Gaboury was a stamp collector. They are printed nicely in red and blue."*

She enclosed copies of two similar advertisements, one of which is illustrated below. The "MAKE HIM YOUR SALESMAN" reference ties this to slogan T-206-9425, THE POSTMAN IS YOUR BEST SALESMAN. She also enclosed another of a man studying a map of Canada and the caption reading PARCEL POST REACHES EVERYWHERE, a slogan P-60-6860 first issued in 1926. It therefore becomes apparent that the Post Office was branching into pictorial advertising of its major postal directive slogans, under the auspices of D.P.M.G Gaboury, whether he was a stamp collector or not.

It is interesting to note that these were actually blotters, rather than post cards, and that their distribution appears to have been as inserts to P.O. sponsored air mail.

Since Mr. Gaboury was French Canadian, it can be noted that the postman in the illustration is wearing a French style kepi cap. The Editor lived in Canada until shortly before this blotter was published, and does not recall postmen wearing quite this uniform, but that was many years ago and he may be mistaken.





## POSTAGE METER SLOGANS

Steven A. Friedenthal

Postage meter slogans represents a new area, not previously reported on in the Slogan Box. Some material exists in the National Archives of Canada about postage meter slogans for the 1948 to 1971 period. During that period, Canada Post rules for postage meter slogans are similar to those for machine cancel slogans with the exception that commercial slogans are permitted. A copy of the rules for meter slogans is attached. An interesting listing of some slogans that were permitted and prohibited will be included in a future issue of the Slogan Box.

I have decided to present the listing of meter slogans in a fashion similar to that used for presentation of the hand stamp slogans. Several of these lines are self explanatory, others require some explanation. The format will include:

*Slogan Number:*  
*Wording/description:*  
*Irwin Type:*  
*Colour:*  
*Meter manufacturer:*  
*Meter number:*  
*Office and date:*  
*User:*

The slogan number will be an alpha-numeric listing as with the Couatts catalogue and the hand stamp listing. Each will be prefixed with the letter "M" to signify "meter". It is estimated that there are thousands of meter slogans used in Canada. To help leave room for new finds, sufficient room will have to be given to fit these in. There fore each slogan will be numbered by hundreds. The "Irwin Type" will be from the catalogue of meter postage stamps currently being updated by the meter study group of the Postal History Society from the earlier Irwin catalogue. The meter stamp, at least initially, will not be shown in this set of articles. The overwhelming majority of meter impressions in Canada are red. However, a significant number exist in other colours including blue and green. Most postage stamp meters used in Canada are manufactured by Pitney Bowes; however, there are several other manufacturers. The "meter number" will be given (where legible) to help determine the extent of use of some of the slogans. "User" means the organization which used the slogan on their metered mail.

To make this series of articles more interesting, the meter slogans will be reported by topics. The first topic to appear in this issue is food, drink and tobacco.

*Slogan Number:* M-B-  
*Wording/description:* B.C. APPLES FRESH...OR JUICE  
(children)  
*Irwin type:* 11.1.16  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 153042  
*Office and date:* Kelowna March 4, 1976  
*User:* Sun Rype Products



*Slogan Number:* M-C-  
*Wording/description:* CADBURY'S SNACK BAR WITH THE CRISPY  
BISCUIT CENTRE GUARANTEED SEALED  
IN FRESHNESS (candy bar)  
*Irwin type:* 11.1.16  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 140703  
*Office and date:* Toronto November 13, 1959  
*User:* Fry-Cadbury Ltd.



*Slogan Number:* M-C-  
*Wording/description:* CAFÉ MAXWELL HOUSE COFFEE (cup)  
*Irwin Type:* 19.3  
*Colour:* Red  
*Meter manufacturer:* Postalia  
*Meter number:* 120783  
*Office and date:* Lachine September 1, 1970  
*User:* General Foods Limited



*Slogan Number:* M-C-  
*Wording/description:* CALGARY (in horseshoe and bison)  
1892 75<sup>th</sup> Anniversary 1967  
*Irwin type:* 11.1.16  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 148482  
*Office and date:* Calgary June 21, 1967  
*User:* Calgary Beverages Ltd



*Slogan Number:* M-C-  
*Wording/description:* (logo) Canadian Club. THE BEST IN THE HOUSE  
*Irwin Type:* 20.1  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 647387  
*Office and date:* Windsor October 10, 1997  
*User:* Walkerville - Box 2518



*Slogan Number:* M-C-  
*Wording/description:* Candy is A Delicious Food EAT SOME TODAY  
*Irwin type:* 11.1.16  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 154534  
*Office and date:* Halifax March 2, 1966  
*User:* Moirs Limited



*Slogan Number:* M-E-  
*Wording/description:* EL PRODUCTO CIGARS FOR REAL ENJOYMENT  
*Irwin Type:* 11.1.16  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 147118  
*Office and date:* Montreal Jan 19, 1955  
*User:* H. Simon & Sons Limited



*Slogan Number:* M-F-  
*Wording/description:* FRESH MILK ONLY Neilson's JERSEY MILK (bottle, candy bar)  
*Irwin Type:* 11.1.16  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 151036  
*Office and date:* Toronto September 21, 1962  
*User:* William Neilson Limited



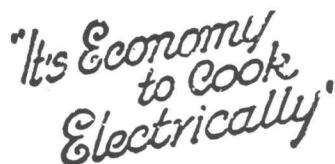
*Slogan Number:* M-G-  
*Wording/description:* Golden goodness from Israel JAFFAS WORLD'S FLAVORITE ORANGES (sun)  
*Irwin Type:* 20.2  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 546684  
*Office and date:* Montreal April 27, 1966  
*User:* Consulate General of Israel



*Slogan Number:* M-H-  
*Wording/description:* Hunter's CRISPY POTATO CHIPS  
*Irwin type:* 14.1  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 245339  
*Office and date:* Winnipeg October 5, 1955  
*User:* Commercial Storage Limited



*Slogan Number:* M-I-  
*Wording/description:* "It's Economy to Cook Electrically"  
*Irwin Type:* 5.1  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 40308  
*Office and date:* Hamilton June 13, 1934  
*User:* Hamilton Hydro-Electric System



*Slogan Number:* M-K-  
*Wording/description:* Kit Kat (candy bar)  
*Irwin type:* ?  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 1011708  
*Office and date:* North York October 2, 1997  
*User:* Nestle Canada Inc.



*Slogan Number:* M-N-  
*Wording/description:* NABOB CANADA'S LARGEST SELLING COFFEE  
*Irwin Type:* 11.1.16  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 145570  
*Office and date:* Kamloops September 15, 1953  
*User:* Kelly Douglas & Company Limited



*Slogan Number:* M-N-  
*Wording/description:* NESCAFE (as logo)  
*Irwin Type:* ?  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 1011709  
*Office and date:* North York october 29, 1997  
*User:* Walter M. Lowney Company Limited



*Slogan Number:* M-O-  
*Wording/description:* Oh Henry! THE KING OF CANDYLAND  
Oh Henry! (candy bar)  
*Irwin Type:* 20.1  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 555978  
*Office and date:* Sherbrooke August 1, 1972  
*User:* Walter M. Lowney Company Limited



*Slogan Number:* M-S-  
*Wording/description:* SEVEN-UP  
*Irwin type:* 20.1  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 563864  
*Office and date:* Victoria March 10, 1976  
*User:* Crystal Spring Beverages Ltd.





*Slogan Number:* M-S-  
*Wording/description:* Sun-Rype APPLE JUICE (sun)  
*Irwin type:* 14.1  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 248492  
*Office and date:* Kelowna March 8, 1965  
*User:* Sun-Rype Products Ltd.



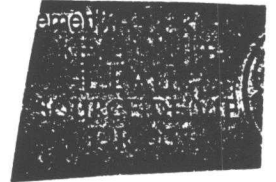
*Slogan Number:* M-T-  
*Wording/description:* Tropic Isle COCONUT Always Fresh  
(palm tree)  
*Irwin type:* 7.3  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 47648  
*Office and date:* Vancouver November 28, 1952  
*User:* K.J. Preiswerck Ltd.



*Slogan Number:* M-T-  
*Wording/description:* TURTLES by Smiles' n Chuckles  
(dressed turtle)  
*Irwin Type:* 19.3  
*Colour:* Blue  
*Meter manufacturer:* Postalia  
*Meter number:* ?  
*Office and date:* Kitchener September 13, 1968  
*User:* ?



*Slogan Number:* M-W-  
*Wording/description:* -WATER KEY TO LIFE- (bilingual)  
*Irwin Type:* 23.1.2  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 817554  
*Office and date:* ?  
*User:* Environment Canada



*Slogan Number:* M-W-  
*Wording/description:* "Where Better Rye Bread is Tradition"  
*Irwin Type:* ?  
*Colour:* Red  
*Meter manufacturer:* PB  
*Meter number:* 0231766  
*Office and date:* Winnipeg October 25, 1997  
*User:* Sons Bakery



Slogan Number: M-W-  
 Wording/description: (windmill)  
 Irwin Type: ?  
 Colour: Red  
 Meter manufacturer: H  
 Meter number: 2000365  
 Office and date: Winnipeg July 16, 1984  
 User: Old Dutch Foods Limited



Fuller Brush Co. Limited,  
 Industrial Division,  
 225 Sanford Ave., Spath,  
 Hamilton, Ont.

H. SIMON & SONS LIMITED  
 151 ROCKLAND ROAD  
 TOWN OF MOUNT ROYAL  
 MONTREAL 16, P. Q.

1955 El Producto  
 Cigar meter #6-

Mystery Item

121 B3K 1T0 971008 08:35 11

POSTAL CODE / CODE POSTAL



HANES

APPLICATIONS TO USE SLOGANS IN POSTAGE METERS  
(OUR FILE 13-1-10 VOLUMES 1, 2 AND 3)

DATE OF APPLICATION	NAME OF FIRM	TITLE SUBMITTED	APPROVED OR REJECTED
13th December 1934	Canadian Marconi Company MONTREAL, P.Q.	MARCONI, THE GREATEST NAME IN RADIO	Approved
12th March 1935	Manitoba Telephone Systems WINNIPEG, Manitoba	EVERY HOME NEEDS A TELEPHONE	Approved
11th December 1935	Canadian Postage Meters & Machines TORONTO, Ontario	ADHESIVE STAMPS WERE MODERN IN 1851	Rejected
22nd April 1936	Manitoba Telephone Systems WINNIPEG, Manitoba	<ol style="list-style-type: none"> <li>1. CONVEY SEASONS GREETINGS BY TELEPHONE</li> <li>2. PROTECT YOUR HOME WITH A TELEPHONE</li> <li>3. TRANSACT YOUR OUT OF TOWN BUSINESS BY TELEPHONE</li> <li>4. ORDER A HOME TELEPHONE TODAY</li> <li>5. LOW LONG DISTANCE TELEPHONE RATES AFTER 7 P.M.</li> <li>6. A HOME TELEPHONE SAVES STEPS</li> <li>7. WEEK-END RATES ON LONG DISTANCE CALLS 7 P.M. SAT. TO 4:30 A.M. MONDAY</li> <li>8. NIGHT OR DAY THE TELEPHONE IS READY TO SERVE</li> </ol>	<p>Rejected</p> <p>Approved</p> <p>Rejected</p> <p>Approved</p> <p>Approved</p> <p>Approved</p> <p>Approved</p>
16th October 1936	King's Printer OTTAWA, Ontario	DEPT. OF P.P. & S. SUB-POST OFFICE 18	Approved
26th October 1936	National Fish Company Limited HALIFAX, N.S.	ANY DAY A SEASEALED FISH DAY	Approved

DATE OF APPLICATION	NAME OF FIRM	TITLE SUBMITTED	APPROVED OR REJECTED
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23rd March 1937	Imperial Tobacco Sales Company of Canada Limited MONTREAL, P.Q.	CANADA 1937 IMPERIAL TOBACCO'S BROADCAST EVERY SUNDAY	Approved
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25th August 1938	Canadian Postage Meters & Machine Co. TORONTO, Ontario	METER STAMPS BROADCAST PROGRESSIVENESS	Rejected
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30th August 1938	Canadian Postage Meters & Machine Co. TORONTO, Ontario	METERED MAIL SAVES TIME - GETS ATTENTION	Rejected
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17th December 1938	Canadian Postage Meters & Machines Co. TORONTO, Ontario	SEALED - SLOGANED, POSTMARKED AND STAMPED IN ONE OPERATION - - - BY THE POSTAGE METER ?	?
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12th May 1938	Canadian Postage Meters & Machines Co. TORONTO, Ontario	IT TAKES LESS TIME TO PRINT A STAMP THAN IT DOES TO STICK ONE !	Rejected
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3rd May 1939	The Interdepartmental Committee on the Royal Visit OTTAWA, Ontario	ROYAL VISIT TO CANADA GR 1939 E.R.	Approved
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23rd July 1940	Toronto Air Mail Club HAMILTON, Ontario	AMERICAN AIR MAIL SOCIETY CONVENTION AUGUST 16-17	Approved
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25th October 1940	Canadian Postage Meters & Machines Co. TORONTO, Ontario	PROTECT YOUR CREDIT - PAY BILLS PROMPTLY	Rejected
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DATE OF APPLICATION	NAME OF FIRM	TITLE SUBMITTED	APPROVED OR REJECTED
26th January 1945	Director of Health Education for Saskatchewan	STAMP OUT SYPHILIS IN SASKATCHEWAN	Approved
11th October 1946	The Timken Roller Bearing Company OHIO, U.S.A.	TIMKEN - ALL THERE IS IN BEARING	Approved
19th December 1946	Pitney-Bowes of Canada Ltd. TORONTO, Ontario	FIGHT TUBERCULOSIS - BUY CHRISTMAS SEALS	Approved
29th July 1947	Toronto Zionist Council TORONTO, Ontario	PALESTINE IS STILL THE ANSWER	Rejected
14th August 1947	Toronto Zionist Council TORONTO, Ontario	SUPPORT THE 1947 COMBINED PALESTINE APPEAL CAMPAIGN	Rejected
6th May 1948	Provincial Government Saskatchewan	C.C.F. HUMANITY FIRST	Rejected
10th August 1948	Progressive Conservative Party OTTAWA, Ontario	PROGRESSIVE CONSERVATIVE NATIONAL CONVENTION OTTAWA SEPT. 30, OCT. 1, 2, 1948	Rejected
26th March 1949	The Canadian Cannerns Limited HAMILTON, Ontario	AYLMER MAKERS OF WORLD FAMOUS CANNED FOODS	Approved
26th April 1949	Department of National Defence WINNIPEG, Manitoba	SEE THE ARMY REVIEW SHOW MINTO ARMORIES 16-17 MAY 1949	Approved

DATE OF APPLICATION	NAME OF FIRM	TITLE SUBMITTED	APPROVED OR REJECTED
31st May 1949	The Canadian Cannery Limited Hamilton, Ont.	FOR HEALTH ENJOY AYLMER TOMATO JUICE	Approved
31st May 1949	Montreal Cottons Limited	EXHIBITION FAIR (CU EXHIBITION) AOÛT 10-15 AUGUST	Approved
29th June 1949	Herzl Zion Toronto, Ont.	1 - HERZL ZION DEDICATED TO ISRAEL 2 - HERZL H.Z.C. DEDICATED TO ISRAEL 3 - DEDICATED TO ISRAEL H.Z.C. HERZL ZION CLUB	Approved Approved Approved
24th January 1950	Prest-O-Lite Battery Company, Inc. Toledo 1, Ohio	YOU'RE ALWAYS RIGHT WITH AUTO-LITE	Approved
17th March 1950	Canadian Congress of Labor Ottawa	ELIMINATE THE MEANS TEST ON PENSIONS	Rejected
14th April 1950	Progressive Conservative Party Quebec, P.Q.	TRAVAIL ET SECURITE POUR TOUS	Approved
19th April 1950	Canadian Congress of Labour Ottawa, Ont.	ABOLISH THE MEANS TESTS	Rejected
19th July 1950	Brading's Hull Agency Hull, P.Q.	CININNATI CREAM LAGER	Rejected
16th August 1951	Income Tax Office London, Ont.	REGISTERED MAIL	Approved

DATE OF APPLICATION	NAME OF FILM	TITLE SUBMITTED	APPROVED OR REJECTED
13th October 1951	Department of Transport	TOTEM - LAND	Approved
19th March 1952	United Electrical, Radio & Machine Workers of America Hamilton, Ont.	1 - WORKER'S NEEDS BEFORE PROFITS 2 - IN U.E. THE MEMBERS RUN THE UNION 3 - IT PAYS TO BELONG TO U.E.	Rejected Rejected Rejected
2nd September 1952	Etobicoke Township Hydro-Electric Commission Toronto, Ont.	AFTER FIVE DAYS ETOBICOKE HYDRO ISLINGTON TORONTO 18	Approved
10th November 1952	John Millen - Drummondville Limited Drummondville, P.Q.	VOTRE CHEQUE SERAIT APPRECIÉ POUR LE 10 DU MOIS	Rejected
14th January 1953	Dupli-Type Specialties Victoria, B.C.	MAILED BY DUPLI-TYPE SPECIALTIES	Approved
17th March 1953	Seiberling Rubber Co. TORONTO, Ont.	AIRMAIL	Approved
19th May 1953	Canadian Breweries Ltd. MONTREAL, P.Q.	SOYEZ A LA PAGE DITES BRADING'S	Rejected
28th August 1953	Dicks & Co. Ltd. St. John's, Nfld.	AIRMAIL	Approved

APPROVED  
OR  
REJECTED

TITLE SUBMITTED

NAME OF FIRM

DATE OF APPLICATION

21st October 1953	Wood Alexander Ltd. Hamilton, Ont.	PRINTED MATTER	Approved
23rd November	Hostein-Fresian Association Brantford, Ont.	MANUSCRIPT FOR NEWSPAPERS	Approved
17th February 1954	C.C.F. Political Party	TEN YEARS OF ACHIEVEMENT ANNIVERSARY DAY	Rejected
16th June 1954	Alger Press Ltd. Oshawa, Ont.	PRINTED MATTER POSTMASTER THIS PARCEL MAY BE OPENED FOR INSPECTION	Approved
17th March 1955	Molson's Brewery (Ont.) Ltd. Toronto, Ont.	MOLSON'S GOLDEN ALE - MAKE MINE MOLSONS	Rejected
4th May 1955	Santa Claus' Fairyland Ltd.	NORTH POLE MAIL FROM SANTA'S FAIRYLAND LTD.	Approved
25th October 1955	Pitney-Bowes of Canada Ltd. Ottawa, Ont.	BY AIR MAIL - PAR AVION - CORREO AEREO - MIT LUFTPOST	Approved
6th February 1956	Medical Dental Building Regina, Sask.	204 BRODER BUILDING REGINA, SASK.	Rejected
15th June 1956	Melchers Distilleries Ltd. Montreal, P.Q.	MELCHERS DISTILLERIES LTD., DISTILLERS OF FINE QUALITY PRODUCTS - ARISTOCRAT	Rejected



DATE OF APPLICATION	NAME OF FIRM	TITLE SUBMITTED	APPROVED OR REJECTED
29th June 1956	Melchers Distilleries Ltd. Montreal	1 - MELCHERS DISTILLERIES LIMITED - MAKERS OF FINE QUALITY PRODUCT SINCE 1896 2 - MELCHERS DISTILLERIES LIMITED - SINCE 1896 THE "ARISTOCRAT" WAY	Rejected Rejected
25th September 1956	Melchers Distilleries Ltd. Montreal	MELCHERS DISTILLERIES LTD. - DISTILLERS SINCE 1898	Approved
31st January 1957	British Columbia Centennial Committee	1 - B.C. ING YOU IN '58. - B.C. CENTENARY 2 - A CENTURY - BC - 1858-1958 - TO CELEBRATE	Approved Approved
16th July 1957	Department of Citizenship & Immigration Indian Affairs Branch	DEPARTMENT OF CITIZENSHIP AND IMMIGRATION INDIAN AFFAIRS BRANCH - LAVAL FORTIN	Approved
16th July 1957	National Film Board	WATCH PERSPECTIVE NFB NEW TELEVISION SERIES	Approved
10th December 1957	Fidelity Health Association Vancouver, B.C.	FOR DEPOSIT ONLY TO THE CREDIT OF FIDELITY HEALTH ASSOCIATION	Rejected
21st January 1959	Carling Breweries (Manitoba) Ltd. Winnipeg, Man.	THE BEST BREWS IN THE WORLD COME FROM CARLING'S	Rejected
29th May 1959	Weicker & Sweeney, Regina, Sask.	SAVE YOUR TEETH FLUORIDATE	Rejected

APPROVED  
OR  
REJECTED

DATE OF  
APPLICATION

NAME OF FIRM

TITLE SUBMITTED

Approved

14th September 1959

McConnachie Sales Co. Ltd.  
Toronto, Ont.

MCCONNACHIE SALES CO. LIMITED  
71 KINCORP STREET  
TORONTO 15, CANADA

Rejected

17th November 1959

United Electrical Radio & Machine Workers  
of America

NO - BOMBS - PEACE - NOT PIECES

Rejected

2nd March 1960

The Kentville, N.S. Credit Company

1 - PROTECT YOUR CREDIT - PAY PROMPTLY  
2 - PROTECT CREDIT - PAY PROMPTLY

Rejected

22nd April 1960

Ukrainian Canadian Committee  
Winnipeg, Man.

1861 - T. MEBYEHKOBI - 1961

Approved

16th September 1960

Dow Brewery Limited

DOW FAIT RESSORTIR TOUTES LES QUALITES DE LA BIERRE  
- DOW BRINGS OUT THE BEST IN BEER

Rejected

29th September 1960

Dow Brewery Limited

DOW BRINGS OUT THE BEST --- BIG FOUR FOOTBALL ON  
T.V.

Approved

9th December 1960

Dow Brewery Limited

DOW PRESENTE A LA TV - LA CÔTE DE SABLE ET L'HEURE  
DES QUILLES

Approved

14th February 1961

Centenaire de Lévis

1861-1961 - BIENVENUE AUX FÊTES DU CENTENAIRE

Approved

DATE OF APPLICATION	NAME OF FIRM	TITLE SUBMITTED	APPROVED OR REJECTED
10th November 1961	Social Credit Association of Canada Ottawa, Ont.	SECURITY WITH FREEDOM	Rejected
23rd February 1962	Grant Collection Agency	CREDIT IS A SACRED TRUST --- KEEP IT	Rejected
6th September 1962	Westclox of Canada Limited Peterborough, Ont.	PRINTED MATTER	Approved
14th September 1962	Simpsons-Sears Limited	USE YOUR CREDIT - BUY NOW AND SAVE	Approved
4th January 1963	Ontario Liberal Association	ONTARIO LIBERAL RALLY - JANUARY 25-26, 1963 100 ADELAIDE ST. W., TORONTO, ONT.	Rejected
22nd January 1963	William Mara Company Ltd. Toronto, Ont.	LET US KEEP YOU IN GOOD SPIRITS	Approved
8th April 1963	Dow Brewery Ltd.	SALUT AU PRINTEMPS - DOW	Rejected
29th May 1963	Dixon Commercial Investigators St. Catharines, Ont.	YOUR CREDIT RECORD IS AN OPEN BOOK BUY WISELY PAY PROMPTLY	Rejected
24th July 1963	Dow Brewery Ltd.	COURONNEE DE SUCCÈS - PRIX D'HONNEUR, COLOGNE, 1963	Approved

DATE OF APPLICATION	NAME OF FIRM	TITLE SUBMITTED	APPROVED OR REJECTED
6th August 1963	H. Corby Distillery Ltd.	SAY COREY'S FOR THE GOOD CLEAN TASTE OF TRUE CANADIAN WHISKY	Rejected
14th August 1963	Alliance Compagnie Mutuelle d'assurance Montréal, P.Q.	RECU PALEMENT - ALLIANCE MUTUELLE - VIE	Approved
27th August 1963	Val Brewing Company Montréal, P.Q.	COURONNEE DE SUCCES - PRIX D'HONNEUR, COLOGNE 1963	Approved
10th June 1964	La Brasserie Dow du Québec Limitée Montréal, P.Q.	LES MAÎTRES BRASSEURS - THE MASTER BREWERS	Approved
9th March 1964	Carling Breweries (Saskatchewan) Ltd. Regina, Sask.	SAY "MABEL" <del>of</del> BLACK LABEL!	Approved
4th August 1967	Youth for Diefenbaker Toronto, Ont.	KEEP THE CHIEF	Rejected
5th March 1968	Vigilants of Canada	VIGILANTS DU CANADA - POUR UN CANADA UNI OF FOR A UNITED CANADA	Approved