

THE SLOGAN BOX

THE *British North America*
Philatelic Society LTD.



Whole Number 55A

Newsletter of the BNAPS Slogan Cancel Study Group
September - October, 1998

Volume 11 Number 5A

CHAIRMAN

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SLOGAN BOX EDITOR

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Dear fellow slogan collectors:

This issue of the "Slogan Box" contains an important article on "Crippled Children Easter Seals" by our editor, Daniel Rosenblat. As well, there is a listing of the meter slogans available on "health, safety and social services" by Steve Friedenthal and an interesting piece of information from the Archives of Canada on meter slogans.

Next issue will see an update of the 1897-1919 "Classic" period machine and hand stamp slogans with new earliest and latest dates supplied by members of the BNAPS Slogan Cancel Study Group. The first issue of 1999 will have a financial accounting of the group's funds. At this time I can only say that we are still fiscally healthy. Early in the new year there will be a second supplement to the hand stamp hand book.

Issue 55B cost us very little to photocopy as there were coupons for 100 free photocopies with purchase of school paper. Well, one inner city school benefited from our purchase of a lot of three-hole lined paper and which saved the group about \$100.

I had planned to get this Issue 55 part A of the Slogan Box out weeks and weeks ago.

However, work commitments, good weather, family responsibilities and other excuses make it almost in time for the last issue of the year. I hope that this will not happen again, but, I can make no promises.

The weather is still good in sunny Northern Alberta. Fortunately for many of us, winter has not yet arrived and we are still able to get out and about without the benefit on heavy mitts, toques and parkas. Then again, many of our members are located in warmer climates and never have to wear these accoutrements anyway.

Has any member found anything exciting recently? Please let us know, a photocopy to share with others interested in slogan cancels would be appreciated.

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CRIPPLED CHILDREN EASTER SEALS RELATED SLOGANS

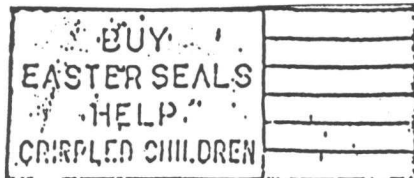
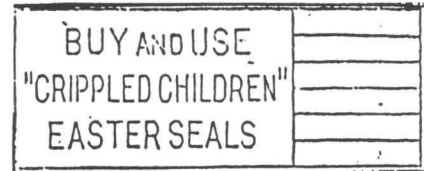
THIRTEEN DIFFERENTLY WORDED SLOGANS

This subject was extensively treated in prior issues 33 and 34, more than four years ago, so a brief revision based on new data is appropriate. It is now clear from the 1947-55 P. O. documentation available that all of the differently worded slogans had various related sponsors, but this early documentation gives no indication that their issue was consolidated under one national organization prior to 1955. However, the reissue of previously proprietary dies at offices other than those of the original sponsor, from 1961 on, suggests that all related dies were pooled at that time or somewhat earlier and issued under the sponsorship of a national organization. Nevertheless, there are some instances of proprietary sponsorship after the pooling, suggesting that some areas, notably Alberta, were still not affiliated with the national group after 1961. The initial use was sponsored by the Ontario Society for Crippled Children, but was later joined by other regional organizations and to a considerable degree by local Rotary Clubs.

In addition to 13 different wordings, some wordings appeared in several formats as replacement or added dies. The earlier articles attempted to separate the usage by format and by separable pre-1955 dies, but repeating this data would be very lengthy and probably of interest to only a few members and source of confusion to others.

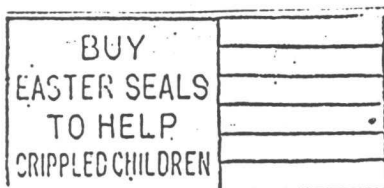
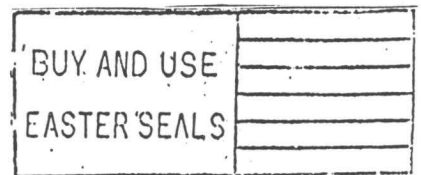
Accordingly, this revision is much simplified into a listing of all usage at 93 recorded offices, by year and by slogan, if the use has been seen or reliably reported by slogan. When this is not the case, but the usage patterns strongly suggest use at an office in a given year, this use is designated as "Probable", rather than by slogan number. For ease of reference, the earliest format of each of the 13 wordings is illustrated if available, with a brief description of their origins and periods of recorded use.

Slogan B-655-820 - BUY AND USE "CRIPPLED CHILDREN" EASTER SEALS. The earliest use of this related group was of four PB and two P dies, with quotation marks, sponsored in 1947 by the Ontario Society for Crippled Children. There was subsequent use of numerous replacements and additions in various formats without the quotation marks, averaging about 10 dies used in each year, but diminishing to use of only three dies in the final 1967-68 years.



Slogan B-740-865 - BUY EASTER SEALS HELP CRIPPLED CHILDREN. Originated by the Rotary Clubs of Saskatchewan in 1951, with use of two dies at REGINA and SASKATOON, but the wording was later adopted by many other groups, probably including the national group from 1961, and was eventually by far the largest used, averaging 30-35 dies in 1958-68 before it began to decrease in 1969-70, with three dies recorded in 1971. A 1959-65 proprietary use at KAPUSKASING is from a die with quotation marks around the entire wording.

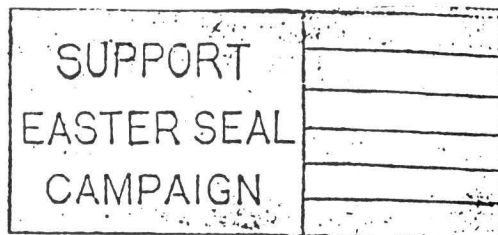
Slogan B-665-825 - BUY AND USE EASTER SEALS. Originated as a single proprietary Perfect die used at HALIFAX from 1952 to 1956, but additional dies with the same wording were requested by an Alberta group in 1954 for use at CALGARY, EDMONTON, LETHBRIDGE, MEDICINE HAT and RED DEER, with most used through 1956. There is no recorded 1957-63 use, but the wording is later recorded at DUNNVILLE and SUDBURY in 1964.



Slogan B-750-866 - BUY EASTER SEALS TO HELP CRIPPLED CHILDREN. Originated as a proprietary die used at WINNIPEG in 1952. A B.C. group sponsored two dies with the same wording in 1953 for use at VANCOUVER and VICTORIA. The VICTORIA die was reissued in 1954 and the VANCOUVER die in 1955 only. A die with the same wording was issued at OSHAWA in 1956 only. There was no recorded 1957 use, but in 1958 this wording had use at PRINCE ALBERT, SAULT STE. MARIE and WINNIPEG. The WINNIPEG use was a reissue of the 1952 die, but the other two offices had individually new sponsored use. No recorded use in 1959-60, but the wording was used at KINGSTON in 1961 and at WINNIPEG in 1962, a further reissue of the 1952 and 1958 die.

CRIPPLED CHILDREN EASTER SEALS RELATED SLOGANS

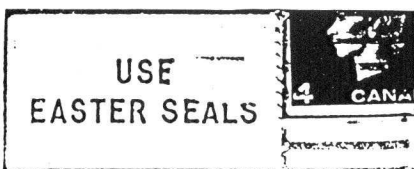
Slogan S-1675-8880 - SUPPORT EASTER SEAL CAMPAIGN. This slogan was omitted from prior articles, but a review of the documentation now shows that it was requested in 1953 by the Rotary Club at WALLACEBURG. The Club suggested the wording SUPPORT ROTARY EASTER SEAL CAMPAIGN, but were told that a sponsor's name could not be used in the wording. The only illustration available is a somewhat enlarged receipt impression.



Slogan E-05-2690 - EASTER SEALS HELP CRIPPLED CHILDREN. Originated with proprietary use at WINNIPEG in 1957 only. A similar wording had proprietary use at SUDBURY in 1958 only. The SUDBURY die was reissued in 1964 to PRESTON and rotated to four other offices in 1964-68.

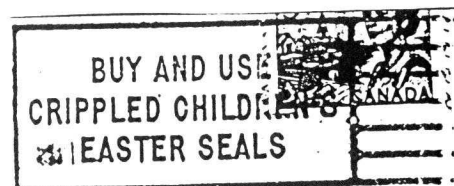
Slogan B-745-865-A - BUY EASTER SEALS ACHETEZ DES TIMBRES DE PAQUE - Originated as two identical proprietary dies used at NORANDA and ROUYN in 1960, reissued in 1961. The Editor does not have impressions of either use, so it cannot be illustrated. There does not appear to have been any provincial Easter Seal organization in Quebec province or even a local group in any of the larger Quebec offices, so this slogan is the only Quebec bilingual Easter Seal postal advertising used.

Slogan U-145-9822 - USE EASTER SEALS HELP CRIPPLED CHILDREN. Originated as a single proprietary die issued to LUNENBURG in 1961, reissued in 1962-63, not recorded thereafter.



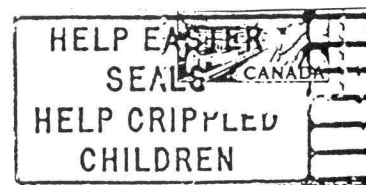
Slogan U-140-9820 - USE EASTER SEALS - Originated as a single proprietary two line die issued to VANCOUVER in 1964, reissued in 1965 and possibly in 1966. By 1967 it had been replaced by a three line die, reissued in 1968, but not recorded thereafter. This is quite late for a proprietary Easter Seal slogan to have been sponsored, but VANCOUVER does not appear to have had any Easter Seal postal advertising since much earlier proprietary use in 1955, and therefore was not part of any national advertising in the 1961-63 period.

Slogan B-660-821 - BUY AND USE CRIPPLED CHILDREN'S EASTER SEALS - This was probably a set of replacement dies for B-655, but CHILDREN was inadvertently rendered possessive by the inclusion of the 'S'. It appears to have been originated with four dies used at BRANTFORD, GUELPH, TORONTO and WOODSTOCK in 1964, then randomly reissued to the extent still serviceable in 1965-70



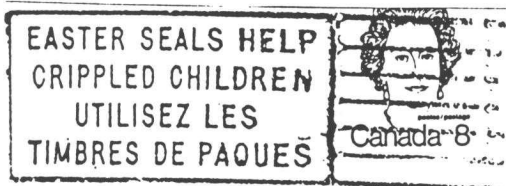
Slogan T-365-9615 - TIME TO BUY AND USE EATER SEALS Originated as a single proprietary die at CALGARY in 1966, reissued in 1967 only. As with VANCOUVER's proprietary use of U-140, this is quite late for a proprietary die to have been sponsored, but CALGARY also does not appear to have had any Easter Seal postal advertising since much earlier proprietary use in 1954-56, and was not a part of any national advertising in 1961-65.

Slogan H-295-4335 - HELP EASTER SEALS HELP CRIPPLED CHILDREN - Originated by an Alberta group sponsoring use of four non separable dies issued in 1968 to four Alberta offices, CALGARY, EDMONTON, LETHBRIDGE and RED DEER. Three additional dies must have been issued in 1969 to permit use at the original four offices plus CAMROSE and GRANDE PRAIRIE in Alberta and DAWSON CREEK in B.C.



CRIPPLED CHILDREN EASTER SEALS RELATED SLOGANS

Slogan E-06-2690 - EASTER SEALS HELP CRIPPLED CHILDREN UTILISEZ LES TIMBRES DE PAQUES - P. O. regulations required that new or replacement dies issued from 1970 on be bilingual, so dies with this wording were a bilingual version of slogan E-05. Still serviceable English dies could continue to be used in 1970-71, but had to be withdrawn in 1972. Four non separable dies of E-06 appear to have been issued in 1970 and thereafter randomly reissued, but the usage of 15 dies in 1975 indicates that a considerable number of additional replacement dies were put into use. The recorded number of using offices begins to decrease from 1976, suggesting that additional replacements were not being undertaken, and only two dies are recorded in 1979 at COCHRANE and SUDBURY, but only one die is recorded thereafter at COCHRANE in 1980-84. This is the final usage of the related group.



The Superintendent,
Public Relations Branch,
P. O. Department.

Receipt is acknowledged of your letter of the 30th instant, which has reference to issue of special cancelling dies reading:

BUY AND USE
"CRIPPLED CHILDREN"
EASTER SEALS.

In reply I would advise that arrangements could be made for the operation of these dies at offices mentioned in your letter, as follows:

- 1 - Universal die at Toronto - for thirty days prior to April 6th.
- 3 - " dies at London
Hamilton
Kingston
Ottawa
St.Catharines
Chatham - for two weeks, each, during above period.

(Peterboro, also included in your list, is equipped with a Universal machine, and could be substituted for Chatham, St.Catharines, etc., if desired).

- 2 - Perfect dies at Windsor
Stratford
Brockville
North Bay - for two weeks, each, during above period.

Pending receipt of reply from you, ordering of the dies is withheld.

EASTER SEAL RELATED SLOGANS

| | | | | |
|--|---|--|--|---|
| ABBOTSFORD 1964 B-740 - 865 | CARLETON PLACE 1959-60 B-740 - 865 1961 Probable | FORT WILLIAM 1949-53 B-655 - 820 1955 B-655 - 820 | KINGSTON 1947-53 B-655 - 820 1955-57 B-655 - 820 | MISSISSAUGA 1975 E-06 - 2690-A |
| AMHERSTBURG 1963-64 B-740 - 865 | 1962 B-740 - 865 1963 Probable 1964 B-740 - 865 | 1956-61 B-740 - 865 1962-63 Probable 1964-66 B-740 - 865 1967 B-660 - 821 1968-69 B-740 - 865 | 1958-60 B-740 - 865 1961 B-750 - 866 1962-63 Probable 1964-70 B-740 - 865 1975-76 E-06 - 2690-A | MOOSE JAW 1961 B-655 - 820 |
| ANTIGONISH 1955-56 B-740 - 865 | CHARLOTTETOWN 1960-62 B-740 - 865 | In 1970 became THUNDER BAY 1970 B-740 - 865 1975-78 E-06 - 2690-A | KIRKLAND LAKE 1975-77 E-06 - 2690-A | NAPANEE 1959 B-740 - 865 1960 Probable 1961-63 B-740 - 865 1964 Probable 1965 B-740 - 865 1966-67 Probable 1968 B-740 - 865 |
| ARNPRIOR 1959-60 B-740 - 865 1961 Probable 1962 B-740 - 865 | CHATHAM 1947-54 B-655 - 820 1955 B-750 - 866 1956-57 B-655 - 820 1958-69 B-740 - 865 | GALT 1959-61 B-740 - 865 1962 Probable 1963 B-655 - 820 | KITCHENER 1952-53 B-655 - 820 1955-57 B-655 - 820 1958-60 B-740 - 865 1961-62 Probable 1963-66 B-655 - 820 In 1975 became KITCHENER-WATERLOO 1975-76 E-06 - 2690-A | NEW GLASGOW 1960-61 B-740 - 865 1962 Probable 1963 B-740 - 865 1964 Probable 1965 B-740 - 865 |
| BARRIE 1959-64 B-740 - 865 | COBOURG 1964-66 B-740 - 865 | GRANDE PRARIE 1968-69 H-295 - 4335 | | |
| BELLEVILLE 1964-70 B-740 - 865 1971-72 Probable 1973 E-06 - 2690-A | COCHRANE 1959-62 B-740 - 865 1963 Probable 1964-66 B-740 - 865 1967 Probable 1968 B-740 - 865 1973 E-06 - 2690-A 1974 Probable 1975-80 E-06 - 2690-A 1981-83 Probable 1984 E-06 - 2690-A | GUELPH 1948 B-655 - 820 1950-51 B-655 - 820 Issued a P die in early Mar. 1956 B-655 - 820 Replaced by a PB die 1956 B-740 - 865 1957 B-655 - 820 1958-63 B-740 - 865 1964 B-660 - 821 1965-69 B-740 - 865 | LEAMINGTON 1959-60 B-740 - 865 1961 Probable 1962-64 B-740 - 865 1965-67 Probable 1968-69 B-740 - 865 | NEWMARKET 1960 B-740 - 865 1961 Probable 1962-64 B-740 - 865 |
| BOWMANVILLE 1959-67 B-740 - 865 | CORNWALL 1959-66 B-740 - 865 1975-77 E-06 - 2690-A | HALIFAX 1952-56 B-665 - 825 1956-58 B-740 - 865 Confirmed use of B-665 to at least Mar.13, 1956 and of B-740 from at least Mar. 26 1959 Probable 1960-61 B-655 - 820 1973 E-06 - 2690-A | LINDSAY 1959-67 B-740 - 865 | NIAGARA FALLS 1963-66 B-740 - 865 |
| BRACEBRIDGE 1959-63 B-655 - 820 1964 Probable 1965 B-655 - 820 1966 Probable 1967 B-655 - 820 1968 B-740 - 865 | DAWSON CREEK 1968-69 H-295 - 4335 | | LISTOWEL 1959 B-740 - 865 1960 Probable 1961 B-740 - 865 1962 Probable 1963-64 B-740 - 865 1965-66 Probable 1967 B-740 - 865 | NORANDA 1960-61 B-745 - 865-A |
| BRAMPTON 1965-66 B-740 - 865 1971 E-06 - 2690-A 1972 Probable 1973-75 E-06 - 2690-A | DRYDEN 1962-67 B-740 - 865 1968 Probable 1969-71 B-740 - 865 1974-77 E-06 - 2690-A | HAMILTON 1947-53 B-655 - 820 1955-57 B-655 - 820 1958-62 B-740 - 865 1963 Probable 1964 B-740 - 865 1965 E-05 - 2690 1966-70 B-740 - 865 1975-76 E-06 - 2690-A | | NORTH BATTLEFORD 1961 B-655 - 820 |
| BRANTFORD 1948 B-655 - 820 1950-57 B-655 - 820 1958-61 B-740 - 865 1962-63 Probable 1964 B-660 - 821 1965-67 B-740 - 865 1968 E-05 - 2690 1969-70 B-740 - 865 | DUNNVILLE 1959 B-740 - 865 1960 Probable 1961 B-740 - 865 1962 Probable 1963 B-740 - 865 1964 B-665 - 825 | | LONDON 1947-53 B-655 - 820 1955-57 B-655 - 820 1958-61 B-740 - 865 1962 Probable 1963-69 B-740 - 865 1970 E-06 - 2690-A | NORTH BAY 1947-48 B-655 - 820 1955-56 B-740 - 865 1963-65 B-740 - 865 1975-77 E-06 - 2690-A |
| BROCKVILLE 1947-48 B-655 - 820 1950-51 B-655 - 820 | EDMONTON 1954-56 B-665 - 825 1968-69 H-295 - 4335 | INGERSOLL 1959-63 B-740 - 865 1964 Probable 1965 B-740 - 865 | LUNENBURG 1961-63 U-145 - 9822 1964-65 Probable 1966 B-740 - 865 | OAKVILLE 1963-67 B-740 - 865 1968 B-655 - 820 1969 B-740 - 865 1970-71 E-06 - 2690-A 1972-74 Probable 1975-76 E-06 - 2690-A |
| BURLINGTON 1959-69 B-740 - 865 | ELLIOT LAKE 1959 B-740 - 865 1960 Probable 1961 B-740 - 865 1962 Probable 1963 B-740 - 865 | KAPUSKASING 1959-63 B-740 - 865 This die has quotation marks 1964 Probable 1965 B-740 - 865 | | ORANGEVILLE 1964-65 B-740 - 865 1966 Probable 1967 B-740 - 865 1968 Probable 1969 B-740 - 865 |
| CALGARY 1954-55 B-665 - 825 1956 B-740 - 865 1966-67 T-365 - 9615 1968-69 H-295 - 4335 | EXETER 1959 B-740 - 865 1960-62 Probable 1963 B-740 - 865 | KENORA 1959 B-740 - 865 1964 B-740 - 865 1965 B-655 - 820 1966-70 B-740 - 865 | MEDICINE HAT 1954-55 B-665 - 825 1956 B-740 - 865 | OSHAWA 1948-50 B-655 - 820 1954-55 B-655 - 820 1956 B-750 - 866 1957 B-740 - 865 1958-68 B-655 - 820 1969 B-660 - 821 |
| CAMROSE 1968 H-295 - 4335 | | | MILTON WEST 1959 B-740 - 865 1960 Probable 1961 B-740 - 865 1962 Probable In 1963 became MILTON 1963 B-740 - 865 | |

EASTER SEAL RELATED SLOGANS

| OTTAWA | RED DEER | SIMCOE | SYDNEY | WATERLOO |
|---------------------|-----------------------|-----------------------|------------------------|---------------------|
| 1948-53 B-655 - 820 | 1954-56 B-665 - 825 | 1964-66 B-740 - 865 | 1955-58 B-740 - 865 | 1964-66 B-655 - 820 |
| 1955 B-655 - 820 | 1968-69 H-295 - 4335 | 1967 Probable | Confirmed use of two | |
| 1956-61 B-740 - 865 | | 1968 B-740 - 865 | consecutive formats of | |
| 1962 Probable | REGINA | 1969-70 Probable | B-740 - 865 in 1956 | WELLAND |
| 1963 B-740 - 865 | 1951-56 B-740 - 865 | 1971 B-740 - 865 | 1959-60 Probable | 1959 B-740 - 865 |
| 1964 B-655 - 820 | 1961 B-655 - 820 | | 1961-68 B-655 - 820 | 1960 Probable |
| 1965-66 B-740 - 865 | 1962-64 Probable | STETTNER | 1969-70 B-660 - 821 | 1961 B-740 - 865 |
| 1967 E-05 - 2690 | 1965 B-655 - 820 | 1966-68 B-740 - 865 | | 1962 Probable |
| 1967-70 B-740 - 865 | | 1969-71 Probable | THUNDER BAY | 1963 B-740 - 865 |
| Catalogued as using | ROUYN | 1972 E-06 - 2690-A | See FORT WILLIAM | 1964 B-655 - 820 |
| two dies in 1967 | 1960-61 B-745 - 865-A | 1973 Probable | and PORT ARTHUR | 1965 B-740 - 865 |
| | | 1974 E-06 - 2690-A | | 1966 B-655 - 820 |
| | | | | 1967-69 B-740 - 865 |
| PARRY SOUND | ST. CATHARINES | STRATFORD | TILLSONBURG | WHITBY |
| 1960-69 B-740 - 865 | 1947-53 B-655 - 820 | 1947-53 B-655 - 820 | 1958-61 B-740 - 865 | 1960-61 B-740 - 865 |
| | 1955-57 B-655 - 820 | 1955-56 B-655 - 820 | 1962-63 Probable | |
| PETERBOROUGH | 1958-61 B-740 - 865 | 1957-58 B-740 - 865 | 1964 B-655 - 820 | WILLOWDALE |
| 1947 B-655 - 820 | 1962 Probable | 1959 Probable | 1965-70 B-740 - 865 | 1975 E-06 - 2690-A |
| 1952-53 B-655 - 820 | 1963 B-740 - 865 | 1960 B-740 - 865 | | |
| 1955-57 B-655 - 820 | 1964 B-655 - 820 | 1961-62 Probable | TIMMINS | |
| 1958-61 B-740 - 865 | 1965 B-660 - 821 | 1963 B-740 - 865 | 1964 B-740 - 865 | WINDSOR |
| 1962-63 Probable | 1966-68 B-740 - 865 | 1964-65 B-655 - 820 | 1965-66 Probable | 1947-53 B-655 - 820 |
| 1964 B-655 - 820 | 1975 E-06 - 2690-A | 1966-68 B-740 - 865 | 1967-69 B-740 - 865 | 1955 B-655 - 820 |
| 1965-67 B-740 - 865 | | 1969 Probable | | 1956 Probable |
| 1968 B-660 - 821 | ST. JOHN'S | 1970 B-740 - 865 | TORONTO | 1957-60 B-740 - 865 |
| 1969-70 B-740 - 865 | 1955 B-740 - 865 | | 1947-53 B-655 - 820 | 1964-65 B-740 - 865 |
| | | | 1955-57 B-655 - 820 | 1966 E-05 - 2690 |
| PICTON | SARNIA | SUDBURY | 1958-61 B-740 - 865 | 1967-68 B-660 - 821 |
| 1959-70 B-740 - 865 | 1950-51 B-655 - 820 | 1956-57 B-655 - 820 | 1962 Probable | 1969-70 B-740 - 865 |
| | 1959-67 B-740 - 865 | 1958 E-05 - 2690 | 1963 B-740 - 865 | |
| PORT ARTHUR | SASKATOON | 1959-61 B-740 - 865 | 1964 B-660 - 821 | WINNIPEG |
| 1950-51 B-655 - 820 | 1951-57 B-740 - 865 | 1962 Probable | 1965-70 B-740 - 865 | 1952 B-750 - 866 |
| 1964-68 B-740 - 865 | 1958 B-655 - 820 | 1963 B-740 - 865 | | 1953 B-655 - 820 |
| 1969 Probable | 1959-60 Probable | 1964 B-665 - 825 | VANCOUVER | 1957 E-05 - 2690 |
| In 1970 became | 1961 B-655 - 820 | 1965 B-655 - 820 | 1953 B-750 - 866 | 1958 B-750 - 866 |
| THUNDER BAY STA. P | | 1966 Probable | 1955 B-750 - 866 | 1962 B-750 - 866 |
| 1970 B-740 - 865 | SAULT STE. MARIE | 1967-69 B-740 - 865 | 1964-65 U-140 - 9820 | 1963 Probable |
| | 1957 B-740 - 865 | 1970 E-06 - 2690-A | 1966-67 Probable | 1964 B-740 - 865 |
| PRESCOTT | 1958 B-750-866 | 1975-79 E-06 - 2690-A | 1968 U-140 - 9820 | |
| 1960-63 B-740 - 865 | 1959 B-740 - 865 | | | WOODSTOCK |
| 1964 Probable | 1960 Probable | SWIFT CURRENT | VICTORIA | 1948 B-655 - 820 |
| 1965 B-740 - 865 | 1961 B-740 - 865 | 1958 B-740 - 865 | 1953-54 B-750 - 866 | 1958-63 B-740 - 865 |
| 1966 Probable | 1962-63 Probable | | 1964-69 B-740 - 865 | 1964-66 B-660 - 821 |
| 1967-69 B-740 - 865 | 1964 B-655 - 820 | | 1970-74 E-06 - 2690-A | |
| | 1965-69 B-740 - 865 | | 1975-76 Probable | YORKTON |
| PRESTON | 1976-77 E-06 - 2690-A | | 1977 E-06 - 2690-A | 1961 B-655 - 820 |
| 1964 E-05 - 2690 | | | | |
| 1965-66 B-740 - 865 | | | WALLACEBURG | |
| | | | 1953 S-1675-8880 | |
| PRINCE ALBERT | | | | |
| 1956-57 B-740 - 865 | | | | |
| 1958 B-750 - 866 | | | | |
| 1959 Probable | | | | |
| 1960-61 B-655 - 820 | | | | |

Postage Meter Slogans - Part II - Health, Safety and Social Services
Steven A. Friedenthal

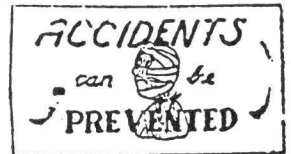
MA

Slogan Number: MA -
Wording/description: aca (logo)
Irwin Type: ?
Colour: Red
Meter manufacturer: Friden
Meter number: 334746
Office and date: Edmonton March 3, 1998
User: Alberta Council on Aging



Alberta Council on Aging
1740, 10130-103 Street
Edmonton, AB T5J 3N9

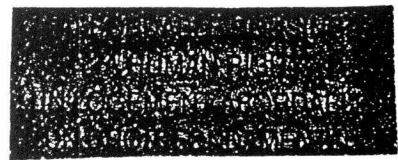
Slogan Number: MA -
Wording/description: ACCIDENTS can be PREVENTED
(head in bandages)
Irwin Type: 11.1 variety (full province, month abbreviated)
Colour: ?
Meter manufacturer: PB
Meter number: 1056
Office and date: Regina January 28, 1953
User: ?



Slogan Number: MA -
Wording/description: ADULTS NEED BOOSTER SHOTS TOO
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 143640
Office and date: Halifax January 8, 1965
User: ?

**ADULTS NEED
BOOSTER SHOTS
TOO**

Slogan Number: MA -
Wording/description: AFFORDABLE HOUSING: A HUMAN RIGHT
(bilingual)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 620529
Office and date: Ottawa March 3, 1992
User: Canadian Housing



Slogan Number: MA -
Wording/description: ALBERTA SPCA (logo)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 619206
Office and date: Edmonton October 16, 1990
User: Alberta S.P.C.A.



ALBERTA S.P.C.A.
226, 3210 - 118 AVE.
EDMONTON, AB
T5W 4W1
(403) 471-2020

Slogan Number: MA -
Wording/description: ALL GROWING CHILDREN NEED
(VITAMIN D in shape of fish)
Irwin Type: 11.1 variety (full province, month abbreviated)
Colour: ?
Meter manufacturer: PB
Meter number: 143671
Office and date: Regina December 2, 1949
User: ?

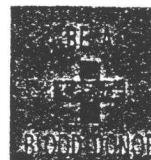


Slogan Number: MA -
Wording/description: A United Way Member RED SHIELD APPEAL
SALVATION ARMY (in shield)
Irwin Type: 14.1
Colour: ?
Meter manufacturer: PB
Meter number: 248123 (?)
Office and date: Saskatoon June 8, 1966
User: ?

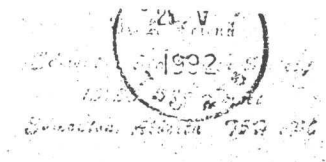


MB

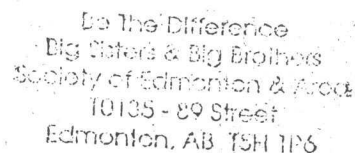
Slogan Number: MB -
Wording/description: BE A BLOOD DONOR (cross)
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 251855
Office and date: Calgary May 26, 1959
User: ?



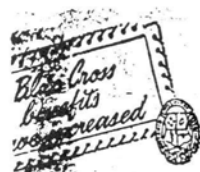
Slogan Number: MB -
Wording/description: Be a Friend
Irwin Type: 23.1
Colour: Red
Meter manufacturer: PB
Meter number: 6836507
Office and date: Edmonton May 25, 1992
User: Big Sister and Big Brother Society



Slogan Number: MB -
Wording/description: Be the Difference
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 805388
Office and date: Edmonton August 24, 1995
User: Big Sister & Big Brother Society



Slogan Number: MB -
Wording/description: Blue Cross benefits have increased (in box with logos)
Irwin Type: 7.3
Colour: Blue
Meter manufacturer: PB
Meter number: 84682
Office and date: Ottawa March 16, 1949
User: Ottawa Civic Hospital



Slogan Number: MB -
Wording/description: BUILDING GLOBAL JUSTICE
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 557078
Office and date: Edmonton May 4, 1990
User: Farmers For Peace

BUILDING GLOBAL JUSTICE
10920 - 88th AVENUE
EDMONTON, ALBERTA
CANADA
T6G 0Z1

Slogan Number: MB -
Wording/description: Buy and Use CRIPPLED CHILDREN Easter Seals
(sun child with crutches) HOPE OPPORTUNITY
Irwin Type: 11.1 variety (full province)
Colour: ?
Meter manufacturer: PB
Meter number: 143525
Office and date: Regina March 30, 1951
User: ?



Slogan Number: MB -
Wording/description: BACK THE ATTACK ON TRAFFIC ACCIDENTS
Irwin Type: 11.1 variety (full province)
Colour: ?
Meter manufacturer: PB
Meter number: 1287
Office and date: Hamilton May 6, 1957
User: ?



Slogan Number: MB - A
Wording/description: BACK the ATTACK on TRAFFIC ACCIDENTS
Irwin Type: 8.2
Colour: Red
Meter manufacturer: PB
Meter number: 5407?
Office and date: House of Assembly Toronto March 15, 1957
User: Ontario Department of Agriculture

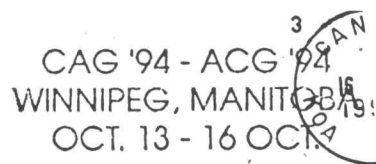


Slogan Number: MB -
Wording/description: BUY EASTER SEALS (bilingual) (lilly)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 143665
Office and date: Montreal March 25, 1959
User: ?



MC

Slogan Number: MC -
Wording/description: CAG '94 - ACG '94 WINNIPEG, MANITOBA
 OCT. 13 - 16 OCT.
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 581933
Office and date: Ottawa June 1, 1994
User: Canadian Association on Gerontology



Slogan Number: MC -
Wording/description: CANCER EDUCATION CONCERNS YOU
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 151733
Office and date: Waterloo February 25, 1965
User: ?

**CANCER EDUCATION
 CONCERNS YOU**

Slogan Number: MC - A
Wording/description: CELEBRATING 100 YERS 1892 - 1992
 (Times Roman font)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 630465
Office and date: Edmonton March 27, 1993
User: Edmonton Board of Health

**CELEBRATING 100 YEARS
 1892 - 1992**

Slogan Number: MC - B
Wording/description: CELEBRATING 100 YEARS 1892 - 1992
 (sans serif font)
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 1007711
Office and date: Edmonton March 29, 1992
User: Edmonton Board of Health

**CELEBRATING 100 YEARS
 1892 - 1992**

Slogan Number: MC -
Wording/description: CEREBRAL PALSY WORKING TOWARDS
A BETTER QUALITY OF LIFE
Irwin Type: 20.1:
Colour: Red
Meter manufacturer: PB
Meter number: 616871
Office and date: Calgary May 15, 1992
User: Cerebral Palsy Association in Alberta

CEREBRAL PALSY
WORKING TOWARDS
A BETTER QUALITY
OF LIFE

Slogan Number: MC -
Wording/description: COMMITTED TO COMMUNITY NEEDS
Irwin Type: 21 (variety)
Colour: Red
Meter manufacturer: Friden
Meter number: 391168
Office and date: Edmonton June 2, 1995
User: Edmonton Police Service

COMMITTED TO
COMMUNITY
NEEDS

Slogan Number: MC -
Wording/description: COMPLETE PRESCRIPTION SERVICE
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 258035
Office and date: Carstairs February 1, 1979
User: Gray's Drug Store

COMPLETE
PRESCRIPTION
SERVICE

MD

Slogan Number: MD -
Wording/description: "DEDICATED TO YOUR HEALTH"
Irwin Type: 23.1
Colour: Red
Meter manufacturer: PB
Meter number: 817723
Office and date: Ganges March 7, 1978
User: Ganges Pharmacy Ltd.

GANGES PHARMACY LTD.
"DEDICATED TO YOUR HEALTH"
BOX 100
GANGES, B.C. 537-5534

Slogan Number: MD -
Wording/description: DEFEAT MUSCULAR DYSTROPHY NEXT
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 152587; 155016
Office and date: Toronto August 28, 1961; November 1, 1965
User: ?

DEFEAT
MUSCULAR DYSTROPHY
NEXT

Slogan Number: MD -
Wording/description: DOING MORE THAN YOU KNOW
Irwin Type: 23.1
Colour: Red
Meter manufacturer: PB
Meter number: 853917
Office and date: Lethbridge May 10, 1995
User: YWCA of Lethbridge and District

DOING MORE THAN YOU KNOW
POST 19

Slogan Number: MD -
Wording/description: DONATIONS TO THE COMMUNITY SERVICES COUNCIL ARE INCOME TAX DEDUCTIBLE
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 507434 607454
Office and date: St. John's May 17, 1993 May 17, 1993
User: Community Services Council

DONATIONS TO THE COMMUNITY SERVICES COUNCIL ARE INCOME TAX DEDUCTIBLE

Slogan Number: MD -
Wording/description: don't be caught DEAD sitting on your SEAT BELT!
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 154151
Office and date: Ottawa February 16, 1965
User: ?

don't be caught DEAD
sitting on
your SEAT BELT!

Slogan Number: MD -
Wording/description: DON'T GAMBLE ON THIN ICE
(dice, person pulling person from ice boxed)
Irwin Type: 11.1 variety (full province, abbreviated month)
Colour: ?
Meter manufacturer: PB
Meter number: 1056
Office and date: Regina April 20, 1950
User: ?



Slogan Number: MD -
Wording/description: DRINKING AND DRIVING DON'T MIX
Irwin Type: 23.1
Colour: ?
Meter manufacturer: PB
Meter number: 681655
Office and date: Mississauga February 13, 1986
User: ?

DRINKING
AND
DRIVING
DON'T MIX

Slogan Number: MD -
Wording/description: DRIVING AND WALKING BE SAFETY-WISE
 (walking cat and owl)
Irwin Type: 8.2
Colour: Red
Meter manufacturer: PB
Meter number: 54060
Office and date: Winnipeg March 9, 1959
User: Manitoba Municipal and Public Utility Board



ME

None reported

MF

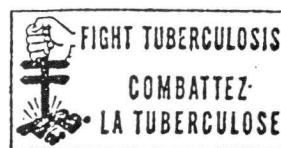
Slogan Number: MF -
Wording/description: Fight Cancer (sword)
Irwin Type: 11.1 variety (full province, month abbreviated)
Colour: ?
Meter manufacturer: PB
Meter number: 143133
Office and date: Regina April 19, 1951
User: ?



Slogan Number: MF -
Wording/description: FIGHT TB BUY CHRISTMAS SEALS
 (in box, cross)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 148510
Office and date: Toronto December 5, 1961
User: Bell Telephone Company of Canada



Slogan Number: MF -
Wording/description: FIGHT TUBERCULOSIS (bilingual)
 (hand cross T.B. in box)
Irwin Type: 11.1 (full province, month abbreviated)
Colour: ?
Meter manufacturer: PB
Meter number: 140354
Office and date: Montreal November 15, 1949
User: ?



Slogan Number: MF -
Wording/description: FIGHT TB BUY CHRISTMAS SEALS (cross)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 148238
Office and date: Hamilton December 27, 1955
User: Bell Telephone Company of Canada



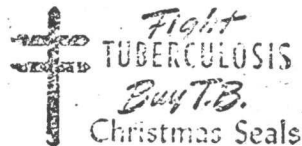
Slogan Number: MF -
Wording/description: Fight Tuberculosis. . Buy Christmas Seals
(Christmas seal)
Irwin Type: 11.1 variety (full province, abbreviated month)
Colour: ?
Meter manufacturer: PB
Meter number: 140367
Office and date: Regina November 18, 1948
User: ?



Slogan Number: MF -
Wording/description: Fight TUBERCULOSIS Buy T.B.
Christmas Seals (cross)
Irwin Type: 8.2
Colour: Red
Meter manufacturer: PB
Meter number: 54077
Office and date: Regina December 15, 1948
User: ?



Slogan Number: MF -
Wording/description: Fight TUBERCULOSIS Buy T.B.
Christmas Seals (cross)
Irwin Type: 8.4
Colour: Red
Meter manufacturer: PB
Meter number: 54091
Office and date: Halifax December 9, 1956
User: Maritime Telegraph & Telephone Co. Ltd.



Slogan Number: MF -
Wording/description: "First Aid For Canadians" (one line)
(with ST. JOHN AMBULANCE)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 589563
Office and date: Edmonton September 7, 1966
User: St. John Ambulance

ST. JOHN AMBULANCE
"First Aid For Canadians"

Slogan Number: MF -
Wording/description: "FIRST AID FOR CANADIANS" (two lines)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 562444
Office and date: Edmonton October 2, 1984
User: St. John Ambulance

"FIRST AID
FOR CANADIANS"

Slogan Number: MF -
Wording/description: FRIENDS DON'T LET FRIENDS DRIVE DRUNK
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 11913 200326 1452532
Office and date: Brampton April 16, 1998
User: Accura Monding Company Ltd.



MG

Slogan Number: MG -
Wording/description: GENTLE CARE (rainbow and tooth)
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 1123201
Office and date: Calgary January 14, 1997
User: ?



Slogan Number: MG -
Wording/description: GIVE Generously TO HELP THE BLIND (woman)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 143224
Office and date: Toronto May 2, 1956
User: ?



Slogan Number: MG -
Wording/description: GIVE Generously TO HELP THE BLIND (woman)
Irwin Type: 11.1 (variety)
Colour: Red
Meter manufacturer: PB
Meter number: 140001
Office and date: Toronto April 24, 1950
User: The Hydro-Electric Power Commission of Ontario



144422
 April 18, 1950
 Pitney-Bowes of
 Canada Ltd.

Slogan Number: MG -
Wording/description: Give.. Give enough! THROUGH YOUR COMMUNITY CHEST (feather)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 144046
Office and date: Vancouver October 24, 1949
User: Woodward Stores Ltd.



Slogan Number: MG -
Wording/description: Give..(feather) Give enough!
THROUGH YOUR COMMUNITY CHEST
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 147767
Office and date: Montreal September 27, 1958
User: ?



Slogan Number: MG -
Wording/description: GIVE TO..FIGHT POLIO! THE CANADIAN
MARCH OF DIMES (maple leaf)
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 143977
Office and date: Toronto January 22, 1951
User: ?



Slogan Number: MG -
Wording/description: GIVE TO THE JOINT HOSPITAL FUND
HELP THE HANDS THAT HEAL (doctor)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 147767
Office and date: Montreal June 5, 1958
User: ?



MH

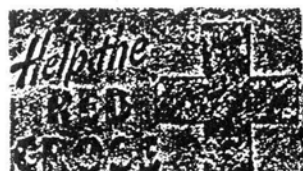
Slogan Number: MH -
Wording/description: HELP CURE SCHIZOPHRENICS SUPPORT
RESEARCH
Irwin Type: 20.1
Colour: ?
Meter manufacturer: PB
Meter number: 549636
Office and date: Saskatoon May 30, 1966
User: Psychiatric Research Unit University Hospital

CHIATRIC RESEARCH UNIT
UNIVERSITY HOSPITAL
SASKATOON, SASK.
HELP CURE SCHIZOPHRENICS
SUPPORT RESEARCH

Slogan Number: MH -
Wording/description: HELP CRIPPLED CHILDREN EASTER
SEALS (lily)
Irwin Type: 14.1
Colour: ?
Meter manufacturer: PB
Meter number: 257504
Office and date: Collingwood March 22, 1966
User: ?



Slogan Number: MH -
Wording/description: Help the RED CROSS (cross)
Irwin Type: 11.1
Colour: Blue
Meter manufacturer: PB
Meter number: 140408
Office and date: Montreal April 2, 1955
User: Telephone Answering Service Limited



Slogan Number: MH -
Wording/description: Help the RED CROSS (cross)
Irwin Type: 7.3
Colour: Red
Meter manufacturer: PB
Meter number: 83206 84247
Office and date: Ottawa March 27, 1950 March 16, 1949
User: ? Manufacturer's Life Insurance Company



Slogan Number: MH -
Wording/description: HELP THE RED CROSS (cross)
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 257688 (?)
Office and date: Victoria May 25, 1964
User: ?

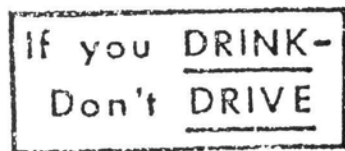


Slogan Number: MH -
Wording/description: HELP Y.E.S.S. HELP
Irwin Type: 23.1
Colour: Red
Meter manufacturer: PB
Meter number: 667109
Office and date: Edmonton December 31, 1997
User: Youth Emergency Shelter Society



MI

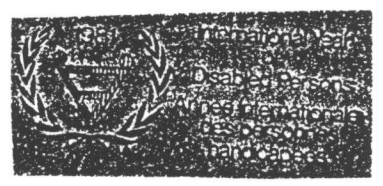
Slogan Number: MI -
Wording/description: If you DRINK- Don't DRIVE (in box)
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 156061
Office and date: Sarnia February 5, 1986
User: ?



Slogan Number: MI -
Wording/description: IMMUNIZATION Your best protection (syringe)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 622193
Office and date: Port Hope February 17, 1997
User: Haliburton Kawartha Pine Ridge District Health Unit



Slogan Number: MI -
Wording/description: International Year of Disabled Persons (bilingual) 1981 (logo)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 547244
Office and date: Calgary June 11, 1981
User: Veterans Affairs Canada



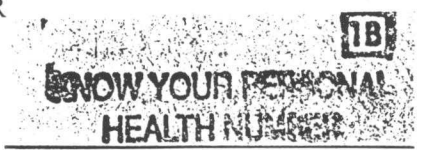
MJ

Slogan Number: MJ -
Wording/description: JOIN YOUR HOSPITAL SOCIETY NOW!
Irwin Type: 23.1
Colour: Red
Meter manufacturer: PB
Meter number: 832039
Office and date: Rossland January 31, 1979
User: Mater Misericordiae Hospital

JOIN YOUR
 HOSPITAL SOCIETY NOW!
 MATER MISERICORDIAE
 HOSPITAL
 30X 1230, ROSSLAND, B.C.

MK

Slogan Number: MK -
Wording/description: KNOW YOUR PERSONAL HEALTH NUMBER
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 1006327
Office and date: Edmonton November 25, 1997
User: Alberta Health



ML

Slogan Number: ML -
Wording/description: Leading the Way ... Safely
Irwin Type: 20.1 (variety)
Colour: Red
Meter manufacturer: PB
Meter number: 1003272
Office and date: Edmonton January 31, 1992
User: Alberta Public Safety Services

Alberta Public Safety Services
 Edmonton, Alberta
 1-800-422-2237
 1003272

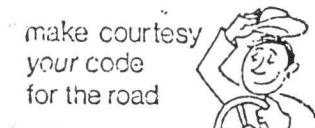
Slogan Number: ML -
Wording/description: Lung Health Is Everyone's Concern
 (ALA MEMBER cross in box)
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 1008669
Office and date: Edmonton January 7, 1997
User: The Lorraine Awards



**Lung Health Is
 Everyone's
 Concern**
1-800-931-9111

MM

Slogan Number: MM -
Wording/description: make courtesy your code for the road (driver)
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 156319
Office and date: Regina March 17, 1976
User: ?



MN

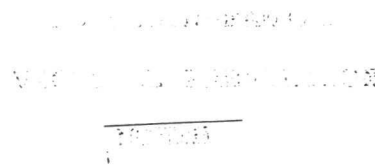
Slogan Number: MN -
Wording/description: nabis (bird in flight logo)
Irwin Type: 23.1
Colour: Red
Meter manufacturer: PB
Meter number: 670135
Office and date: Edmonton June 1, 1995
User: Northern Alberta Brain Injury Society



Slogan Number: MN -
Wording/description: NEAR ENOUGH TO SAVE YOU MONEY
 (mortar and pestle)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 148456
Office and date: Vancouver February 9, 1978
User: Shoppers Drug Mart.



Slogan Number: MN -
Wording/description: NOVEMBER - FAMILY VIOLENCE
 PREVENTION MONTH
Irwin Type: 21.4
Colour: Red
Meter manufacturer: Friden
Meter number: 385825
Office and date: Edmonton October 29, 1992
User: Alberta Seniors Advisory Council



MO

None reported

MP

Slogan Number: MP -
Wording/description: PITNEY BOWES HELPS SUPPORT STARS
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 603853
Office and date: Edmonton April 17, 1995
User: Alberta Shock Trauma Air Rescue Society

**PITNEY BOWES
HELPS SUPPORT
STARS**

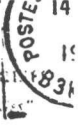
Slogan Number: MP -
Wording/description: PLAY SAFE USE YOUR PARKS
 (scene and totem pole)
Irwin Type: 7.3
Colour: Red
Meter manufacturer: PB
Meter number: 48913
Office and date: Vancouver December 27, 1956
User: Board of Parks Commissioners



Slogan Number: MP -
Wording/description: Prepared by NEW LEAF ENTERPRIZES "adults with disabilities"
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 1005171
Office and date: Halifax January 14, 1997
User: Halifax - 1991 Meeting the Challenges



Prepared by
NEW LEAF ENTERPRIZES
"Adults with disabilities"



Slogan Number: MP -
Wording/description: Prescriptions WE DELIVER
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 244473
Office and date: Lethbridge July 7, 1965
User: Stubbs Pharmacy Ltd.

Prescriptions 1
**WE
DELIVER**

Slogan Number: MP -
Wording/description: Professional Prescription Service
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 251498
Office and date: Kamloops January 21, 1959
User: Galloway-Ellis Drugs Ltd.

**Professional
Prescription
Service**

MQ

None reported

MR

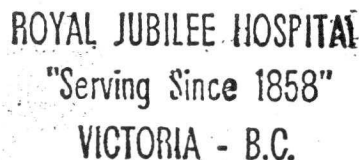
Slogan Number: MR -
Wording/description: right or wrong- give the kids a "brake"
 (children playing)
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 156519
Office and date: Regina April 26, 1975
User: ?



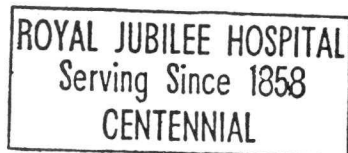
Slogan Number: MR -
Wording/description: ROYAL HOPITAL JUBILEE (in outline cross)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 145111
Office and date: Victoria February 27, 1959
User: ?



Slogan Number: MR -
Wording/description: ROYAL JUBILEE HOSPITAL
 "Serving Since 1858"
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 154030
Office and date: Victoria January 9, 1962
User: Royal Jubilee Hospital ?



Slogan Number: MR -
Wording/description: ROYAL JUBILEE HOSPITAL Serving Since 1858
 CENTENNIAL
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 145111
Office and date: Victoria May 26, 1958
User: ?



Slogan Number: MR -
Wording/description: ROYAL JUBILEE HOSPITAL
"Serving Since 1858" VICTORIA - B.C.
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 146490
Office and date: Victoria April 12, 1967
User: Telephone Employees M.S.A.of B.C.

ROYAL JUBILEE HOSPITAL
STREET
B.C.
J8 "Serving Since 1858"
VICTORIA, B.C.

March 22, 1977
Royal Jubilee Hospital

Slogan Number: MR -
Wording/description: RX (mortar and pestle) PRESCRIPTION CHEMISTS
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 551402
Office and date: Victoria September 14, 1976
User: McGill & Orme

McGill & Orme
LIMITED
PRESCRIPTION CHEMISTS
649 FORT ST. VICTORIA, B.C. V8W 1G4

MS

Slogan Number: MS -
Wording/description: Safe driving can be habit forming -
Refuse That Drink!
Irwin Type: 11.2
Colour: ?
Meter manufacturer: PB
Meter number: 156988
Office and date: Winnipeg December 3, 1994
User: Motor Vehicle Branch
Slogan Number: MS -
Wording/description: Safeguard YOUR HEALTH
Irwin Type: 11.1 variety (full province, abbreviated month)
Colour: ?
Meter manufacturer: PB
Meter number: 140167
Office and date: Toronto June 26, 1944
User: ?

Safe driving can be
habit forming...
Refuse That Drink!
Motor Vehicle Branch
1075 Portage Ave. R3G 0S1

Safeguard
YOUR HEALTH

Slogan Number: MS -
Wording/description: SAFETY PAYS PREVENT ACCIDENTS
Irwin Type: 11.1 variety (full province; abbreviated month)
Colour: Red
Meter manufacturer: PB
Meter number: 140151
Office and date: Edmonton July 22, 1950
User: Workmen's Compensation Board

**SAFETY PAYS
PREVENT
ACCIDENTS**

Slogan Number: MS -
Wording/description: SAFETY PAYS PREVENT ACCIDENTS
Irwin Type: 11.1 (variety)
Colour: Red
Meter manufacturer: PB
Meter number: 140151 144647
Office and date: Edmonton November 12, 1946 September 21, 1953
User: The Workmen's Compensation Board

Slogan Number: MS -
Wording/description: SERVICE RX UNEXCELLED
Irwin Type: 14.1
Colour: Blue
Meter manufacturer: PB
Meter number: 254909
Office and date: Cranbrook August 12, 1965
User: ?



Slogan Number: MS -
Wording/description: SERVING YOUR COMMUNITY every minute...
(hospital building)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 154327
Office and date: Calgary March 30, 1967
User: Calgary General Hospital



Slogan Number: MS -
Wording/description: 75th ANNIVERSARY SJ St. Joseph's
Health Centre 1921-Toronto-1996
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: ?
Office and date: Toronto March 3, 1997
User: St. Joseph's Health Centre



Slogan Number: MS -
Wording/description: SLOW DOWN and LIVE (3 slow signs)
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 144435
Office and date: Regina May 25, 1959
User: ?



Slogan Number: MS -
Wording/description: STOP POLIO With Oral Vaccine
Irwin Type: 8.1
Colour: ?
Meter manufacturer: PB
Meter number: 54072
Office and date: Regina May 28, 1962
User: ?

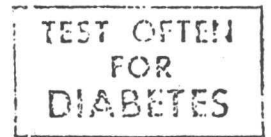
STOP POLIO
With Oral Vaccine

Slogan Number: MS -
Wording/description: SUPPORT YOUR RED FEATHER SERVICES
(feather and stars)
Irwin Type: 11.1
Colour: Red
Meter manufacturer: PB
Meter number: 143690
Office and date: Winnipeg September 21, 1949
User: Hudson's Bay Company



MT

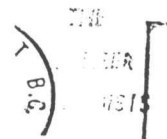
Slogan Number: MT -
Wording/description: TEST OFTEN FOR DIABETES (in box)
Irwin Type: 11.1
Colour: ?
Meter manufacturer: PB
Meter number: 145391
Office and date: Charlottetown November 16, 1965
User: ?



Slogan Number: MT -
Wording/description: Thanks to you it's working United Way (logo)
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 57428
Office and date: Edmonton March 6, 1979
User: ?



Slogan Number: MT -
Wording/description: THE PIONEER DRUGGISTS
Irwin Type: 14.1
Colour: Blue
Meter manufacturer: PB
Meter number: 241150 (?)
Office and date: Prince Rupert June 12, 1958
User: Ormes Drugs Limited



Slogan Number: MT -
Wording/description: TRY YOUR DRUG STORE FIRST
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 250130
Office and date: Kitimat March 25, 1958
User: Kitimat Pharmacy Ltd.



Slogan Number: MT -
Wording/description: TRY YOUR DRUG STORE FIRST
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 250130
Office and date: Kitimat October 28, 1958
User: Kitimat Pharmacy Limited

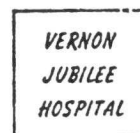


MU

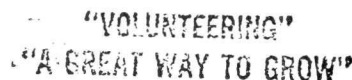
None reported

MV

Slogan Number: MV -
Wording/description: Vernon Jubilee Hospital (in box)
Irwin Type: 14.1
Colour: Green
Meter manufacturer: PB
Meter number: 242136
Office and date: Vernon October 6, 1958
User: ?

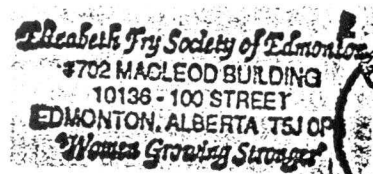


Slogan Number: MV -
Wording/description: "VOLUNTEERING" "A GREAT WAY TO GROW"
Irwin Type: ?
Colour: Red
Meter manufacturer: PB
Meter number: 1053582
Office and date: Cambridge April 7, 1998
User: ?



MW

Slogan Number: MW -
Wording/description: "Women Growing Stronger"
Irwin Type: 23.1
Colour: Red
Meter manufacturer: PB
Meter number: 8724621
Office and date: Edmonton January 15, 1995
User: Elizabeth Fry Society of Edmonton



Slogan Number: MW -
Wording/description: WALKING OR DRIVING TAKE IT EASY !
 (people and car)
Irwin Type: 11.1 variety (full province)
Colour: ?
Meter manufacturer: PB
Meter number: 148627
Office and date: Regina August 28, 1957
User: ?



Slogan Number: HW -
Wording/description: WE CAN HELP
Irwin Type: 20.1
Colour: Red
Meter manufacturer: PB
Meter number: 549839
Office and date: Etobicoke November 15, 1997
User: Canadian Cancer Society



MY

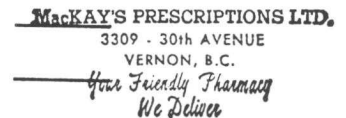
Slogan Number: MY -
Wording/description: YOUR FAMILY PHARMACY
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 263856
Office and date: Trail March 18, 1978
User: Urquhart's Pharmacy Ltd.

YOUR
 FAMILY
 PHARMACY

Slogan Number: MY -
Wording/description: "YOUR FORTRESS OF HEALTH"
Irwin Type: 14.1
Colour: Green
Meter manufacturer: PB
Meter number: 261525
Office and date: Fort St. John April 12, 1978
User: Fort Pharmacy

"YOUR
 FORTRESS
 OF
 HEALTH"

Slogan Number: MY -
Wording/description: Your Friendly Pharmacy We Deliver
Irwin Type: 23.1
Colour: Blue
Meter manufacturer: PB
Meter number: 825244
Office and date: Vernon May 11, 1976
User: McKay's Prescriptions Ltd.



Slogan Number: MY -
Wording/description: Your Hospital Bldg. Programme Needs
YOUR Support
Irwin Type: 14.1
Colour: Blue
Meter manufacturer: PB
Meter number: 255849
Office and date: Comox July 20, 1983
User: St. Joseph's General Hospital

Your Hospital
Bldg. Programme
Needs
YOUR
Support

Slogan Number: MY -
Wording/description: YOUR RX CENTRE
Irwin Type: 14.1
Colour: Red
Meter manufacturer: PB
Meter number: 245945
Office and date: Nelson October 18, 1958
User: Mann Drugs Ltd.

YOUR
R
CENTRE

MZ

None reported

Domestic Mails Division

13-1-10
11-1-3
11-1-3-2

2nd November 1970

Mr. G.M. Sinclair
Assistant Deputy Postmaster General - Finance and Marketing

OBJECTIONABLE ENDORSEMENTS ON COVERS OF MAIL
CONTROVERSIAL SLOGANS - POSTAL CANCELLING MACHINES
CONTROVERSIAL ADVERTISING PLATES - POSTAGE METER MACHINES

1. Objectionable Endorsements on Covers of Mail

(a) General Policy

We prohibit the placement on covers of mail matter of any endorsement, stamp, label, or other device of a political, controversial, objectionable or misleading nature or which would "tend to injuriously affect the commercial or social standing of the person addressed". The clause "tend to injuriously affect the commercial or social standing of the person addressed" applies to words or devices of a dunning character.

Additionally, as outlined in Section 1102.6 of the Postal Guide, we restrict non-postal stamps likely to be mistaken for postage stamps to the reverse side of mail. Other non-postal stamps or stickers may be affixed to the address side provided they are not placed in the upper right-hand corner, the space reserved for postage stamps.

(b) Examples of Endorsements Rejected

- (i) "In Baltic States Human Rights
Are Killed by Communism"
- (ii) "Danger - Dictatorship. Stay Away
From Greece in 1968"
- (iii) "Communism is Jewish"

During 1966 the Latvian Relief Society of Canada posted mail bearing the first listed imprint.

....2

Again in 1968, advice was received from the International Postal Union that mail, originating in Canada, was being received in Greece with stickers worded as in (ii) above.

In both cases we ruled that such mail was non-transmissible and arranged for its return to senders.

Our decision was influenced by the opinion respecting scurrility rendered by the Board of Review headed by Mr. Justice Wells in the case involving the National States Rights Party of the United States who were using the Canadian Mails for the dissemination of scurrilous matter particularly pertaining to persons of Jewish or Negroid origin.

Secondly, in support of this decision was the resolution adopted by the 1957 Ottawa U.P.U. Congress. In essence, this resolution was intended to foster better relations between member countries of the U.P.U. and through its adoption the member countries had pledged to avoid anything in the motif of their postage stamps or in postal slogans appearing on the outside of mail matter which could cause offence to the philosophy of life of other countries.

(c) Examples of Endorsements - Restricted

"Quebec Libre R.I.N."

"Quebec Cui - Ottawa Non"

"100 ans d'Injustice - 1867-1967"

Since 1964 there have been spasmodic flurries of mail posted in Quebec bearing stickers or rubber stamped impressions of the above wordings on the address side of mail.

Legal opinion was to the effect that no offence was being committed by such endorsements. We have ruled, therefore, that mail so endorsed is transmissible providing the endorsements are not placed in the space reserved for postage stamps and cancellations.

(d) Recommendation

We continue present policy.

2. Controversial Slogans - Postal Cancelling Machines

(a) General Policy

Generally, cancelling die slogans are restricted to those advertising charitable campaigns of National, Provincial or at least City-wide importance, e.g., special events such as Centennial celebrations. Messages of a sectarian, commercial or controversial nature are not acceptable. Public Affairs Branch are responsible for the production of these dies.

(b) Examples of Messages Rejected

| <u>Message</u> | <u>Reason for Refusal</u> |
|--|---|
| (i) Pray for Peace | Religious |
| (ii) Are You Under-insured | Commercial |
| (iii) Kingston - Where the Confederation Dream Began | Politically Controversial |
| (iv) Last Day of Expo | Names of Cities not allowed Creating a Philatelic Oddity |

(c) Recommendation

We continue our present policy.

3. Controversial Advertising Plates - Postage Meter Machines

(a) General Policy

As outlined in Section 4310.9 of the Canada Postal Guide, slogans of a political or controversial nature are not allowed.

We have a standing agreement with Pitney-Bowes of Canada Ltd. that they are to decide whether or not the slogans are acceptable. When in doubt they are to refer the matter to us for decision.

(b) Examples of Messages Rejected

| <u>Message</u> | <u>Reason for Refusal</u> |
|---|---------------------------|
| (i) Keep the Chief (Submitted by Youth for Diefenbaker Organization) | Political |
| (ii) Buy Union Label Grapes | Controversial |
| (iii) Say Corbys For the Good Clean Taste of True Canadian Whisky | Controversial |
| (iv) Support Postal Workers (Postal Unions Toronto) | Controversial |

The matter of having the same restrictions on postage meter plates as are in effect for postal cancelling dies has been discussed with officials of Pitney-Bowes who strongly recommended against this for these reasons:

1. They have 55,000 meters in service in Canada, 80% of which have advertising plates.
2. An average of 1000 applications for plates are received monthly.
3. 95.5% have acceptable wordings (only 7 rejections in past 3 months).
4. If further restrictions were placed on the wordings: e.g. similar to those in effect for postal cancelling dies, this would necessitate withdrawal of a substantial number of the estimated 40,000 advertising plates currently in service with consequent strong protest from the companies that have been using them for many years.

(c) Solution

A possible solution to the problem, as suggested by the management of Pitney-Bowes Canada Ltd., is to require that all postage meter advertising plates with messages which might remotely offend someone, bear the additional wording "Mailer Advertisement". This would let the recipients of the mail know that neither the meter supplier nor the Government was supporting the message.

It is understood that the foregoing requirement is Pitney-Bowes Company policy in the United States.

As a further precaution, Pitney-Bowes Canada Ltd. are willing to establish as general policy a "Withdrawal" condition in purchase agreements. This would stipulate that the company reserves the right, at the request of the Canada Post Office, to withdraw, at any time, an advertising plate found not to meet postal requirements.

(d) Recommendation

We must continue to exercise controls on postage meter slogans for the reasons indicated above. However, it is recommended that, apart from the two modifications in policy outlined in (c) above, we refrain from any further restrictive action.

F. Fageau
 Director of Postal Rates and Classification

WLL/ecg

POLICY GOVERNING METER ADVERTISING PLATE ISSUANCE

Background -- For many years the Post Office Department in this country, as well as postal services in many other countries, has used stamp cancellations to carry messages in the broad public interest. As a matter of sound policy these cancellations are never used for political propaganda or other highly controversial matters. Long experience has shown that anything of this nature is considered by the public as highly improper.

The same impropriety obviously would apply to political or other highly controversial matter printed by meter advertising plates used in postage meters authorized by the Government. Moreover, where some matter printed is not directly related to the commercial product or service of the mailer, there may be some possibility of confusion in the minds of the public as to sponsorship or authorship. Therefore, the following policy is established.

Policy -- We cannot furnish any meter advertising plate: (1) which supports or opposes, or carries the name, design, message, or slogan of any political party, candidate, pending or proposed legislation; or which supports or opposes any organization or individual whose activity is to influence elections, legislation or government action on behalf of any particular group of people or organization; (2) which might be considered defamatory, subversive or inflammatory, or which might be offensive to the public, as defined generally in the categories of unmailable matter (Postal Manual, Part 124); (3) which might be confused with the postage or postmark; (4) which includes reproductions of any national or state flag, or which might be offensive to any nation with whom we are not at war.

Any institutional or individual message of an exhortative, editorial, or ideological nature, which might be construed as indirectly relating to any political or governmental subject not established as a national policy, must clearly indicate the mailer's sponsorship or authorship by having the mailer's name printed directly above the message and separated from it by a line, or by the similar use of the words "Mailer's Advertisement".

Withdrawals -- Because in the great volume of meter advertising and artwork which must be reviewed and processed, we may furnish a plate in error, and because public developments may change the aspects of a plate properly furnished originally, the company reserves the right, at the request of the Canada Post Office, to withdraw, at any time, a plate later found not to meet the requirements, and reimburse the meter user for all direct costs involved, including original artwork.

Acceptance of Orders -- All branch managers should see that all salesmen, servicemen, and other personnel concerned are thoroughly conversant with company policy on this matter in order that it may be adequately explained in advance to customers who desire to place orders for meter advertisements of this noncommercial type. It is obviously far better not to take an order which cannot be filled than to accept it, have the customer count on getting it, and then finally have the Head Office reject it after consultation with the Canada Post Office.



Canada Post Office Approval of Meter Advertising -- The Meter Advertising Department has the responsibility of reviewing and screening all orders for meter advertisements, and will submit to the Manager of Sales Administration all editorial ads, including "borderline" cases, for consultation with the Canada Post Office.

Quantity Discount -- The Company will grant a discount on all firm orders for meter ad plates in accordance with the following table, provided the order covers exactly the same copy in exactly the same size, all ordered at one time, all billed under one invoice, and shipped to one address. All customers complying with these requirements are to be quoted these discounts:

| | | | |
|------------|-------------------|---|--------------|
| 3 to | 5 Meter Ad Plates | - | 5% Discount |
| 6 to | 9 Meter Ad Plates | - | 10% Discount |
| 10 or more | Meter Ad Plates | - | 20% Discount |

The discount does not apply on quantity orders for campaign meter ad plates, sold at a special reduced price. The Quantity Order Discount Agreement, Form #2749, does not apply to meter ad plates.

