



<b>SLOGAN BOX</b> <b>Newsletter of the BNAPS</b> <b>Slogan Study Group</b> Vol. Electronic – 1 - 1 New Series - 1	

Chairman:  
Steven A. Friedenthal  
3 Lindbergh Crescent  
St. Albert, Alberta T8N 2S8  
(780) 458-1233  
[stevecheryl@interbaun.com](mailto:stevecheryl@interbaun.com)

Editor  
Cecil Coutts  
34820 LcLeod Avenue  
Abbotsford, British Columbia V3G 1G9  
(604) 852-9014  
[cec.coutts@telus.net](mailto:cec.coutts@telus.net)

---

Message from the Chair:

It has been more than a year since the last issue of the "Slogan Box." In the interim we were exploring merging with the Flag Study Group; however, they feel that all of their work is complete and will cease activity. There is still much to learn about slogans, be they machine slogans, handstamp slogans or meter slogans.

Cecil has been working on the second edition of his catalogue which is now available and I have been scanning (and scanning, and scanning) meter slogans.

This issue presents work by John Robertson, Cecil Coutts and lists some of the previously unreported handstamp slogans.

This is the first issue of the Slogan Box to be published electronically via the BNAPS web site. Thanks to Bob Lane the Webmaster for helping with this. No dues will be necessary, as there is no printing and postage costs. All members of BNAPS and others interested in slogans can access the newsletter through the BNAPS site. All of the articles and illustrations are in jpeg format. It will be necessary to print the file as it is not readily readable on the screen. We will attempt to make the file readable on the screen for the next issue. Both Cecil and I hope that this will increase the interest and collecting of slogans.

Steve Friedenthal

EDITOR'S MESSAGE

Members of the Slogan Study Group have thought that your editor had flown the coop! Not so. I have been busy for the past year working on the Second Edition of the Coutts Slogan Catalogue that, I am pleased to say, is finally published. Some members of our group have been of great assistance the past while feeding me updates to both old and new slogans. I am grateful for their assistance.

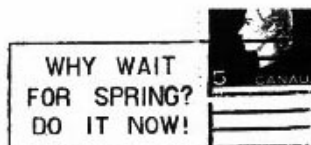
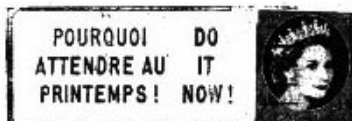
A major improvement to the catalogue involved changing the format from landscape to portrait. You might think that one can just tell the computer to change the format. Those of you who have experience in this regard, know that to do so is not always that easy. In fact, the editor ended up redoing much of the first edition from the ground up. New slogans reported to year-end 2001 are included in the new catalogue.

Early 2002 has been a comparatively lean time for new machine slogans. Our Chairman Steve tells me that he has new hand stamp and postage meter material that should get an airing, and I look forward to his findings.

\*\*\*\*\*

TRY THIS for a collecting challenge. Slogan W-235 WHY WAIT FOR SPRING and its French counterpart P-580 saw more usage than any other slogans except the POSTAL CODE ones. The English version was issued to at least 153 offices over a period of 12 years. If you were to collect an example from each office for each year of use, your holdings would swell to 1254 pieces.

Now, throw in the French slogan POURQUOI ATTENDRE and you can add another 468 items making a grand total of 1722 – for one slogan yet!



A January 5 1920 example of B-790 BUY WAR SAVINGS etc. has been seen from Lindsay, Ontario. A 1920 date was previously unreported from this office.

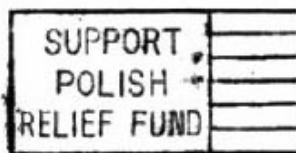
ANOTHER recent find is W-92 dated 1963. This is the only slogan reported from Wellington, Ontario, a small community located southeast of Trenton on the shore of Lake Ontario. A proof could not be found.



Caution! Do not rely on scanned images for true measurements.

SUPPORT POLISH RELIEF FUND  
By John Robertson

Slogan S-1785 was used shortly after World War II (1947) in order to solicit donations to help the hungry in Poland.



The slogan is curiously uncommon considering it was used in four major cities - Hamilton, London, Toronto and Windsor.

I have been actively seeking the slogan for many years. Slogan collectors are competing with

“Poland In Canada” collectors, many of who reside in the Toronto area.

Period of known use for each of the four are listed below. The writer would be pleased to receive any known extension of these dates.

Hamilton - November 11-22  
London - November 13-24  
Toronto - November 12-24  
Windsor - November 12-20

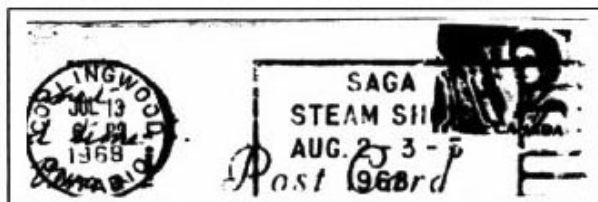
Windsor seems to be the scarcest of the bunch. I have been able to find a few 2x4's over the years but no covers.

Thanks are due to Bob Thorne, Peter Madej and Cec Coutts who kindly gave me their dates for this article.

---

A NEW OLDIE

Slogan Catalogue pioneer David H. Proulx remarked in his final (1990) publication how amazed he was that older unreported slogans continued to be found. Well, it has happened again with a report by PHSC Muskoka Study Group Editor Bob Vogel. Bob has sent your Editor a July 13 1968 copy of Slogan S-52 (new) from Collingwood reading SAGA STEAM SHOW AUG.2-3-5 1968. A copy is shown below. Thanks Bob!



\*\*\*\*\*

DID YOU KNOW – that the Editor is seeking short articles from Study Group (or non-Study Group) members for publication in the Slogan Box? Send in your articles however weird or wonderful they may seem.

SANTA'S CRACKED CRANIUM .... by the Editor

Slogan M-50 was extensively dealt with in Slogan Box 14-3. Additional information was presented in Slogan Boxes 15-3 and 17-14. Of the twelve English dies prepared, only Die 6 suffered severe damage.

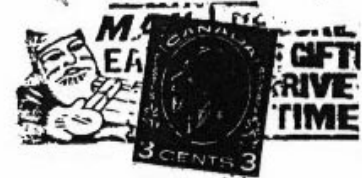
Die 6 was initially sent to Halifax in 1926. Thereafter it saw use in consecutive years at different offices until 1930. In 1931 it was Regina's turn. The Distribution List says the die was issued 3 November and it arrived in good shape as seen by the November 17 example.



But by December 15, 1931 (and possibly earlier), Die 6 suffered considerable damage to the upper left corner when Santa lost a significant part of his skull. The die remained in use at Regina for the remainder of the season, finally being returned to Ottawa 4 January 1932.



Die 6 was not used in 1932. However it was resurrected in 1933 with an 8 November issue date to Edmonton. The December 15 example shows further damage to the upper right corner. The top of the box is gone as is a portion of the text.



Eleven of the original English dies were put to bed after the 1936 season. Only Die 8 saw further service from 1948 to 1956

\*\*\*\*\*

AND SPEAKING OF CHRISTMAS, normally slogan M-115 and the bilingual D-80 would be withdrawn prior to December 25 for obvious reasons. But some postal clerks were more than a little tardy in removing their die as indicated by the following list that records the post office name and the last reported date of usage. Of course, the author recognizes that post-December 24 mailing dates may not be too late for those who celebrate Eastern Orthodox Christmas on January 7.

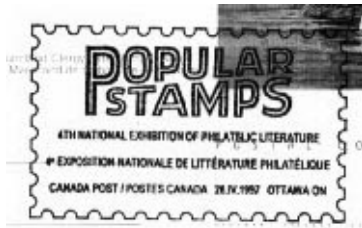


Cornwall Jan 12 1932  
Halifax Dec 31 1923  
North Battleford Jan 1 1935  
Hull Dec 31 1932

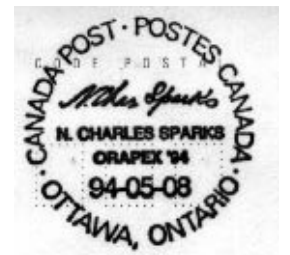
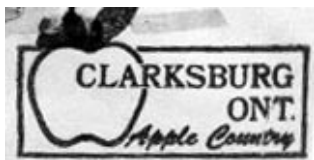
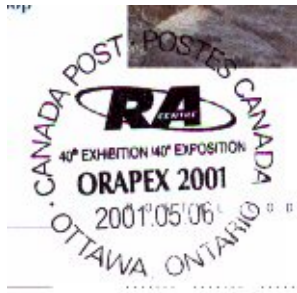
Fort Francis Jan 2 1934  
Halifax Dec 26 1928  
Picton Dec 26 1934  
Sherbrooke Dec 30 1930

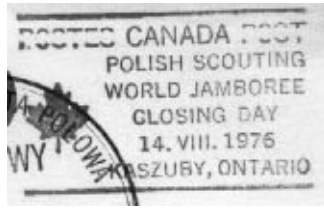
Fredericton Jan 6 1932  
Lethbridge Dec 31 1929  
Prince Rupert Dec 26 1929  
Trois Rivieres Jan 1 1927

NEWLY REPORTED HAMDSTAMP SLOGANS



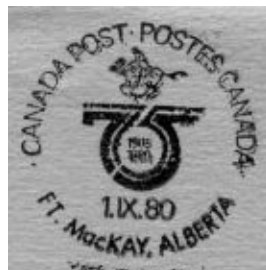






JUNE 7th, 1948  
POSTED FROM  
**CANADIAN**  
INTERNATIONAL TRADE FAIR







**ANDS-GENERA**  
POURQUOI PAS  
UN TIMBRE  
BILINGUE  
DANS UN PAYS  
BILINGUE?

CANADA POST · POSTES  
· COMIC BOOK HERO  
OCT 02 1995  
VICTORIA, B.C.

CANADA POST POSTES CANADA  
**SPRUGE MEADOWS**  
1999.06.05  
CALGARY ALBERTA



POSTED ABOARD SHIP  
SEP 2 1983  
WINNIPEG  
MANITOBA  
CAN.  
M.S. RIVER ROUGE

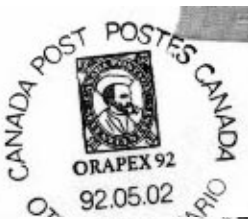
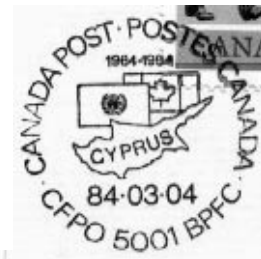
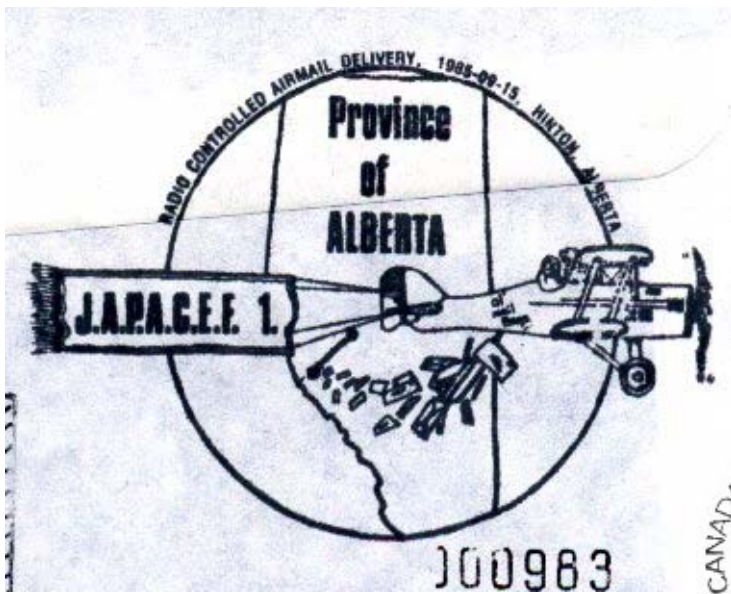
PHILATELIC SOCIETY  
VANPEX  
EXHIBITION  
VANCOUVER, B.C.



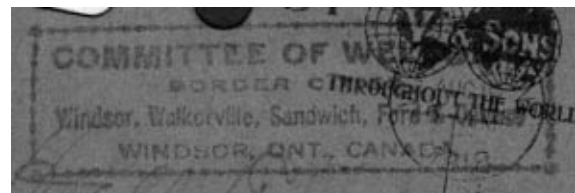
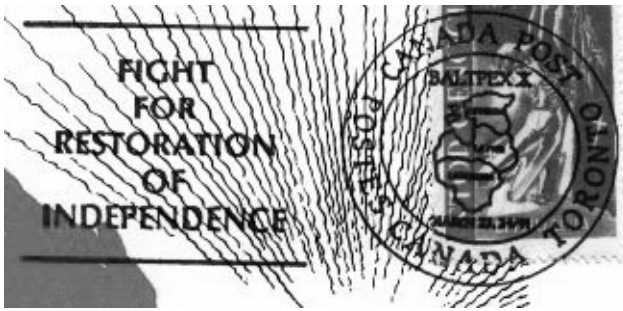
CANADA POST · POSTES CANADA  
8TH NATIONAL ROUTE  
84.10.02  
BORDEN, ONTARIO



CANADA POST · PO  
1914 1984  
1 CDN SIG REGT  
1984.08.03  
KINGSTON, ONTARIO







**NEW Canadian Catalogue**  
Available July 2002

**SLOGAN POSTMARKS OF CANADA**

A Catalogue and Guidebook

**Second Edition 2002**

By Cecil C. Coutts\*

Material from the First Edition is included plus these

**NEW FEATURES:**

- Portrait format
- All new pricing guide
- Special Service Markings
- Index of Jet Spray (Inkjet) slogans
- Index of Articles published in *The Slogan Box*, Newsletter of the BNAPS Slogan Study Group
- Expanded Thematic (Topical) Index

Spiral binding. 8½" x 11". 302 pages.

Inside the back cover of the catalogue the author offers collectors a CUSTOM SORT of their favourite collecting area. The author's database contains over 30,000 records. The records can be sorted every which way. You could get an electronic sort of all slogans from your town sorted by date of issue. Many earliest and latest dates of usage are included. You might want a sort by machine type. Contact the author for details.

**A new Canadian Catalogue!!**

The *Coutts Slogan Catalogue* is recognized as the standard work on Canadian Slogan Postmarks.

This SECOND EDITION (2002) keeps collectors and dealers alike up to date on changes that have occurred since the First Edition was published in 1996.

The value of every slogan has been changed to reflect current retail prices.

Collectors have asked for improvements to the catalogue that the author has acceded to. These include a change in catalogue layout from landscape format to PORTRAIT. This major change will make the catalogue easier to handle.

Also, the addition of SPECIAL SERVICE MARKINGS is the first attempt to catalogue a comprehensive listing of these back-of-the-book machine markings. Each slogan is illustrated. This area of philately has been largely ignored because of the lack of documentation.

Two popular features from the First Edition are included in the new catalogue. The first is the section on Official Documentation while the second is an illustrated description of the various cancelling machine dies that will enable a collector to identify the make of machine that made the slogans.

Also included is a 14-page index of thematic slogans listed by main topic and sub-topic. A list of this magnitude has never before been published.

Suggested retail price of the catalogue is 39.95. BNAPS members can get their copy of the catalogue from the author at the SPECIAL PRICE of 30.00 plus 5.00 postage.

Cecil C. Coutts, 34820 McLeod Avenue, Abbotsford, BC V3G 1G9.