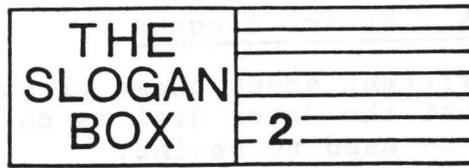


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**NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP**

VOLUME 4 - NUMBER 2 - WHOLE NUMBER 19

APRIL 1991

IN THIS ISSUE

Chairman's Message.....	1
"Flammes" A Look at French Slogans.....	2
POST OFFICE COD SPEEDS BUSINESS.....Jeffrey Switt	3-6
YOUR FRIEND WILL APPRECIATE A LETTER.....Dan Rosenblat	7-10
POST OFFICE MONEY ORDERS COVER THE GLOBE.....Dan Rosenblat	11-13
HOLIDAY THIS YEAR IN CANADA.....Jeffrey Switt	14
GIVE YOUR CHANGE OF ADDRESS TO THE POSTMASTER.....Dan Rosenblat	15-17
BUY VICTORY BONDS, 1923.....Jeffrey Switt	18
MAIL EARLY AND TAKE ADVANTAGE OF MID DAY-MAILS...Dan Rosenblat	19-21
Further to the 1928 Nelson Fair Slogan.....Dan Rosenblat	22
Major Catalog Errors and Omissions.....Dan Rosenblat	23-25
A Multi-Year Golden Jubilee.....Dan Rosenblat	26
Notes on World War II Slogan Use.....Dan Rosenblat	29-29
Further Notes on Uncatalogued Slogans.....Dan Rosenblat	30

Membership List

CHAIRMAN'S MESSAGE

Congratulations are in order to Steven Friedenthal whom I understand exhibited western slogans, 1912 to 1920 at a show in Edmonton. While I do not know all the details our editor reports that Steve was pleased with the results of his efforts.

Your chairman enjoyed a very nice visit with Bob Thorne, Doug Lingard, and John Robertson at John's house during a trip to Toronto. And at the Royal convention in Dorval, Doug was also present, but I was disappointed not to have bumped into Jean-Guy Dalpe whom I was looking forward to meeting. And of course, Allan Steinhart was present and his stock provided several nice pieces.

A note from Steve Davis, and previous inquiries from other members, have expressed interest in hearing suggestions as to how to go about organizing, mounting, and collecting slogans. One approach might be to devote from two to four pages of the Slogan Box to reproducing pages from members' collections or exhibits, preferably pages which show some degree of presentation, write-up, and material in both 2 x 4 format and on cover. While your chairman and editor could likely supply such pages, perhaps it would be more interesting for other members to submit such pages for reproduction to your chairman. A few pages from Steven's exhibit might make a great start.

"FLAMMES"... A Look a French Slogans

Notice anything different about these slogans? No, not that they are from France. Not that the dater dial is on a different side of the slogan than we may be used to seeing.

What I want you to note is 1) they are attractive, and 2) they are actually readable. It's enough to make me think about collecting them. Now, if they just didn't come on those big squarish envelopes so I could get two to a page!

Illustrations Photocopied from LE MONDE DES PHILATELISTES, Courtesy of Dan Rosenblat.



■ 10483 : 69 LYON GUILLOTIERE TAB B 10 (26 octobre 1989 au 31 mars 1990).



10484 : 95 MARLY-LA-VILLE (20 novembre 1989).



10485 : 94 ABLON-SUR-SEINE (27 novembre 1989).



10486 : 82 BEAUMONT-DE-LOMAGNE (27 novembre 1989).



10487 : 56 SÈNE (27 novembre 1989).



10488 : 32 EAUZE (28 novembre 1989).



■ 10489 : 65 GAVARNIE GA (1<sup>er</sup> décembre 1989 au 13 mars 1991).



10490 : 55 GONDRECOURT-LE-CHATEAU (1<sup>er</sup> décembre 1989).



■ 10493 : 33 BRANNE (9 décembre 1989 au 8 décembre 1991).



■ 10494 : 60 GRANDVILLIERS (11 décembre 1989 au 10 mars 1990).



10495 : 70 LUXEUIL-LES-BAINS (11 décembre 1989).



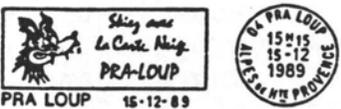
■ 10496 : 25 BESANCON PROUDHON TAB B 11 b (13 décembre 1989 au 12 décembre 1990).



■ 10497 : 85 LA TRANCHE-SUR-MER (15 décembre 1989 au 20 janvier 1990).



■ 10498 : 68 COLMAR NORD (15 décembre 1989 au 14 mars 1990).



■ 10499 : 04 PRA LOUP (15 décembre 1989 au 14 décembre 1990).



■ 10500 : 21 SAINT-JEAN-DE-LOSNE (15 décembre 1989 au 14 décembre 1991).



■ 10503 : 84 AVIGNON GARE (18 décembre 1989 au 21 janvier 1990).



■ 10504 : 33 COUTRAS (18 décembre 1989 au 17 mars 1990).



10505 : 06 SAINT-JEANNET (18 décembre 1989).



■ 10506 : 69 VILLEURBANNE PPAL (19 décembre 1989 au 18 mars 1990).



■ 10507 : 27 EVREUX RP (20 décembre 1989 au 26 février 1990).



■ 10508 : 68 WITTENHEIM TAB B 10 (20 décembre 1989 au 19 décembre 1991).



■ 10509 : 90 BELFORT RP (21 décembre 1989 au 20 décembre 1991).



■ 10510 : 44 VERTOU (22 décembre 1989 au 17 mars 1990).



Being a person who makes his living in the graphic arts I can't help but be amused about the pictorial concept of a running tag carrying a parcel to invoke an impression about speedy service. I am further chagrined to try to imagine the conversation that must have taken place amongst what was surely stiff-collar postal bureaucrats and the person who proposed this creative concept for a slogan postmark.

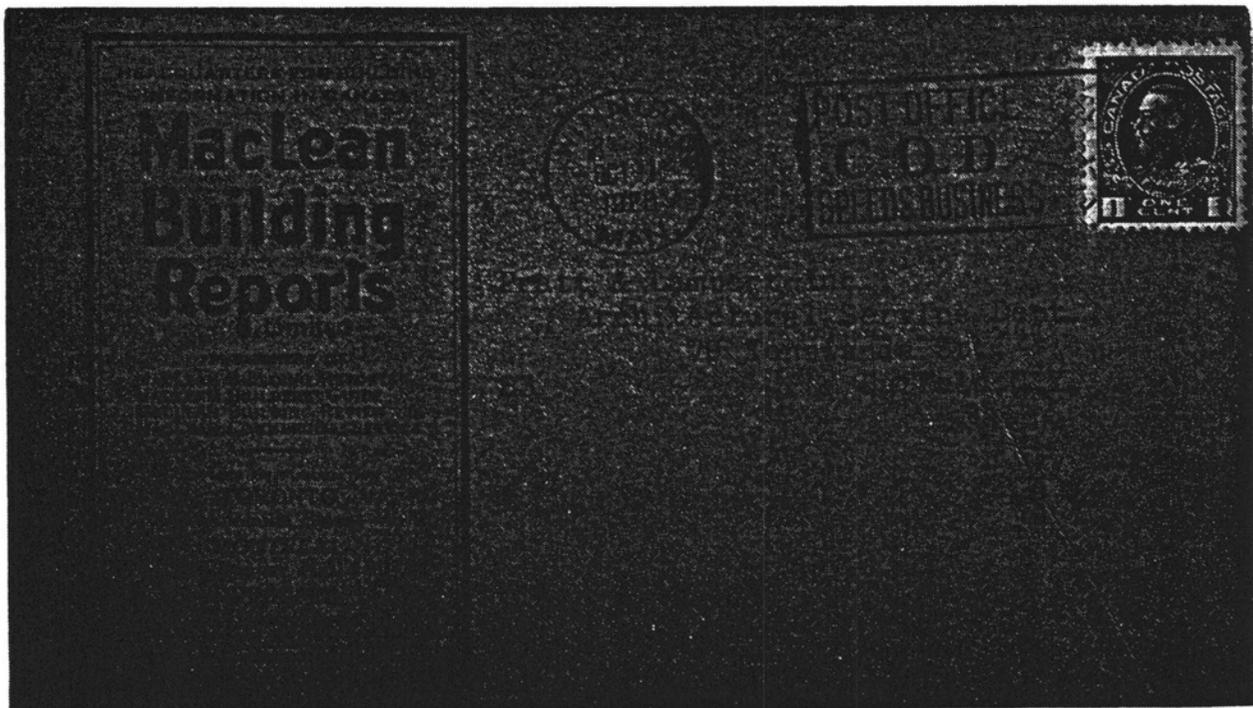
The proponent of this concept must have been a good salesperson as it was first put to use in Toronto in August 1926. This was followed by nine other dies for a total of ten dies issued in 1926 and 1927.

Total use is recorded so far for forty-nine issuances of these dies concluding with the latest in June 1935 at Trenton, Ontario. All dies were Universals, and unlike many other early-1920s slogans, were not reissued in Perfect dies, nor was there a subsequent revival period. In addition, there was no bilingual version of this pictorial slogan although there was a non-pictorial die in bilingual format issued to Sherbrooke in 1927 with following use in Quebec in 1929.

It is too bad that the little running tag was placed at the end of the slogan as it is oftentimes obscured by the adhesive, and is frequently distorted, generally elongated, which can give the appearance of dies different than those recorded.

For the most part examples are quite common; however, one-month use from Charlottetown, Moose Jaw, and other less-than-metropolitan cities at the time may prove elusive.

Die 2, WINNIPEG, October 1926 Advertising in green on buff envelope



Slogan 7112: POST OFFICE COD SPEEDS BUSINESS

Die	City	Early	Late
1	Toronto	26.08.17	28.12.24 S
	Carleton ?	29.01.25	30.01.07
	Sarnia	30.01.24	30.06.23
	Galt	30.09.23	30.10.22
2	Winnipeg	26.09.07	26.12.01
	Brantford	27.01.07	29.02.01
	Halifax	30.03.13	30.04.14
	Ch'town	30.05.12	30.06.09
	Yorkton	33.05.03	33.09.15
	Carleton	34.04.12	38.01.18 S
3	Regina	26.10.09	27.01.10
	St. Cath	27.05.03	27.10.24
	Brandon ?	28.04.23	28.11.26 **
	Winnipeg	28.10.01	30.11.17
	Moose Jaw	31.07.09	31.08.28
	Port Arth	33.09.08	33.10.12
	Sarnia	34.01.12	34.04.18
	Winnipeg	34.04.30	34.09.29
4	Edmonton	26.10.09	28.08.09
	Kingston	29.01.25	32.04.28
	London	33.09.07	34.07.14
5	Fredericton	26.11.18	27.04.09
	Stratford ?	27.04.11	27.10.24
	Ottawa	28.01.03	29.02.01
	Woodstock	29.05.22	29.08.10
	Vancouver	33.05.02	33.10.07
6	Toronto	26.11.18	29.11.12
	Regina	33.09.08	34.04.21
7	Calgary	26.11.22	27.05.13
	Woodstock	27.06.16	27.07.21 S
	Prince Alb	27.10.19	29.02.04
	Sydney	29.11.23	30.07.26
	Edmonton	30.09.23	32.03.31
	London	33.01.07	33.02.18
	Collingwood	33.04.28	33.09.09
	Trenton	34.04.14	35.06.08 S



8	Sarnia	27.01.05	27.10.25
	Amherst	28.01.25	32.10.21
	Lindsay	33.09.07	34.04.14
	Brandon	35.02.27	35.04.23



9	Saskatoon	27.01.05	27.03.14 S
	Lindsay	27.05.03	27.10.21
	Prince Rup	28.03.13	28.08.24
	Edmonton	29.11.26	30.05.02
	Brandon	30.05.08	31.05.08
	Saskatoon	31.06.09	33.05.11



10	Hamilton	27.01.07	27.10.21
	Fort Frances	28.04.10	28.08.13
	Chatham	29.01.25	33.05.03



\*\* Slight overlap of Brandon return date and Winnipeg issue date possible error. Issue within close geographic proximity is reasonable.

? Dates taken from distribution list. Actual confirmation strikes sought.

Die 10 showing die break in NESS of BUSINESS



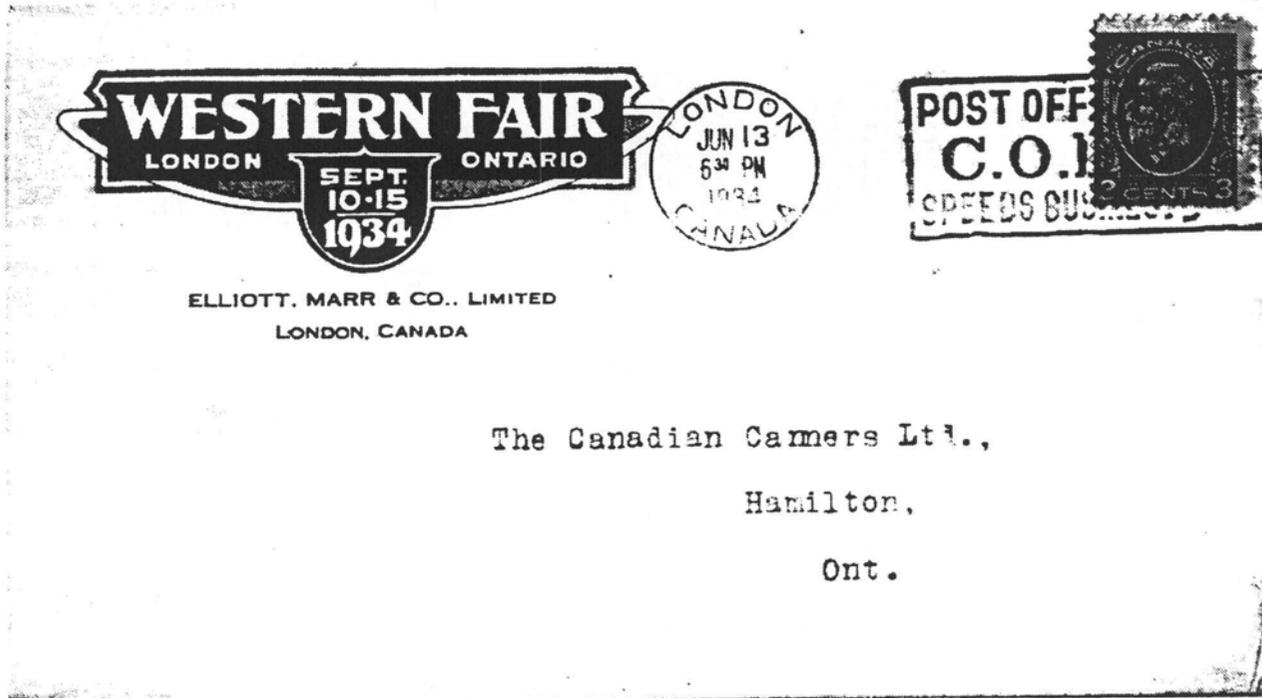
The Union Natural Gas Company of Canada Limited

Chatham, Ontario,

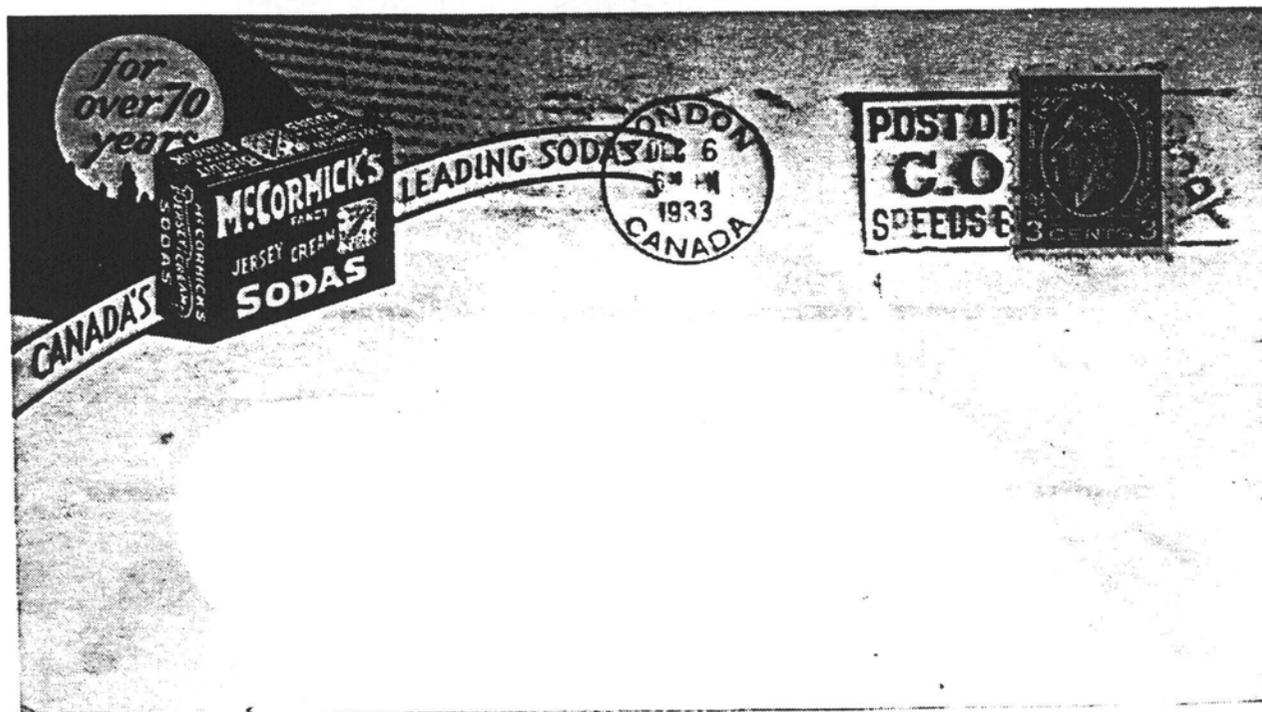
TRANSFER DEPT.

Canada

Die 4, LONDON 1934, on Western Fair Advertising Cover



Die 4, LONDON 1933, red and blue ad cover for crackers



YOUR FRIEND WILL APPRECIATE A

LETTER WRITE TO-DAY

SLOGAN 10770

The quite massive 1933-55 usage of this very major Postal Directive slogan is unique in several respects.

Although initiated by the Post Office, as were those slogans advertising the special postal services such as Air Mail, Registration, Money Orders and many others, this slogan's only message was to urge more frequent correspondence, probably with a view to increasing Post Office revenues.

There was earlier precedent for this action in the 1923-52 slogan 10725, WRITE OFTEN AND KEEP THE FAMILY TOGETHER, though this concerned family only, and it was somewhat presumptuous to now include all one's acquaintances.

The slogan's introduction in 1933, when most of eastern Canada had switched from Universal machines to Perfects, but all western usage was still of Universals, required that three dies of each type be issued simultaneously. It can be seen from Appendix A that during the early use one Universal die circulated exclusively in British Columbia and Alberta, a second in Manitoba and Saskatchewan and the third in Ontario offices still using Universals.

During the same period, the three Perfect dies circulated exclusively in larger Ontario offices. There was no bilingual format, so there was no province of Quebec usage at any time. Usage of the Universal dies was largely discontinued in 1934, although at least one was retained in reserve and re-issued in 1948-49 to offices that then had the new Pitney-Bowes machines, capable of accepting Universal dies.

Two of the Perfect dies remained in continuous use from 1933 until 1948-50, but thereafter the slogan was discontinued except for one Perfect die retained at GLACE BAY from 1950 until at least 1955.

With other slogans having both types of machine dies, the Universals were generally issued in the 1920's and the Perfects some ten years later. This normally resulted in dies with the same wording, but distinguishably different formats. These six simultaneously issued dies, designated U-1 to U-3 and P-1 to P-3, can all be separated, but the Universals and the Perfects are quite similar and both rather oddly hyphenate the word "TO-DAY".

The Universal use is included in the Distribution Lists, usually with both dates of issue and return, but the Perfect usage is dependent on the dates of receipt strikes for issue and the length of usage is based on latest dates actually seen, though it can be generally assumed that they remained in use until shortly before the receipt date of the next office in rotational sequence.

The more precise Universal usage data shows that the intervals between return dates and re-issue was often only one day, indicating that the dies were not actually returned to Ottawa for re-issue, but rather were sent directly to the next designated using office, in accordance with a pre-arranged schedule. In a few cases, the Distribution dates listed must be incorrect by a day or two, since they would suggest an impossible overlap. These minor differences have been disregarded, but in two instances are great enough to warrant comment in regard to the probable extent of the error.

The 4th Edition Proulx catalogue lists the slogan as having usage at 79 offices from 1930 to 1956. Actually, 82 offices have been documented or reliably reported, with use from 1933 to 1955. The catalogued additional use to 1956 is possible, but the indicated 1930-32 use is impossibly incorrect.

SLOGAN 10770 - YOUR FRIEND WILL APPRECIATE A LETTER WRITE TO-DAY

APPENDIX A

SYDNEY has been reliably reported in 1940, but has not been seen and the die cannot be identified.

Universal die 1



VICTORIA	33.03.15	33.04.24	NELSON	34.01.16	34.04.22
VANCOUVER	33.04.25	33.05.22	MOOSE JAW	34.06.01	34.08.17
NEW WEST.	33.05.22	33.07.02	PRINCE RUPERT	35.01.02	35.03.11
NANAIMO	33.07.03	33.08.04	KAMLOOOPS	37.03.31	38.05.15 S
PRINCE RUPERT	33.08.08	33.09.08	SUSSEX	48.02.16	
EDMONTON	33.09.09	33.10.09	BELLEVILLE	48.07.03	48.07.31 S
CALGARY	33.10.11	33.11.13	POWELL RIVER	48.08.24	48.10.03 S
LETHBRIDGE	33.11.10	33.12.14	PARRY SOUND	49.01.14	
MEDICINE HAT	33.12.15	34.01.15	BRIDGEMATER	49.09.22	

Universal die 2



WINNIPEG	33.03.15	33.04.26	REGINA	33.10.14	33.11.13
BRANDON	33.04.25	33.07.26	MOOSE JAW	33.11.14	33.12.26
PORTAGE	33.07.06	33.07.09	YORKTON	33.12.29	34.02.11
Return prob.	33.08.09, not	33.07.09	N. BATTLEFORD	34.02.12	34.03.21
PRINCE ALBERT	33.08.10	33.09.12	LINDSAY	34.04.12	34.08.09
SASKATOON	33.09.09	33.10.13			

Universal die 3



PORT ARTHUR	33.03.15	33.04.18	CHATHAM	33.09.23	33.10.26
FORT WILLIAM	33.04.19	33.05.19	ST. THOMAS	33.10.27	33.11.14 S
NORTH BAY	33.05.15	33.06.20	STRATFORD	33.11.29	33.12.30
SAULT	33.06.15	33.07.20	ST. CATHARINES	34.01.02	34.01.31
COLLINGWOOD	33.07.21	33.08.21	BRANTFORD	34.02.01	34.03.05
SARNIA	33.08.23	33.09.22	WINNIPEG	34.03.13	34.05.09

Perfect die 1



TORONTO	33.04.06	33.05.04 S	ST. JOHN	33.08.14	33.09.05 S	BELLEVILLE	38.05.11	38.05.28 S
SUDBURY	33.05.09		MONCTON	33.09.21	33.09.30 S	GLACE BAY	38.06.27	38.07.28 S
PEMBROKE	33.06.10	33.07.08 S	TRURO	33.10.02	33.11.20 S			1939 REPORT
OTTAWA	33.07.12		SYDNEY	33.11.23	33.12.07 S	LEAMINGTON	39.07.17	
			HALIFAX	34.01.02	34.02.02 S	NEW WEST.	39.10.24	39.11.13 S
			KITCHENER	34.02.09		WELLAND	39.12.04	40.01.01 S
			YARMOUTH	34.09.08	34.10.01 S	PARIS	40.02.12	
			OWEN SOUND	34.10.29	34.12,20 S	LETHBRIDGE	42.05.19	42.06.06 S
					1935 REPORT	GLACE BAY	42.09.12	
			CORNWALL	36.10.10	37.01.15 S	YARMOUTH B/O	43.08.06	
			BROCKVILLE	37.03.22	37.04.10 S	OSHAWA	44.01.12	
			TRAIL	37.07.28		STRATFORD	47.12.31	48.01.22 S
			SMITH'S FALLS	37.11.29		OSHAWA	48.03.12	48.04.08 S
						GRAVENHURST	48.12.13	

APPENDIX A

Perfect die 2



KITCHENER	33.03.20	33.04.24 S	ORILLIA	34.10.29		NAPANEE	40.08.17	
GUELPH	33.04.27	33.05.22 S	MOOSE JAW	35.01.07	35.03.20 S	FT. ERIE NORTH	40.11.04	
OWEN SOUND	33.05.29	33.06.03 S	LONDON	35.06.01 S	35.06.18 S	SWIFT CURRENT	41.04.29	
ORILLIA	33.07.08	33.07.29 S	WINNIPEG	35.07.12	35.07.31 S	TRURO	41.06.10	
WINDSOR	33.08.09	33.09.07 S	FORT FRANCES	35.09.07		FREDERICTON	41.08.07	
LEAMINGTON	33.09.12		MONCTON	35.11.25	35.12.20 S	MEDICINE HAT	41.10.06	41.10.06 S
WOODSTOCK	33.10.14		REGINA	36.02.24	36.03.02 S	GEORGETOWN	41.11.20	
LONDON	33.11.18		FORT FRANCES	36.08.14		AMHERST	42.03.23	42.07.23 S
PARIS	33.12.19		GLACE BAY	37.03.15 S	37.04.15 S	COLLINGWOOD	42.11.07	
TORONTO	34.02.09	34.03.06 S	BRANDON	38.06.15		SWIFT CURRENT	43.08.03	
ST. CATHARINES	34.09.08	34.10.05 S	NEW WEST.	38.11.05	38.11.17 S	MONCTON	44.01.12	44.06.07 S
			PORT ARTHUR	39.01.19		HUNTSVILLE	44.10.04	45.12.20 S
			SYDNEY	39.03.28		FORT FRANCES	46.05.04	47.04.25 S
			SWIFT CURRENT	39.08.25	39.08.31 S	FREDERICTON	47.06.10	47.07.14 S
			PORT HOPE	39.09.21 S		SYDNEY	48.01.03	48.02.19 S
			YORKTON	39.12.05		LINDSAY	48.03.03	48.03.08 S
			PICTON	40.02.21		YARMOUTH	48.08.25	
			BRANDON	40.04.20		PRINCE ALBERT	48.11.13	49.09.01 S
			TRURO	40.06.03		COBOURG	49.10.22	49.10.24 S
			PORTAGE	40.07.12		GLACE BAY	50.03.01	55.08.11 S

Perfect die 3



NIAGARA	33.03.16		HAMILTON	33.11.10	33.11.28 S	FORT WILLIAM	38.06.27	38.07.25 S
OSHAWA	33.04.22	33.05.10 S	SINCOE	33.12.04	1940 REPORT	ORILLIA	38.11.05	
PETERBOROUGH	33.05.23	33.06.04 S	NIAGARA	34.02.07	34.02.28 S	OSHAWA	39.01.19	39.06.12 S
BELLEVILLE	33.06.23	33.07.11 S	SAULT	34.09.08		YARMOUTH	39.12.18	
KINGSTON	33.07.25	33.08.02 S	LEAMINGTON	34.10.29	34.11.19 S	MEDICINE HAT	40.02.12	
BROCKVILLE	33.08.29	33.09.08 S	SASKATOON	35.05.31	35.07.03 S	AMHERST	40.04.20	40.07.11 S
GALT	33.10.02	33.11.06 S	PEMBROKE	35.11.29		LEAMINGTON	40.08.17	
			COLLINGWOOD	36.02.20		FORT FRANCES	40.11.26	
			MOOSE JAW	36.07.21	37.11.01 S	CHATHAM	41.04.28	41.06.28 S
			MEDICINE HAT	36.08.14		SMITH'S FALLS	44.02.21	44.04.17 S
			PORTAGE	37.03.15		BRACEBRIDGE	44.08.02	44.08.08 S
			MOOSE JAW	37.08.13		COBOURG	45.08.31	46.01.06 S
			SARNIA	37.11.29	37.12.03 S	FT. ERIE NORTH	46.05.03	47.02.17 S
			WATERLOO	38.02.05		PRINCE RUPERT	48.04.20	48.06.14 S
			SYDNEY	38.03.17	38.03.25 S	LETHBRIDGE	49.10.01	49.10.19 S
			CALGARY	38.05.13		FREDERICTON	50.04.01 S	50.04.05 S

## APPENDIX B

AMHERST	P-3	40.04.20	40.07.11 S	LETHBRIDGE	U-1	33.11.10	33.12.14	POWELL RIVER	U-1	48.08.24	48.10.03 S
AMHERST	P-2	42.03.23	42.07.23 S	LETHBRIDGE	P-1	42.05.19	42.06.06 S	PRINCE ALBERT	U-2	33.08.10	33.09.12
BELLEVILLE	P-3	33.06.23	33.07.11 S	LETHBRIDGE	P-3	49.10.01	49.10.19 S	PRINCE ALBERT	P-2	48.11.13	49.09.01 S
BELLEVILLE	P-1	38.05.11	38.05.28 S	LINDSAY	U-2	34.04.12	34.08.09	PRINCE RUPERT	U-1	33.08.08	33.09.08
BELLEVILLE	U-1	48.07.03	48.07.31 S	LINDSAY	P-2	48.03.03	48.03.08 S	PRINCE RUPERT	U-1	35.01.02	35.03.11
BRACEBRIDGE	P-3	44.08.02	44.08.08 S	LONDON	P-2	33.11.18		PRINCE RUPERT	P-3	48.04.20	48.06.14 S
BRANDON	U-2	33.04.25	33.07.26	LONDON	P-2	35.06.01 S	35.06.18 S	REGINA	U-2	33.10.14	33.11.13
BRANDON	P-2	38.06.15		MEDICINE HAT	U-1	33.12.15	34.01.15	REGINA	P-2	36.02.24	36.03.02 S
BRANDON	P-2	40.04.20		MEDICINE HAT	P-3	36.08.14		ST. CATHARINES	U-3	34.01.02	34.01.31
BRANTFORD	U-3	34.02.01	34.03.05	MEDICINE HAT	P-3	40.02.12		ST. CATHARINES	P-2	34.09.08	34.10.05 S
BRIDGEWATER	U-1	49.09.22		MEDICINE HAT	P-2	41.10.06	41.10.06 S	ST. JOHN	P-1	33.08.14	33.09.05 S
BROCKVILLE	P-3	33.08.29	33.09.08 S	MONCTON	P-1	33.09.21	33.09.30 S	ST. THOMAS	U-3	33.10.27	33.11.14 S
BROCKVILLE	P-1	37.03.22	37.04.10 S	MONCTON	P-2	35.11.25	35.12.20 S	SARNIA	U-3	33.08.23	33.09.22
CALGARY	U-1	33.10.11	33.11.13	MONCTON	P-2	44.01.12	44.06.07 S	SARNIA	P-3	37.11.29	37.12.03 S
CALGARY	P-3	38.05.13		MOOSE JAW	U-2	33.11.14	33.12.26	SASKATOON	U-2	33.09.09	33.10.13
CHATHAM	U-3	33.09.23	33.10.26	MOOSE JAW	U-1	34.06.01	34.08.17	SASKATOON	P-3	35.05.31	35.07.03 S
CHATHAM	P-3	41.04.28	41.06.28 S	MOOSE JAW	P-2	35.01.07	35.03.20 S	SAULT	U-3	33.06.15	33.07.20
COBOURG	P-3	45.08.31	46.01.06 S	MOOSE JAW	P-3	36.07.21	37.11.01 S	SAULT	P-3	34.09.08	
COBOURG	P-2	49.10.22	49.10.24 S	MOOSE JAW	P-3	37.08.13		SIMCOE	P-3	33.12.04	1940 REPORT
COLLINGWOOD	U-3	33.07.21	33.08.21	NANAIMO	U-1	33.07.03	33.08.04	SMITH'S FALLS	P-1	37.11.29	
COLLINGWOOD	P-3	36.02.20		NAPANEE	P-2	40.08.17		SMITH'S FALLS	P-3	44.02.21	44.04.17 S
COLLINGWOOD	P-2	42.11.07		NELSON	U-1	34.01.16	34.04.22	STRATFORD	U-3	33.11.29	33.12.30
CORNWALL	P-1	36.10.10	37.01.15 S	NEW WEST.	U-1	33.05.22	33.07.02	STRATFORD	P-1	47.12.31	48.01.22 S
EDMONTON	U-1	33.09.09	33.10.09	NEW WEST.	P-2	38.11.05	38.11.17 S	SUDBURY	P-1	33.05.09	
FORT FRANCES	P-2	35.09.07		NEW WEST.	P-1	39.10.24	39.11.13 S	SUSSEX	U-1	48.02.16	
FORT FRANCES	P-2	36.08.14		NIAGARA	P-3	33.03.16		SWIFT CURRENT	P-2	39.08.25	39.08.31 S
FORT FRANCES	P-3	40.11.26		NIAGARA	P-3	34.02.07	34.02.28 S	SWIFT CURRENT	P-2	41.04.29	
FORT FRANCES	P-2	46.05.04	47.04.25 S	NORTH BAY	U-3	33.05.15	33.06.20	SWIFT CURRENT	P-2	43.08.03	
FORT WILLIAM	U-3	33.04.19	33.05.19	N. BATTLEFORD	U-2	34.02.12	34.03.21	SYDNEY	P-1	33.11.23	33.12.07 S
FORT WILLIAM	P-3	38.06.27	38.07.25 S	DRILLIA	P-2	33.07.08	33.07.29 S	SYDNEY	P-3	38.03.17	38.03.25 S
FREDERICTON	P-2	41.08.07		DRILLIA	P-2	34.10.29		SYDNEY	P-2	39.03.28	
FREDERICTON	P-2	47.06.10	47.07.14 S	DRILLIA	P-3	38.11.05		SYDNEY	?	1940 REPORT	
FREDERICTON	P-3	50.04.01 S	50.04.05 S	OSHAWA	P-3	33.04.22	33.05.10 S	SYDNEY	P-2	48.01.03	48.02.19 S
FT. ERIE NORTH	P-2	40.11.04		OSHAWA	P-3	39.01.19	39.06.12 S	TORONTO	P-1	33.04.06	33.05.04 S
FT. ERIE NORTH	P-3	46.05.03	47.02.17 S	OSHAWA	P-1	44.01.12		TORONTO	P-2	34.02.09	34.03.06 S
GALT	P-3	33.10.02	33.11.06 S	OSHAWA	P-1	48.03.12	48.04.08 S	TRAIL	P-1	37.07.28	
GEORGETOWN	P-2	41.11.20		OTTAWA	P-1	33.07.12		TRURO	P-1	33.10.02	33.11.20 S
GLACE BAY	P-2	37.03.15 S	37.04.15 S	OWEN SOUND	P-2	33.05.29	33.06.03 S	TRURO	P-2	40.06.03	
GLACE BAY	P-1	38.06.27	38.07.28 S	OWEN SOUND	P-1	34.10.29	34.12.20 S	TRURO	P-2	41.06.10	
			1939 REPORT				1935 REPORT	VANCOUVER	U-1	33.04.25	33.05.22
GLACE BAY	P-1	42.09.12		PARIS	P-2	33.12.19		VICTORIA	U-1	33.03.15	33.04.24
GLACE BAY	P-2	50.03.01	55.08.11 S	PARIS	P-1	40.02.12		WATERLOO	P-3	38.02.05	
GRAVENHURST	P-1	48.12.13		PARRY SOUND	U-1	49.01.14		WELLAND	P-1	39.12.04	40.01.01 S
GUELPH	P-2	33.04.27	33.05.22 S	PEMBROKE	P-1	33.06.10	33.07.08 S	WINDSOR	P-2	33.08.09	33.09.07 S
HALIFAX	P-1	34.01.02	34.02.02 S	PEMBROKE	P-3	35.11.29		WINNIPEG	U-2	33.03.15	33.04.26
HAMILTON	P-3	33.11.10	33.11.28 S	PETERBOROUGH	P-3	33.05.23	33.06.04 S	WINNIPEG	U-3	34.03.13	34.05.09
HUNTSVILLE	P-2	44.10.04	45.12.20 S	PICTON	P-2	40.02.21		WINNIPEG	P-2	35.07.12	35.07.31 S
KAMLOOPS	U-1	37.03.31	38.05.15 S	PORT ARTHUR	U-3	33.03.15	33.04.18	WOODSTOCK	P-2	33.10.14	
KINGSTON	P-3	33.07.25	33.08.02 S	PORT ARTHUR	P-2	39.01.19		YARMOUTH	P-1	34.09.08	34.10.01 S
KITCHENER	P-2	33.03.20	33.04.24 S	PORT HOPE	P-2	39.09.21 S		YARMOUTH	P-3	39.12.18	
KITCHENER	P-1	34.02.09		PORTAGE	U-2	33.07.06	33.07.09	YARMOUTH	P-2	48.08.25	
LEAMINGTON	P-2	33.09.12		PORTAGE	P-3	37.03.15		YARMOUTH B/D	P-1	43.08.06	
LEAMINGTON	P-3	34.10.29	34.11.19 S	PORTAGE	P-2	40.07.12		YORKTON	U-2	33.12.29	34.02.11
LEAMINGTON	P-1	39.07.17		Return prob.		33.08.09, not	33.07.09	YORKTON	P-2	39.12.05	
LEAMINGTON	P-3	40.08.17									

POST OFFICE MONEY ORDERS COVER THE

GLOBE USE THEM

SLOGAN 7115

This is one of the earlier Postal Directive slogans, with five Universal dies issued in 1922 and retained until 1934, when the final advent of Perfect machines obsoleted them. No Perfect replacement dies were issued, but three of the five Universal dies were retained in reserve and re-issued in 1948-50 for use with the newer Pitney-Bowes machines.

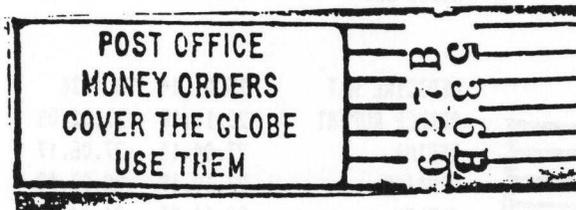
Also, one of these reserve dies has been recorded at VANCOUVER, with very extensive and possibly continuous use in at least 1957-62, with earlier or later use there possible. There is evidence that one machine was dedicated to this use, since the dater, reading VANCOUVER B.C./CANADA, appears to be the same on all strikes from OCT.57 until late AUG.58. By SEP 2.58, the same dater shows a distinctive break between the C and O of VANCOUVER, which continues until a new dater, reading VANCOUVER/B.C., was introduced by AUG 18.61.

Shortly after the dater was replaced, at least by NOV 14.61, the die showed clear breaks in the upper and lower left corners, which gradually worsened over the next year. The latest recorded use is DEC 10.62, and while early 1963 use is possible, the state of the die then was such as to well warrant its retirement.

The 4th Edition of the Proulx catalogue lists use at 51 offices in 1922-30, 1933, 1948-50 and 1957-62, but additional use in 1931-32 and 1934 is clearly established and has been documented or reliably reported from 53 offices. There was no bilingual version, so no usage from the province of Quebec other than a reported use at ST. HYACINTHE in 1924.

As with most slogans issued in the early 1920's, the first usage is not well documented and at least one die sequence is not established until 1925, though it is probable that all five dies were issued simultaneously in 1922. However, there are at least 9 offices documented or reported with use in 1922-29 which have not been seen as actual or receipt strikes. The eventual die identification of these would much enhance the classification. The 1948-50 revival is mostly from very small offices and probably quite scarce.

A slogan proof has been seen (illustrated below) with the wording of this slogan. It is among a group of proofs with no identification as to date or office, but generally found to be from the late 1950's, after the receipts in the Post Office proof book ceased to be entered. It is clearly not the Vancouver usage from 1957 to 1962, and strikes of it have not been seen, so it is possible that it was never used. However, if any member has strikes which appear to be from this later die, the information is much solicited.



APPENDIX A

The following offices have been either documented or reliably reported as having usage in the periods indicated, but have not been seen and the die cannot be identified.

MEDICINE HAT	1922 REPORT	PRINCE ALBERT	23.10.02	FREDERICTON	24.09.11 TO 1925
MOOSE JAW	1922-23 REPORT	OTTAWA	1923-24 REPORT	CORNWALL	26.09.10 26.10.11
COLLINGWOOD	23.09.10	ST. HYACINTHE	24.01.05	ESTEVAN	29.01.25 29.02.04

Universal die 1



NORTH BAY	23.03.03 S	KINGSTON	48.03.15 S 48.03.25 S
KITCHENER	24.12.10 25.02.13 S	PRINCE GEORGE	48.05.06
BROCKVILLE	25.04.29 26.02.11 S	HUMBOLDT	48.07.10
BELLEVILLE	26.08.03 27.10.24	KINCARDINE	48.08.20 48.09.07 S
REGINA	28.12.18 29.04.03	MELVILLE	49.01.17
LONDON	33.02.18 33.03.21	BRIDGEWATER	50.02.07 50.04.24 S
LINSAY	33.04.28 33.09.09	VANCOUVER	57.10.27 S 62.12.10 S
FORT FRANCES	34.01.08 34.04.20		

Universal die 2



CORNWALL	22.07.05 S
LINSAY	22.12.24 23.06.16 S
LONDON	23.09.24 23.11.03 S
REGINA	24.05.16
PETERBOROUGH	24.12.19 27.01.11
ST. THOMAS	27.10.20 28.09.12
MONCTON	29.01.25 34.07.18

Universal die 3



HAMILTON	23.09.27 S 23.09.29 S	KIMBERLEY	48.03.17
SARNIA	24.03.05 24.05.09 S	KENTVILLE	48.05.31 48.08.09 S
WOODSTOCK	24.07.08	COLLINGWOOD	48.09.21
EDMONTON	24.12.10 24.12.22 S	MIDLAND	49.02.13
VANCOUVER	25.03.18 26.02.13	HAILEYBURY	49.04.16 49.07.12 S
SAULT	26.08.05 27.10.24	BARRIE	50.02.07 S 50.02.14 S
AMHERST	33.05.01	CAMPBELLTON	50.05.03
FORT WILLIAM	33.09.07 33.10.16		
LETHBRIDGE	33.10.17 34.04.19		

Universal die 4



PETERBOROUGH	1922 REPORT 23.04.15 S	SUMMERSIDE	48.04.26 48.05.13 S
SYDNEY	24.12.10	HALIFAX	48.07.14
OWEN SOUND	25.10.05 1926 REPORT	KIRKLAND LAKE	48.08.19 48.09.22 S
PRESCOTT	26.06.23 S	MISSION CITY	49.01.17
SASKATOON	27.01.21 27.04.23 S		
TRENTON	27.10.20 32.05.27		
MOOSE JAW	33.07.21 33.09.08		

Universal die 5



MEDICINE HAT	25.01.14 TO 1926
PRINCE RUPERT	26.11.18 27.02.09
REGINA	27.04.11 27.06.17
NANAIMO	27.10.19 28.03.12
GUELPH	29.01.25 34.04.26

SLOGAN 7115 - POST OFFICE MONEY ORDERS COVER THE GLOBE USE THEM

APPENDIX B

OFFICE	DIE	EARLY	LATE	OFFICE	DIE	EARLY	LATE	OFFICE	DIE	EARLY	LATE
AMHERST	3	33.05.01		KIMBERLEY	3	48.03.17		OWEN SOUND	4	25.10.05	1926 REPOR
BARRIE	3	50.02.07	S 50.02.14 S	KINCARDINE	1	48.08.20	48.09.02 S	PETERBOROUGH	4	1922 REPORT	23.04.15 S
BELLEVILLE	1	26.08.03	27.10.24	KINGSTON	1	48.03.15	S 48.03.25 S	PETERBOROUGH	2	24.12.19	27.01.11
BRIDGEWATER	1	50.02.07	50.04.24 S	KIRKLAND LAKE	4	48.08.19		PRESCOTT	4	26.06.23	S
BROCKVILLE	1	25.04.29	26.02.11 S	KITCHENER	1	24.12.10	25.02.13 S	PRINCE ALBERT	?	23.10.02	
CAMPBELLTON	3	50.05.03		LETHBRIDGE	3	33.10.17	34.04.19	PRINCE GEORGE	1	48.05.06	
COLLINGWOOD	?	23.09.10		LINDSAY	2	22.12.24	23.06.16 S	PRINCE RUPERT	5	26.11.18	27.02.09
COLLINGWOOD	3	48.09.21		LINDSAY	1	33.04.28	33.09.09	REGINA	2	24.05.16	
CORNWALL	2	22.07.05	S	LONDON	2	23.09.24	23.11.03 S	REGINA	5	27.04.11	27.06.17
CORNWALL	?	26.09.10	26.10.11	LONDON	1	33.02.18	33.03.21	REGINA	1	28.12.18	29.04.03
EDMONTON	3	24.12.10	24.12.22 S	MEDICINE HAT	?	1922 REPORT		SARNIA	3	24.03.05	24.05.09 S
ESTEVAN	?	29.01.25	29.02.04	MEDICINE HAT	5	25.01.14	TD 1926	SASKATOON	4	27.01.31	27.04.23 S
FORT FRANCES	1	34.01.08	34.04.20	MELVILLE	1	49.01.17		SAULT	3	26.08.05	27.10.24
FORT WILLIAM	3	33.09.07	33.10.16	MIDLAND	3	49.02.13		ST. HYACINTHE	?	24.01.05	
FREDERICTON	?	24.09.11	TD 1925	MISSION CITY	4	49.01.17		ST. THOMAS	2	27.10.20	28.09.12
GUELPH	5	29.01.25	34.04.26	MONCTON	2	29.01.25	34.07.18	SUMMERSIDE	4	48.04.26	48.05.13 S
HAILEYBURY	3	49.04.16	49.07.12 S	MOOSE JAW	?	1922-23 REPORT		SYDNEY	4	24.12.10	
HALIFAX	4	48.07.14		MOOSE JAW	4	33.07.21	33.09.08	TRENTON	4	27.10.20	32.05.27
HAMILTON	3	23.09.27	S 23.09.29 S	NANAIMO	5	27.10.19	28.03.12	VANCOUVER	3	25.03.18	26.02.13
HUMBOLDT	1	48.07.10		NORTH BAY	1	23.03.03	S	VANCOUVER	1	57.10.27	S 62.12.10 S
KENTVILLE	3	48.05.31	48.08.09 S	OTTAWA	?	1923-24 REPORT		WOODSTOCK	3	24.07.08	

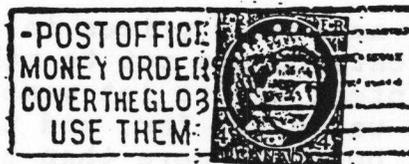
THE LATEST USAGE OF THE SLOGAN, AT VANCOUVER IN 1957-62,

SHOWING

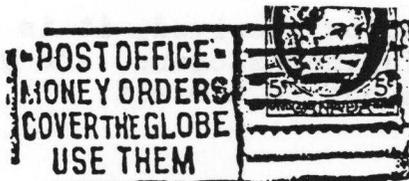
EARLY USE WITH THE ORIGINAL DATER AND THE DIE BOTH INTACT



LATER USE WITH THE ORIGINAL DATER BROKEN, BUT THE DIE STILL INTACT



LATEST USE, WITH THE SECOND DATER AND THE DIE VERY DAMAGED



In whole number 18 of the Slogan Box your chairman presented this slogan in what he felt was a complete listing of known use based upon the information in both the distribution list and book of receipt strikes. To demonstrate the sometimes incompleteness of these references, especially in the 1940s, an additional use of this slogan from SIOUX LOOKOUT has been added to his collection. This use in 1948 neatly fills the gap between 1947 and 1949.

SIOUX LOOKOUT, DIE 4, OCTOBER 13, 1948 Suggested value C\$8.00

Peter Kajutis  
Box 533 Sioux Lookout,  
Ontario CANADA



SPRAYBERRY ACADEMY OF RADIO  
F.L. Sprayberry, President  
Room 25108, Sprayberry Buil.  
Pueblo, Colorado  
U.S.A.

Your chairman was curious to see what comments might come forth in reaction to his assigning prices to this slogan. Two members were not pleased as they felt that this would make acquisition of material considerably more expensive than what they might obtain it for based on the prices in the Proulx catalog. One member felt that as I was prepared to pay the prices for what I needed then that justified the exercise. The remaining response was neutral. It was surprising not to hear from the member who has been a vocal proponent of pricing material in our slogan handbooks.

The purpose of assigning prices in excess of the nominal \$2.00 listed in the Proulx catalog was not to make material cost more to our members. The intent was to let members know which usages might be better ones to watch out for, and to give them an idea that their material might be worth more than the catalog indicates.

I was quite pleased to add two items from my want list at these prices and sincerely wish I could complete this slogan.

Given the reaction received, it is unlikely that this exercise will be attempted on further slogans, and your chairman will be content to keep such opinions to himself.

GIVE YOUR CHANGE OF ADDRESS TO THE

POSTMASTER

SLOGAN 3950

This slogan is one of the more minor early Postal Directives, with five Universal die dies. Although two have not yet been recorded as used in 1922, it is most probable that all five were issued simultaneously in that year. Usage was generally to 1934, when the advent of Perfect machines throughout Canada obsoleted the dies.

There was a brief revival of two dies only in 1948, continuing in the case of one office until 1949, used in Pitney-Bowes machines, but all use probably ceased thereafter.

The 4th Edition of the Proulx catalogue lists use from 38 offices in 1922-34, 1940, 1944 and 1948. Only 34 offices have been recorded or reported, but one or two others are possible. The catalogue omits documented use from HUMBOLDT in 1949, and its reference to use in 1940 and 1944 is probably based on CPSGB reports. However, the CPSGB reports are believed to be incorrect, since the single office reported in each year, CHATHAM in 1940 and YARMOUTH in 1944, both had Perfect machines at the time and could not have used the Universal dies.

Six offices are documented as having been issued dies in 1922-30, but strikes have not been seen and receipts are omitted from the proof book, so die identification cannot be made. Photos of strikes from these offices in the periods indicated would be much appreciated.



*Robert Fulton Stamp Co.*

*214-216 South 45 Street*

*Philadelphia 4, Pa.*

*U.S.A.*

An example of the revival usage in 1948-49

SLOGAN 3950 - GIVE YOUR CHANGE OF ADDRESS TO THE POSTMASTER.  
 Five Universal dies issued in 1922, used to 1934, two dies revived in 1948-49.

APPENDIX A

Documented issue or return dates are without a suffix. If not documented, recorded dates are suffixed S to indicate SEEN.

The following offices have been documented or reliably reported as having use in or from the periods indicated, but have not been seen and the die is not identified.

OTTAWA	23.09.22	COLLINGWOOD	24.01.18	NANAIMO	25.05.05		
CORNWALL	24.01.08	PRINCE RUPERT	24.11.11	1925 REPORT	COLLINGWOOD	30.08.22	30.11.08

OFFICE	ISSUED OR SEEN FROM	RET'D OR SEEN TO	OFFICE	ISSUED OR SEEN FROM	RET'D OR SEEN TO
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Universal die 1



CHATHAM	22.07.18	S	HALIFAX	29.04.06	29.05.17	
MEDICINE HAT	22.12.14	S	1923 REPORT	SASKATOON	29.07.02	29.09.07
CALGARY	23.11.14	24.01.02	S	WOODSTOCK	30.05.30	30.12.10
EDMONTON	24.12.10	25.01.30	S	PRINCE RUPERT	32.05.23	32.11.07
HAMILTON	26.08.04	26.11.24	WINNIPEG	33.05.03	33.09.14	
ST. CATHERINES	27.10.20	29.02.01				

Universal die 2



SARNIA	22.07.20	S	SARNIA	28.09.06	28.11.29	
MOOSE JAW	23.09.10	23.10.24	S	CORNWALL	28.12.07	29.05.16
WOODSTOCK	23.11.08	1924 REPORT	HALIFAX	30.04.08	30.05.10	
PORT ARTHUR	24.06.27	27.10.24	FORT WILLIAM	32.01.07	32.09.14	
REGINA	27.12.12	28.03.26	REGINA	34.04.12	34.11.0	

Universal die 3



VICTORIA	22.07.31	S	MOOSE JAW	29.03.11	29.04.25	
STRATFORD	22.08.28	S	SARNIA	29.04.26	29.07.30	
PRINCE ALBERT	23.11.27	1924 REPORT	PRINCE RUPERT	31.05.05	31.11.27	
REGINA	24.04.03	24.04.04	S	MOOSE JAW	32.09.24	32.11.14
REGINA	24.09.25		CORNWALL	33.01.11		
BRANDON	25.05.05	26.04.15	S	PRINCE ALBERT	33.09.08	34.04.20
SASKATOON	26.08.07		BRIDGEWATER	48.02.15	S	
NIAGARA	27.10.19	29.02.01	BARRIE	48.03.18		

Universal die 4



NEW WESTMINSTER	23.09.24	1925 REPORT	DAUPHIN	48.01.28	
HALIFAX	28.04.23	28.05.10	CHATHAM	48.04.06	S 48.04.27 S
MOOSE JAW	31.08.28	31.10.05	HAILEYBURY	46.05.29	
COLLINGWOOD	33.09.05	33.10.12	KENDRA	48.08.20	48.12.01 S
YARMOUTH	34.04.13	34.08.15	HUMBOLDT	49.09.27	

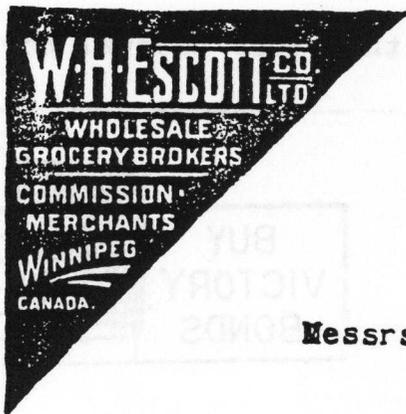
Universal die 5



FORT WILLIAM	25.05.05	1926 REPORT			
STRATHCONA	27.10.28	29.02.04			
REGINA	29.03.28	29.10.08			
EDMONTON	30.04.22	30.10.17			

APPENDIX B

OFFICE	DIE	EARLY	LATE	OFFICE	DIE	EARLY	LATE	OFFICE	DIE	EARLY	LATE
BARRIE	3	48.03.18		HALIFAX	4	26.04.23	28.05.10	PRINCE RUPERT	2	24.11.11	1925 report
BRANDON	3	25.05.05	26.04.15 S	HALIFAX	1	29.04.06	29.05.17	PRINCE RUPERT	3	31.05.05	31.11.20
BRIDGEWATER	3	48.02.15 S		HALIFAX	2	30.04.08	30.05.12	PRINCE RUPERT	1	32.05.23	32.11.07
CALGARY	1	23.11.14	24.01.02 S	HAMILTON	1	26.09.04	26.11.24	REGINA	3	24.04.03	24.04.04 S
CHATHAM	1	22.07.18 S		HUMBOLDT	4	49.09.27		REGINA	3	24.09.25	
CHATHAM	4	48.03.30	48.04.27 S	KENORA	4	48.08.20	48.12.01 S	REGINA	2	27.12.12	28.03.26
COLLINGWOOD	?	24.01.18		MEDICINE HAT	1	22.12.14	1923 REPORT	REGINA	5	29.03.28	29.10.08
COLLINGWOOD	?	30.08.22	30.11.08	MOOSE JAW	2	23.09.10	23.10.24 S	REGINA	2	34.04.13	34.11.05
COLLINGWOOD	4	33.09.05	33.10.12	MOOSE JAW	3	29.03.11	29.04.25	SARNIA	2	22.07.20 S	
CORNWALL	?	24.01.08		MOOSE JAW	4	31.08.28	31.10.05	SARNIA	2	28.09.06	28.11.29
CORNWALL	2	28.12.07	29.03.16	MOOSE JAW	3	32.09.24	32.11.14	SARNIA	3	29.04.26	29.07.03
CORNWALL	3	33.01.11		NANAIMO	?	25.05.05		SASKATOON	3	26.08.07	
DAUPHIN	4	48.01.28		NEW WESTMINSTER	4	23.09.24	1925 REPORT	SASKATOON	1	29.07.02	29.09.07
EDMONTON	1	24.12.10	25.01.30 S	NIAGARA	3	27.10.15	29.02.01	STRATFORD	3	22.08.28 S	
EDMONTON	5	30.04.22	30.10.17	OTTAWA	?	23.09.22		STRATHCONA	5	27.10.28	29.02.04
FORT WILLIAM	5	25.05.05	1926 REPORT	PORT ARTHUR	2	24.06.27	27.10.24	ST. CATHERINES	1	27.10.20	29.02.01
FORT WILLIAM	2	32.01.07	33.09.14	PRINCE ALBERT	3	23.11.27	1924 REPORT	VICTORIA	3	22.07.21 S	
HAILEYBURY	4	48.05.29		PRINCE ALBERT	3	33.09.08	34.04.20	WINNIPEG	1	33.05.03	33.09.14
								WOODSTOCK	2	23.11.08	1924 ?
								WOODSTOCK	1	30.05.30	30.12.10
								YARMOUTH	4	34.04.13	34.06.15



Messrs. Canadian Cannery Ltd.

HAMILTON, ONT.

In Slogan Box whole number 16 Bob Thorne presented a detailed classification of the slogan BUY VICTORY BONDS and its use during World War II. To my knowledge this slogan has always been considered strictly a slogan from that period only.

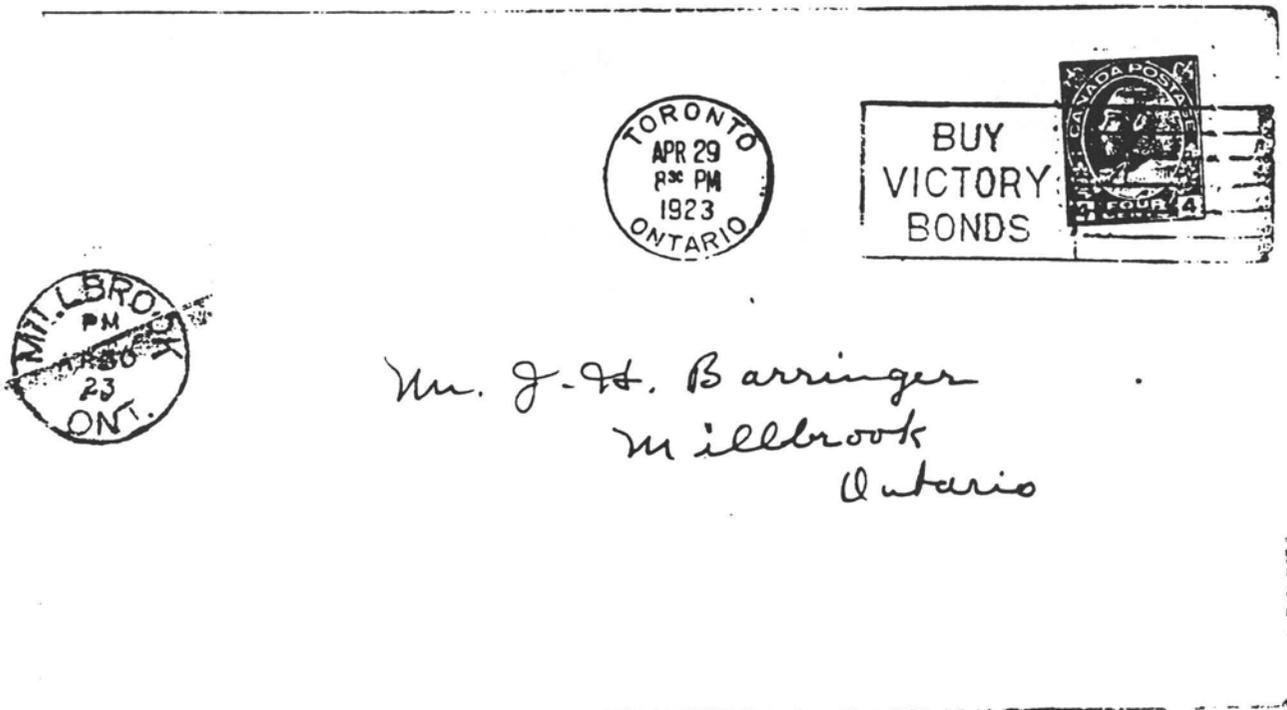
Your chairman has "rediscovered" an example of this same slogan with use from TORONTO in 1923, some twenty years earlier than the generally accepted period of use. I say "rediscovered" as first saw this cover some five years ago in the Admiral collection of Vic Willson, and at the time considered the date in the hub to be an error, and the 4-cent Admiral was simply late philatelic use as is oftentimes encountered.

At the time of publication of Bob's article this cover went unrecalled, and it was not until a recent Prairie Beaver meeting that it came once again to my attention. When I again saw it I still thought that it was a date error, but upon turning the cover over, there was a receiving strike of a Millbrook cds, neatly dated April 30, 1923...conclusive proof that this slogan was indeed used in 1923.

This 1923 use is not recorded in the Proulx catalog, or in the CPSGB listing, or is it to be found in the distribution list of Toronto for that period. Whether it lies in the Pritchard & Andrews proof book, or in the post office book of distribution and receipt strikes is unknown, and will certainly warrant further investigation.

A comparison with the Universal dies of WWII and this die reveals some very close similarities, but also enough differences to indicate that this die is NOT one of the listed dies.

I am grateful to Vic Willson for allowing this most unusual cover to become a part of my collection.



MAIL EARLY AND TAKE ADVANTAGE OF  
MID-DAY MAILS  
SLOGANS 5535 AND 3218

These two slogans, an English and bilingual version, were among the earlier, but less major Postal Directives. The English 5535 was issued in 1922 with three Universal dies, used generally until 1934, when obsoleted by the advent of the Perfect machines. No Perfect dies were issued, and the normal revival of Universals in 1948-50 was minimal, only one die at two offices in 1948 and probably not later.

The Proulx catalogue lists use in 24 offices in 1922-34 and 1948. The dates appear correct, but use is confirmed or reliably reported from 27 offices.

The bilingual 3218 was not issued until 1923, first used at QUEBEC, then at MONTREAL in 1924-27. It was re-issued to CHICOUTIMI in 1934, but is not documented thereafter. The Proulx Catalogue indicates 1948 use and includes use from THETFORD MINES and TROIS RIVIERES, but this has not yet been confirmed.

BELLEVILLE appears to have retained one die for almost five years, from late 1929 until early 1934, but although several offices used it as many as three times in 1922-34, rotation was normally quite frequent.



A cover mailed from the Halifax Post Office established at the Nova Scotia Provincial Exhibition in 1930, autographed by F.P. Quinn, M.P., whose photo is pasted onto the reverse.

SLOGAN 5535 - MAIL EARLY AND TAKE ADVANTAGE OF MID-DAY MAILS  
 Three Universal dies issued in 1922, retained to 1934. Limited revival of one die in 1948.

SLOGAN 3218 - FAITES VOS DEPOTS DE BONNE HEURE ET PROFITEZ DES EXPEDITIONS DU MIDI  
 MAIL EARLY AND TAKE ADVANTAGE OF MID-DAY MAILS  
 One Universal die issued in 1923, retained to 1927 and 1934.

SLOGAN 5535 - APPENDIX A

The following offices have been either documented or reliably reported as having usage in the periods indicated, but have not been seen and the die cannot be identified.

MOOSE JAW	23.11.06	1924 REPORT	OTTAWA	23.12.04	NIAGARA FALLS	25.05.05
WALKERVILLE	23.11.30		BRANDON	24.01.21	SASKATOON	29.11.06
			TORONTO	1924 REPORT		

Universal die 1



PRINCE ALBERT	22.07.12 S	CALGARY	25.08.31
HALIFAX	22.07.27 S	EDMONTON	26.01.13
HAMILTON	23.10.05	TORONTO	26.11.19
REGINA	23.12.14	GALT	29.04.16
SARNIA	24.05.12	FREDERICTON	29.11.22
LETHBRIDGE	24.08.13	HALIFAX	30.07.12
PRINCE RUPERT	25.01.07	CORNWALL	30.10.20
NIAGARA	25.05.05		

Universal die 2



OTTAWA	22.11.13 S	EDMONTON	28.08.20
SASKATOON	23.09.15	CORNWALL	29.03.14
BROCKVILLE	24.02.06	FORT FRANCES	29.11.21
WINNIPEG	25.05.12	VICTORIA	30.05.27
LONDON	25.09.29	REGINA	32.08.17
REGINA	27.05.22	MOOSE JAW	33.10.23
GALT	28.01.07	WINNIPEG	34.04.31
SASKATOON	28.03.13		

Universal die 3



BELLEVILLE	23.09.10	SARNIA	26.11.26
MONCTON	23.12.07	GALT	29.04.16
SARNIA	27.11.27	BELLEVILLE	29.11.10
HALIFAX	28.02.11	PARRY SOUND	48.01.31
MOOSE JAW	28.05.10	EDMONTON	48.03.18

SLOGAN 3218 - APPENDIX A

Universal die 1



QUEBEC	23.10.10	24.01.12 S
MONTREAL	24.02.28	27.02.15
CHICOUTIMI	34.01.26	34.03.05

APPENDIX B

BELLEVILLE	U-3	23.09.10		HALIFAX	U-1	22.07.27	S	REGINA	U-1	23.12.14	24.03.09	S		
BELLEVILLE	U-3	29.11.10	34.04.27	HALIFAX	U-3	25.02.11	28.03.16	S	REGINA	U-2	27.05.22	27.10.22		
BRANDON	?	24.01.21		HALIFAX	U-1	30.07.12	30.10.07		REGINA	U-2	32.08.17	33.09.13		
BROCKVILLE	U-2	24.02.06	25.02.08	S	HAMILTON	U-1	23.10.05	23.11.17	S	SARNIA	U-1	24.05.12	24.07.25	S
CALGARY	U-1	25.08.31		LETHBRIDGE	U-1	24.09.13			SARNIA	U-3	27.11.27	28.02.10		
CORNWALL	U-2	25.03.14	29.08.14	LONDON	U-2	25.05.29	26.03.31	S	SARNIA	U-3	25.11.26	29.01.25		
CORNWALL	U-1	30.10.20	31.06.26	MONCTON	U-3	23.12.07	27.09.28	S	SASKATOON	U-2	23.09.15			
EDMONTON	U-1	26.01.13		MOOSE JAW	?	23.11.06	1924 REPORT		SASKATOON	U-2	28.03.13	29.06.08		
EDMONTON	U-2	28.05.20	29.02.11	MOOSE JAW	U-3	28.05.10	28.06.29		SASKATOON	?	29.11.06			
EDMONTON	U-3	46.03.16		MOOSE JAW	U-2	33.10.23	34.02.13		TORONTO	?	1924 REPORT			
FORT FRANCES	U-2	29.11.21	30.03.22	NIAGARA	U-1	25.05.05			TORONTO	U-1	26.11.18	28.11.22	S	
FREDERICTON	U-1	29.11.22	30.05.15	NIAGARA FALLS	?	25.05.05			VICTORIA	U-2	30.05.27	32.01.05		
SALT	U-2	29.01.07	25.02.23	OTTAWA	U-2	22.11.13	S		WALKERVILLE	?	23.11.30			
SALT	U-3	29.04.16	29.09.21	OTTAWA	?	23.12.04			WINNIPEG	U-2	25.05.12	25.06.12	S	
SALT	U-1	29.04.16	29.09.21	PARRY SOUND	U-3	48.01.31			WINNIPEG	U-2	34.04.31	34.05.29		
				PRINCE ALBERT	U-1	22.07.12	S							
				PRINCE RUPERT	U-1	25.01.27								

FURTHER TO THE 1928 NELSON FAIR SLOGAN

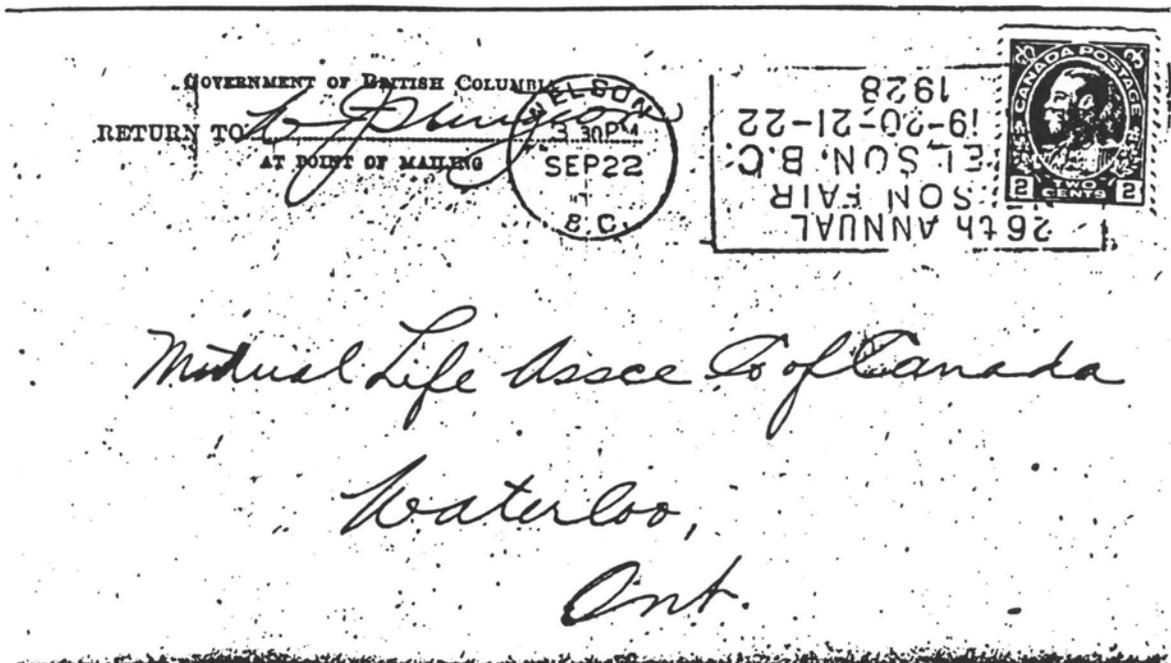
In a recent issue, mention was made of the 1928 usage of slogan 9735, reading 26TH ANNUAL NELSON FAIR NELSON B.C. SEPT. 19-20-21-22 1928. This usage was listed in our 1920-30 Handbook as reported only, but not seen or documented, and possibly an altered re-issue of the 1927 Columbia die, observing the 25th Fair.

Subsequently, Mrs. E.L. Drury forward a photo of a Sept. 10th strike, which clearly indicated that it was a new die, not 1927 altered, but on her cover the slogan was inverted to the dater. Shortly after, John Robertson sent a photo of an earlier Aug. 27th strike, and oddly this also showed the slogan inverted to the dater.

These two strikes were reported in a recent article, and the Editor noted that NELSON was known to have had a small, elderly Postmaster-owned Columbia machine at the time. The evidence of an uncorrected inversion lasting for about two weeks suggested that, since the NELSON Post Office had very little slogan use, the inexperience may have caused the inversion to take place at first insertion and may well have continued uncorrected throughout the usage.

Recently, U.K. member Leonard Harris has forward a photo of a strike dated Sept. 22, 1928, the last day of the event and therefore probably the last day of use. Most interestingly, the slogan is still inverted to the dater in the case of this strike. (see illustration below). This indicates that the inversion lasted from at least Aug. 27th to Sept. 22, and though the date of first usage is not known, it now seems very probable that it originated with the first insertion and did in fact continue uncorrected throughout the total use.

It is somewhat difficult to imagine that, although uncorrected, it could have been undetected for such a length of time. This now suggests that the Postmaster simply did not consider it important, so long as it cancelled the stamp, and did not even make the effort to correct it. In any event, it may well be an all time record for an uncorrected inversion of this nature.



## MAJOR CATALOGUE ERRORS AND OMISSIONS

Since receiving the Proulx Catalogue 4th Edition, the Editor has noted additions and corrections in red ink as he came across them. Some are minor additions or deletions of years of use, of using offices or errors in event dates, but others are more major errors of wording, which distort the assigned alphabetical listings by number, or omissions of slogans known to exist.

It is rather shocking to note how much red ink has already accumulated, and unquestionably there is more to come. It therefore seems appropriate to pass on to members the more major errors or omissions at this time, and probably to add to this listing later. Some are errors carried over from the earlier editions, without correction, and others are unique to the 4th Edition.

If any member has noted others of a similar major nature, they should report their findings to the Editor for inclusion in future additional listings.

As of now, the following are considered to be important enough to bring to member's attention.

SLOGAN 915 - BY SEA PLANE FROM STRAIT OF BELLE ISLE SHORTEST ROUTE TO EUROPE. This is much mis-worded, actually reading BY SEAPLANE (one word) FROM STRAIT OF BELLE ISLE (1/3 OF omitted) SHORTEST ROUTE FROM (not TO) EUROPE. Additional, it lists only OTTAWA, omitting documented use at MONTREAL, TORONTO and WINNIPEG in 1932.

SLOGAN 1440 - CENTENARY CELEBRATION SAINT JEROME 24 SEPTEMBER 1934. The actual wording is CENTENARY CELEBRATION CENTENAIRE DE SAINT JEROME 2-3 SEPTEMBRE 1934.

SLOGAN 1570 - CENTRAL CANADA EXHIBITION OTTAWA - 1914 usage - This is listed separately from slogan 1572, the CENTRAL CANADA EXHIBITION listing of usage in 1913, 1916, 1918 and 1920-24, all with dates. There was no 1914 usage and this slogan as listed does not exist.

SLOGAN 1590 - CHANKO MIKA, NELSON, B.C. JULY 13-18 1914 - Actual spelling is CHAHKO MIKA, so it is out of alphabetical order and should be between slogans 1586 and 1587D.

COME TO OAKVILLE OLD BOYS REUNION, used at OAKVILLE in 1924, omitted but should be included between slogan 1920 and 1921.

SLOGAN 1930 - COME TO OUR GOLDEN JUBILEE - The correct full wording, with dates, is COME TO OUR GOLDEN JUBILEE DAUPHIN MAN. JULY 5-11.

SLOGAN 2000 - COME TO THE FESTIVAL MISSION CITY - This omits the date JUNE 7TH.

SLOGAN 2177 - CONFEDERATION 1967 1927, OTTAWA use in 1927. The first date should of course read 1867, not 1967.

FROM POSTAL EDUCATIONAL EXHIBIT OTTAWA EXHIBITION, used at OTTAWA in 1923-25, omitted but should be included between slogans 3695 and 3705.

FROM POSTAL EDUCATIONAL EXHIBIT VANCOUVER EXHIBITION, used at VANCOUVER in 1926, omitted but should be included between slogans 3707 and 3710

SLOGAN 3905 - GIVE TO THE BLIND - Includes undated 1927 use, which does not exist.

SLOGAN 4426 - HELP THE BOYS LOCAL CAMPAIGN THIS WEEK - This has been confused with 4425, the same wording used at OTTAWA. It does not exist with TORONTO usage.

SLOGAN 4509 - HELP THE RED CROSS HAMILTON ANNUAL APPEAL - This is a duplication of slogan 4410, HELP RED CROSS ANNUAL APPEAL, numbered considerably later because of the incorrect inclusion of the word THE. This should be omitted, but it is interesting to note that it is priced differently from the real slogan 4410.

SLOGAN 4530 - HELP THE TORONTO FREE HOSPITAL FOR CONSUMPTIVES - The catalogue lists various letter die identifications for each year between 1916 and 1919, but TORONTO had five machines in this period and die identifications A to E are recorded in each year.

INTERNATIONAL FILM FESTIVAL OCTOBER 20-22 used at YORKTON in 1958, omitted but should be included between slogans 4835 and 4845.

INTERPARLIAMENTARY UNION CANADIAN CONFERENCE UNION INTERPARLEMENTAIRE CONFERENCE CANADIENNE OTTAWA use at OTTAWA in 1925, omitted but should be included between slogans 4901 and 4905.

L'EXPOSITION PROVINCIALE L'ANNEE DE LA GRAND PAIX used at QUEBEC in 1919, omitted but should be included between slogans 5443 and 5445.

LINDSAY POSTAL EXHIBIT SEPT. 23-24-25-26 used at LINDSAY in 1925, omitted but should be included between slogans 5455 and 5460.

MAIL FOR QUEBEC REQUIRES POSTAL ZONE NUMBER used at QUEBEC in 1961, omitted but should be included between slogan 5551 and 5553.

PENSEZ A LA CUEILLETTE used at JOLIETTE in 1948, omitted but should be included between slogans 6935 and 6945.

POSTAL EXHIBIT DEMONSTRATION POSTALE used at QUEBEC in 1927, omitted but should be included between slogans 7089L and 7089R.

PRINCE RUPERT SEPT. 14 TO 18 1926 EXHIBITION used at PRINCE RUPERT in 1926, omitted but should be included between slogans 7220 and 7230.

SLOGAN 8221 - 75TH ANNIVERSARY CELEBRATION JULY 31 AUG 6. The closing date should be AUG 2, not AUG 6, but more importantly, the using office is NEW GLASGOW, not NORTH GLASGOW.

SHARE ONCE FOR ALL OCT 30TH TO NOV. 4TH OTTAWA FEDERATED CHARITIES used at OTTAWA in 1933, omitted but should be included between slogans 8265 and 8275.

SLOGAN 8540 - SPARE OUR CHILDREN SUFFER WINTER CHILDREN'S CAMPAIGN FEB 14-20 - Much distorted wording, which actually reads SHARE OR CHILDREN SUFFER UNITED CHILDREN'S CAMPAIGN FEB 14-20. The correction means that the slogan is misnumbered and should be between slogans 8265 and 8275.

SLOGAN 8620 - STAMP ENVELOPES SAVE TIME AND MONEY - Should read STAMPED ENVELOPES and is therefore misnumbered, should be between slogans 8625 and 8635.

SLOGAN 8720 - ST. JOHN'S EXHIBITION SEPT 4-11 1920. This should read ST. JOHN EXHIBITION and the using office is ST. JOHN N.B., not ST. JOHN'S NFD.

SLOGAN 9465-A - THE WHITE CAN SYMBOL OF THE BLIND. This should read THE WHITE CANE SYMBOL OF BLINDNESS.

TRENTON ONTARIO HOME COMING WEEK AUG. 4TH TO AUG. 11TH used at TRENTON in 1923, omitted but should be included between slogans 9680 and 9685.

SLOGAN 9966 - In the 3rd Edition this showed 1919 use at BRANDON only. In the 4th Edition the using offices are expanded to five, but there were in fact 22.

VISIT OTTAWA WINTER FAIR JAN. 15-19 1923 used at OTTAWA in 1923, omitted but should be included between slogans 10031 and 10033.

SLOGAN 10293 - VOTE AS YOU WISH BUT VOTE (BILING) - There is no documentation to support QUEBEC use of this slogan and it must be considered very questionable.

SLOGAN 10480 - WE WILL SAVE NOVEMBER 14TH OTTAWA EMERGENCY RELIEF - Incorrectly worded, should read WE WILL SHARE, not WE WILL SAVE.

WINDSOR ONTARIO INDUSTRIAL EXHIBITION APRIL 28 - MAY 1 used at WINDSOR in 1948, omitted but should be included between slogans 10540 and 10545.

YORKTON EXHIBITION JULY 19-20-21-22 used at YORKTON in 1939, omitted but should be included between slogans 10738 and 10740.

BY SEAPLANE  
FROM  
STRAIT OF BELLE ISLE  
1/3 OF SHORTEST ROUTE  
FROM EUROPE

INTERNATIONAL  
FILM FESTIVAL  
OCTOBER 20-22

SHARE  
OR CHILDREN SUFFER  
UNITED CHILDREN'S  
CAMPAIGN  
FEB. 14TH TO 20TH

WE WILL SHARE  
NOVEMBER 14 TO 19  
— OTTAWA —  
EMERGENCY RELIEF

WINDSOR ONTARIO  
INDUSTRIAL  
EXHIBITION  
APRIL 28-MAY 1

# A MULTI-YEAR GOLDEN JUBILEE

Members may have noticed and wondered about the usage of slogan 4000, used by LLOYDMINSTER, SASK., which reads GOLDEN JUBILEE AND EXHIBITION, followed by the dates JULY 23-27 when first used in 1953, then re-issued in 1955 with the dates altered to JULY 19-22.

A Golden Jubilee marks the fiftieth anniversary of an event, so it is certainly peculiar that the city of LLOYDMINSTER could have celebrated the fiftieth anniversary of its founding in both 1953 and again in 1955. Thanks to one of our UK members, Leonard Harris, we now have an answer to this minor mystery.

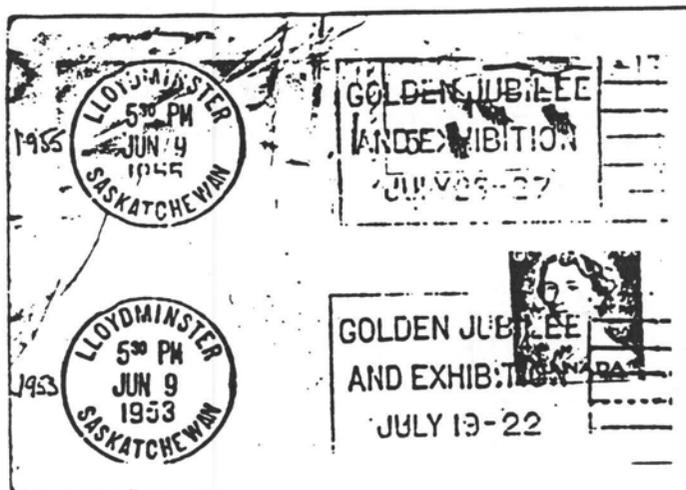
His information indicates that in 1959 a slogan collector named T. B. G. Shaw, of Shawinigan, Que., became sufficiently curious about this matter to address a letter to the Postmaster at LLOYDMINSTER, inquiring about it. He received a reply, dated March 23, 1959, giving the explanation.

The Postmaster explained that the city had been founded in 1903 by the Reverend Exton Lloyd, leader of a group of English immigrants, so its annual Exhibition in 1953 was designated as a Golden Jubilee event and a slogan so indicating was sponsored.

In theory, of course, the die could never be used again, but when the Exhibition was being planned for 1955, some enterprising member of the Committee noted that 1955 was the fiftieth Anniversary of the founding of the Province of Saskatchewan and therefore suggested that the re-issue of the die, with necessary date alterations, would be appropriate, though the wording now referred to the province, rather than to the city.

The Post Office was approached with the concept and accepted it, so the LLOYDMINSTER Exhibition was able to sponsor a slogan die in 1955 for no more than the cost of a date change, rather than the cost of a new die.

Copies of the two slogan usages, from the Harris collection, are illustrated below.



## NOTES ON WORLD WAR II SLOGAN USE

The Editor has often wondered just which of the Canadian slogans issued during World War II (late 1939 to late 1945) were directly inspired by the war effort. Many are clearly obvious, such as ENLIST NOW, BUY VICTORY BONDS, SAVE METALS RAGS AND WASTE PAPER, CANADA'S DOORS ARE OPEN TO TOURISTS and the V . . . slogan, but others seem borderline. For example, was STAMP OUT V.D. inspired by the presence of a licentious soldiery, or simply a general health measure that acquired sponsorship during the war years.

Through the kindness of Ron Kitchen, a considerable number of copies of official Post Office correspondence of the 1940 period, derived from the National Archives, have recently been received and cast some interesting light on the origin of the use of that period.

### EAT APPLES FOR HEALTH, SLOGANS 2700 AND 2700-A

Somewhat questionable was the war related status of EAT APPLES FOR HEALTH. Was this also just a general health measure, or was it inspired in any way by the war effort. The new documentation indicates that it was issued rather more in spite of the war than because of it.

The proposal for national distribution of the slogan appears to have originated in 1940, when the Vancouver Board of Trade (British Columbia being a major apple producer), aware that the Dominion Department of Agriculture was vitally concerned in increasing the consumption of apples, persuaded the Minister of Pensions and National Health to directly address the Post Master General on the possibility of using slogan advertising to further this cause.

On May 14, 1940, the Secretary to the Minister of Pensions and National Health wrote to the PMG, endorsing the Vancouver Board of Trade recommendation that a slogan reading EAT APPLES FOR HEALTH be given national use, and pointing out that a similar slogan was then being used in Australia. He stated that he understood that the P.O. would not supply the dies at their own expense, but suggested that the Department of Agriculture might be willing to pay the costs.

The files indicate an initial negative response, since there is a preliminary draft reply of May 15th, never actually sent, pointing out that because of "the extensive use of this publicity medium for our own post office advertising", to say nothing of other demands, "we have always felt it necessary to keep away from anything in the nature of business advertising or trade." He further stated that "we have already refused on a number of occasions applications from different parts of the Dominion for wordings of the type desired in this instance, to promote the use of Canadian coal and other fuels, Canadian cheese, Canadian apples, Canadian woods and Canadian products generally. In all the circumstances, I regret to say that we do not see our way to authorize the proposed wording."

However, with at least two other Ministries supporting the concept, there must have been some considerable undocumented political pressure for re-consideration, since on the following day, May 16th, a new reply was actually forwarded, reversing the prior reluctance of the Post Office. This was worded in part,

"I may say on enquiry I find that it has always been contrary to the Department's policy to authorize for post office cancelling machines, slogans of the type suggested. In view of the exceptional circumstances obtaining at the present time, however, it has been decided to give permission for occasional operation of dies bearing the wording in question, for brief periods during the summer and fall, this provided that the Department of Agriculture is prepared to officially sponsor the slogan and to bear the cost of the necessary cancelling dies."

He also added that English dies could be issued to most of the larger offices and bilinguals to MONTREAL and QUEBEC, and operated for a week or ten days in each of four months, depending on the amount of call upon the cancelling machines for other more important war purposes at the time.

This brought a June 21st, 1940 response from the British Columbia Fruit Board, located at Kelowna, stating that they were prepared to pay for the dies and asking that they be used at the following offices:

MONTREAL	CALGARY	LETHBRIDGE	SASKATOON	VICTORIA
QUEBEC	EDMONTON	OTTAWA	TORONTO	WINDSOR
BRANDON	HAMILTON	REGINA	VANCOUVER	WINNIPEG

The question of official sponsorship by the Department of Agriculture appears to have been dropped, since by June 27th an order was placed for thirteen English and 2 bilingual dies, stating that they were to be billed to the British Columbia Fruit Board. The cost was \$16.20 (\$15.00 plus 8% sales tax) for each English die and \$21.60 (\$20.00 plus 8% sales tax) for each bilingual.

Use of the dies was authorized for a week or ten days in September, October, November and December, although the sponsor was warned that it might be restricted in December due to other special demands in that month. Nothing was specified as to possible re-issue in following years.

The 4th Edition Proulx catalogue lists slogan 2700 use from twelve English offices in 1940-41 and 1945, but omits the documented use by EDMONTON, very probably because that office is missing from the 1940 CPSGB listing, upon which the catalogue obviously relied for much of its data. The proof book contains Perfect machine receipt strikes, dated between July 8th and 25th, 1940, from eleven English and two bilingual offices, plus Universal receipts from HAMILTON and TORONTO, both of which could only use that machine type at the time.

The catalogued post-1940 English use is not well confirmed. The files contain a letter of July 12th, 1940, acknowledging the British Columbia Fruit Board's request for renewed usage in that year, replying that "We will try to arrange to continue use of the dies in November and December." There are no later receipt strikes and the Editor's limited collection does not include any usage after December of 1940, but CPSGB reports 1941 use at LETHBRIDGE and VICTORIA, 1943-44 use at TORONTO and 1945 use at TORONTO and VICTORIA. This would imply that there certainly was some very limited use in the 1941-45 period, but that the Post Office's obvious dislike of the slogan caused it to be largely pre-empted by postal directives and the more important directly war-effort related slogans. Reports from members are solicited.

The bilingual slogan 2700-A use is catalogued as 1940-41. MONTREAL use in 1941 has been seen in January only and is reported by CPSGB, but is very doubtful from Quebec.

CANADA'S DOORS ARE OPEN TO TOURISTS, SLOGANS 1010 AND 1010-A

This slogan was clearly war related, but the new documentation affords some interesting data pertaining to its sponsorship and usage pattern. A letter of February 24th, 1940, from the Ministry of Transport to the PMG, indicates that they were concerned by the curtailment of tourist traffic, largely from the United States, owing to fear of war-time conditions in Canada and wished to alleviate it by postal advertising that tourists were still welcome.

The Ministry therefore proposed to sponsor and pay for slogan usage reading TOURISTS TRAVEL FREELY IN CANADA. The Post Office accepted the concept, but there is a handwritten memo reading, "Mr. Dolan suggests that the slogan lacked punch, and he amended the wording to read "CANADA'S DOORS ARE OPEN TO TOURISTS".

On March 4th the Post Office placed an order for one Universal and seven Perfect English dies and two Perfect bilinguals, having the revised wording. All were of a large format, the wording covering the entire die, without grid. The letter also clearly outlines where and when these dies were to be used. The usage was to be from 13 English and three bilingual offices as follows:

Two of the Perfect English dies were to be sent to OTTAWA and WINNIPEG and the single Universal to TORONTO, with one Perfect bilingual to MONTREAL, these for their exclusive use. The other five Perfect English dies were to be first issued to EDMONTON, HALIFAX, REGINA, ST. JOHN and VICTORIA, each of which offices would then alternate them with CALGARY, CHARLOTTETOWN, SASKATOON, FREDERICTON and VANCOUVER respectively, while the second bilingual Perfect die was to be sent first to QUEBEC and then alternated to SHERBROOKE.

Thus, the eight English dies would serve thirteen offices and the two bilinguals would serve three offices. The alternating offices were each to use the slogan for ten days in each month, between April and September. OTTAWA, WINNIPEG, TORONTO and MONTREAL were each to retain their die, OTTAWA and WINNIPEG using it ten days a month, while TORONTO and MONTREAL, with more machines available, would use their dies for three weeks in each month.

The ten dies were first receipted for from their office of original issue about April 1st, with the alternating offices receipting ten days to two weeks thereafter. From seen usage, the rotations appear to have been carried out successfully from April to September.

However, while not covered in the correspondence, a later decision appears to have been made to include WINDSOR among the using offices, so a new Perfect die, with the same wording, but smaller lettering and a grid, was receipted for by WINDSOR on June 6th and has been recorded until at least August.

The 4th Edition of the Proulx catalogue lists the three bilingual offices, indicating 1940 usage only, which appears to be correct. However, there are some problems with the catalogue listing of the English version, which correctly includes the 14 offices with 1940 use, but additionally indicates unspecified later use in 1948 and use at both KENORA and VICTORIA in 1950 and 1953.

There is no documentation of any 1948 use, but CPSGB reports VICTORIA in that year, though CPSGB has been known to misread year dates and this is probably a report of a distorted 1940. CPSGB does not report, nor is there any documentation to support the KENORA usage of 1953, but there is a receipt strike from KENORA dated March 2, 1950, indicating that it used the 1940 TORONTO Universal die in that year. Additionally, there is a later receipt of the same die from SIOUX LOOKOUT on June 6, 1950.

Just why KENORA and SIOUX LOOKOUT, two small and rather remote towns with no notable tourist attractions, should have revived this slogan 10 years after its original use in major cities, is an intriguing puzzle.

FURTHER NOTES ON  
UNCATALOGUED SLOGANS

The previous issue listed a number of slogans of which proof strikes have been seen, but which are not included in the new 4th Edition of the Proulx catalogue. Members were asked to check their material for any usages of these slogans that would identify the years and place of use, permitting copies of the catalogue to be updated accordingly.

Cecil Coutts has been able to find a few of these, as follows:

Slogan 1589 - CHAMBRE DE COMMERCE DES JEUNES 22e CONGRES PROVINCIAL 5-6-7 SEPTEMBRE 1958. This is incorrectly worded in the catalogue as CHAMBER OF COMMERCE DES JEUNES 22e CONGRESS PROVINCIAL 5-6-7 SEPTEMBRE, indicated as 1958 usage, but with the using office listed as "?". Additionally, the proof seen had two spelling errors, raising the question of whether it had been issued as seen or if a corrected die was issued. Cecil reports use from a corrected die at ROUYN, SEP 3.58 and NORANDA, SEP 4.1958. This indicates that there were in fact two corrected dies, one to each of the above offices.

Slogan 3126 - EXPOSITION ARTISANALE JUNE 8-15 JUIN HANDICRAFT EXHIBITION, used at SHERBROOKE in 1947. The proof seen included an error in the spelling of EXPOSITION, but Cecil has a JUN 5.47 strike with the spelling corrected.

SHARE YOUR FUTURE WITH YOUTH - This is uncatalogued, but Cecil has a strike used at ST. JOHN, NOV 14.58. 8305 appears as an appropriate number to be assigned to this slogan.

Some further proofs that do not match the catalogue listings have now been seen, and can be added to the prior list. These are as follows:

EXHIBITION/AND STAMPEDE/JULY 21 TO 23 - This is the wording of MEDICINE HAT slogan 3065 of 1967-69, but the dates do not match. The catalogue gives the 1969 dates as JULY 21-26, so this proof may have been an unused error for that year.

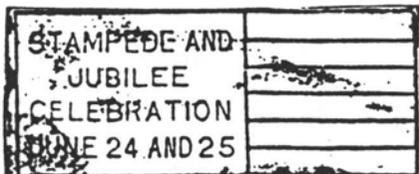
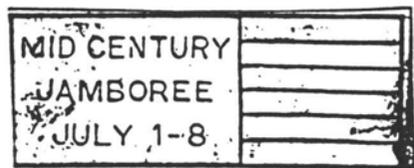
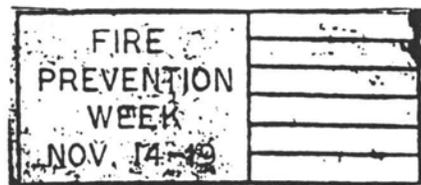
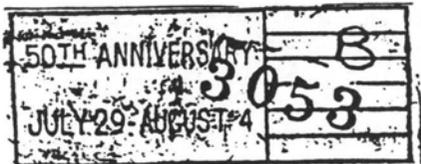
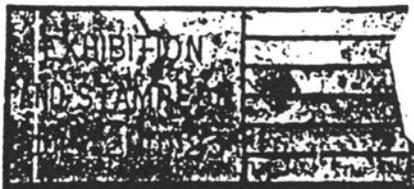
50TH ANNIVERSARY/JULY 29-AUGUST 4 - There are a number of catalogued 50th Anniversaries, but they do not match this wording or dates.

FIRE/PREVENTION/WEEK/NOV. 14-19 - There are several catalogued slogans pertaining to Fire Prevention, but none match this wording.

MID CENTURY/JAMBOREE/JULY 1-8 - Nothing similar is catalogued.

STAMPEDE AND/JUBILEE/CELEBRATION/JUNE 24 AND 25 - This somewhat resembles the MOOSE JAW slogans, but it does not match anything catalogued.

VETERANS/INTERNATIONAL/PEACE ENCAMPMENT/AUG 12-15TH - Does not match anything catalogued.



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Thorne, Bob 6 Milford Cresc.  
Brampton, ON L6S 3B4

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+ WANTED +

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+ Australian slogans on cover card or piece, all periods. +

+ Jeff Switt 3962 Belford Av., Fort Worth, TX 76103 +

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