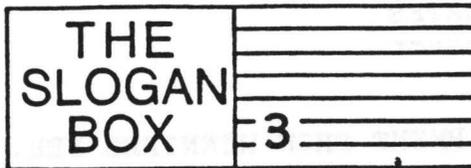


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NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

WINNER OF BNAPS SIEVERTS AWARD FOR BEST STUDY GROUP NEWSLETTER, 1989

VOLUME 4 - NUMBER 3 - WHOLE NUMBER 18 20

JUNE 1991

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CHAIRMAN'S MESSAGE

As this is being written on the 26 day of June I am faced with a stack of articles, the task of putting together another issue in ready form for the printer, and a 2-day broken ankle. Thus I am not really sure when this issue will be hitting the mailboxes, and trust that the inconvenience to the membership of a bit late Slogan Box will not be as great as the inconvenience I am facing.

On a more cheery side, I enjoyed another most enjoyable visit with Bob Thorne and John Robertson while in Toronto for a couple of days to attend STAMPEX. While my trip was only two days, the lack of interesting material at the bourse left us with a great excuse to do slogans the second

day until it was time for me to leave.

With BNAPEX 91 just around the corner I am looking forward to meeting those in the group whom I have not yet had the pleasure. It looks like Dan's next book on the slogans from 1930 to 1940 is on schedule and will be distributed at our study group meeting in Vancouver. For his work on the Slogan Box index, Alex Hadden has earned a \$5 credit on his dues payment. Also Bob Thorne gets \$1 off for his one-pager in this issue.

DUES ARE NOW DUE. US\$10.00 FOR THE NEXT 3 ISSUES. YOUR PROMPT RESPONSE WILL BE APPRECIATED.

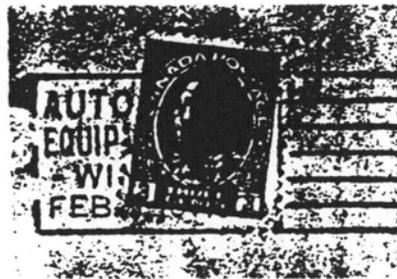
AUTO & RADIO EQUIPMENT SHOW WINNIPEG FEB. 5-10, 1923

A new discovery brings the total number of dies known for this slogan to three. Die identification is made easy by the number of breaks in the left box line. As these types of breaks occur on other Winnipeg slogans, and they appear so deliberate in their creation, it gives cause to wonder if this was a method of identifying the dies by post office personnel.

Die 1: One break

Die 2: Two breaks

Die 3: Three breaks



36TH ANNUAL BONSPIEL WINNIPEG FEB. 5-15, 1924

While two dies have been noted for this slogan, the first die is known without and with a break in the left box line, and the second is known unbroken only. Die identification is made by the position of "A" of "ANNUAL" in relation to the letters in the line below it.

Die 1:
"A" of "ANNUAL" over
"N" of "BONSPIEL"

Die 1A:
Same as Die 1 with
break in left box line

Die 2:
"A" of "ANNUAL" over
"S" of "BONSPIEL"



Latest unbroken date
JAN 11, 1924

Earliest broken date
JAN 16, 1924

From material at hand the break in the left box line occurred between January 11 and January 16, 1924. It also appears that this is the last Winnipeg slogan to receive these unusual cuts.

A classification of slogan 3950, GIVE YOUR CHANGE OF ADDRESS TO THE POSTMASTER, appeared in issue 19, illustrating the five dies and listing the recorded using offices. Bob Thorne, making good use of his sharp eyes and massive holdings, has supplied some significant corrections and updates.

Firstly, he drew the Editor's attention to a much regretted transposition of die illustrations in the article. The illustrations of dies 2 and 3 are reversed and members should note their copy accordingly. He also enclosed photos of three early usages that much clarified the usage. These are as follows:

A second strike of the first die 3 usage from VICTORIA, so the usage dates are now 22.07.31 seen and 22.08.14 seen.

A second and much clearer strike of the 1922 use from STRATFORD, which shows that this office was not the second user of die 3, as shown, but actually the missing first usage of die 5, previously only recorded from 1925. The two die 5 STRATFORD dates are now 22.07.21 seen and 22.08.29 seen.

A first seen strike of BROCKVILLE, dated 22,07.19, which is the first usage of die 4, previously only recorded from 1923.

Also, John Robertson has sent a photo of an odd use, TIMMINS dated 38.04.21. There had not been any previous indication of use between 1934 and 1948, but a recheck of the proof book shows a receipt strike from TIMMINS of 38.04.02, nicely matching the seen strike. Since TIMMINS had a Pitney-Bowes machine from 1937, never having had a Perfect, it could use many of the early dies that had been obsoleted by the introduction of the Perfects, so this use is unusual but very possible.

John also sent a PPINCE RUPERT strike. The year date is totally unclear, but it has an Admiral stamp and can be safely assumed as part of the documented, but until no unseen, PRINCE RUPERT use of 24.11.11 to 1925. The strike is die 3, fitting neatly into that rotation.

These establish 1922 first use for all five dies, as was to be expected. There are still a number of reported early uses that have not been seen, as listed at the top of the classification, and if these could be die identified the rotation of all five dies would be very nearly complete.

Thorne, being a little cruel, also pointed out that in the classification of slogan 9842, USE POST OFFICE MONEY ORDERS, the illustrations were again transposed. There are only three dies, but all are illustrated incorrectly. The illustrated die 1 is actually die 2, the illustrated die 2 is actually die 3 and the illustrated die 3 is actually die 1. The Editor must apologize very sincerely for errors of this nature and hope that his recent eye operation and new glasses will correct them hereafter.

The major postal diective slogan 7525, REGISTER ALL LETTERS OF VAULE, was presented in some detail in issue 11, but there have been enough updates and additions since then to warrant comment. The total number of dies, 17 English Universals in two formats and three English Perfects, plus one Universal and one Perfect bilingual, remain the same, but the following should be noted:

Format A, Universal die 1 - insert NORTH SYDNEY, MAR.48-JUL.48, between GLACE BAY and GALT.

Universal die 2 - insert WINDSOR N.S., JAN.48, between CALGARY and HAILEYBUFY.

Universal die 3 - latest MONCTON is SEP.23, was ?.23. earliest PRINCE ALBERT is NOV.24, was APR.25.

UPDATES AND CORRECTIONS

Universal die 5 - latest LETHBRIDGE is MAY.23. was none. Insert FERGUS, JUL.48, between PRINCE GEORGE and NEW GLASGOW.

Universal die 6 - latest TRENTON is JAN.34, was none.

Universal die 7 - insert PORT COLBORNE, APR.47 - MAY.47, between PRINCE RUPERT and PENTICTON.

Universal die 9 - insert LIVERPOOL, NOV.50, between BARRIE and AURORA. Latest AURORA is JA>73, was MAR.70.

Perfect die 10 - insert MONCTON, MAY 31, between SIMCOE and HAMILTON. Earliest CROMWELL is SEP.34, was OCT.34.

Perfect die 11 - earliest TORONTO is FEB.51, was SEP.31, latest is DEC.31, reported in 1932, was NOV.31. Latest COBOURG is APR.38, was none. Latest OSHAWA is reported 1933, was none. Insert WATERLOO MAY.40 and NEW WESTMINSTER JUL.40 between GEORGETOWN and BRANDON. Insert COBOURG, MAR.50 after BROCKVILLE.

Perfect die 12 - earliest LONDON is JUN.31, was JUL.31. Insert PEMBROKE, NOV.31 between LONDON and LONDON.

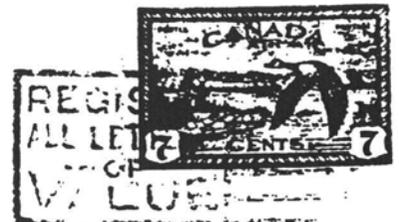
Format B - Universal die 8 - insert NORTH BAY, FE.27-FEB.29 before ST. JOHN.

Bilingual Perfect DIE 1 - insert ST. HYACINTHE, JUN.31, between TROIS RIVIERES and LEVIS. Latest THETFORD MINES OCT.34, was none. Latest GRANBY NOV.34. was none. Substitute ST.HYACINTHE NOV.35 for MONTREAL OCT.35. Earliest TROIS RIVIERES MAY.39, was APR.39. Insert CHICOUTIMI JUL.39 between TROIS RIVIERES and MONTREAL. Insert ST. JEAN, APR.40 between ST. JEROME and ST. HYACINTHE. Insert ST. JEAN, NOV.40 between ST. JEROME and HULL. Insert GRANBY, JAN.44 between TROIS RIVIERES and MONTREAL. Earliest ST. JEROME MAY.46, was MAY.45. Insert ST. HYACINTHE, APR.47 between SHERBROOKE and CHICOUTIMI. Latest ST. JEAN MAR.51, was MAY.50.

In issue 19 we classified slogan 5535 - MAIL EARLY AND TAKE ADVANTAGE OF MID-DAY MAILS. Note that COLLINGWOOD has now been seen on 23.01.10 and is earliest die 3, bringing this die's earliest more in line with the other two. Also, the GALT 1929 usage in die 1 is incorrect, repeating the same GALT use in die 3. Eliminate GALT from die 1 and substitute SARNIA, 29.06.28 - 29.11.13.

USE POST OFFICE MONEY ORDERS
NAPANEE, Perfect Die 3,
listed as Die 2

REGISTER ALL LETTERS OF VALUE
NORTH SYDNEY, APR 10, 1948
Formerly unlisted



Journal of Radio

POSSIBLY WHY THE PROULX CATALOGUE HAS ERRORS

In the last issue, the Editor commented on some major errors in the latest 4th Edition of the Proulx catalogue of Canadian slogans. He noted that what was listed were major errors, but there were many others that were minor additions or deletions of years of use, not worth listing as a group.

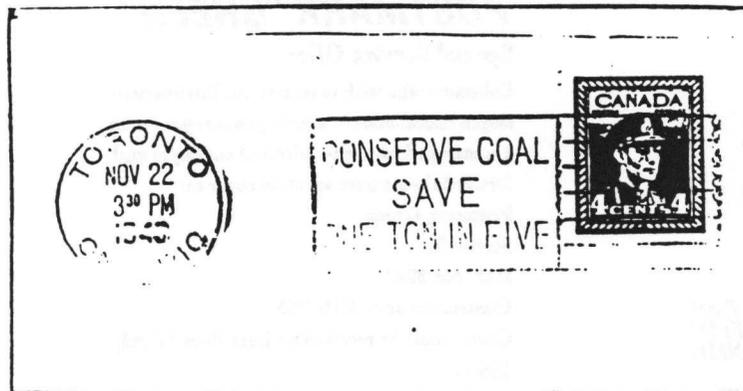
However, one of these minor additions of a year of use now raises an interesting question. The Editor has long considered the possibility that Mr. Proulx had access to the pioneer listing of Canadian slogan usage compiled by the Slogan Study Group of CPSGB and published in Maple Leaves over a period of time beginning in 1957. This possibility was not supported by any acknowledgment from Mr. Proulx of his sources, but certain errors in the CPSGB listing have consistently appeared in the Proulx catalogues.

A case in point is on page 32 of the Proulx 4th Edition, totally unaltered from the 3rd Edition, listing the usage of slogan 2216, SAVE COAL SAVE ONE TON IN FIVE. The listing correctly shows 17 offices, with usage from 15 of them in the 1943-46 period, but TORONTO is listed as using the slogan in 1940,3-6 and WINDSOR in 1940,3-6. Having studied this slogan in the light of the proof book documentation, and published some conclusions in our Issue 4, The Editor strongly questioned any 1940 usage.

The war was still too young in 1940 to raise concerns about coal shortages and the pattern of multi-office, multi-die slogan use was that the several dies were issued simultaneously to the majority of using offices, rather than that one or two were issued experimentally, followed by a general issue some years later. In the light of this, the listed 1940 usage should have been very suspect at first glance to any serious student, but an explanation of its catalogue listing might be the fact that CPSGB had listed TORONTO use in 1940, and possibly the catalogue had accepted and perpetuated it.

Recently, in preparing the forthcoming book on 1931-40 use, the Editor queried Len Harris, former Chairman of the CPSGB study group, in regard to that report and Len kindly sent a photo of his strike, the only basis for the listing. This photo is reproduced below and it can be seen that the year date is very unclear, but is actually 1943, although appearing as possibly 1940. Additional proof is of course the stamp, the 4 cent value of the War Issue, not in use until April of 1943.

Len Harris should have known better than to publish this error and Mr. Proulx, whether this was his source, or even if his source were a similar error that he had seen, should have known better than to accept it. But if it was his source, the real sin would be that it suggests the extent to which the catalogue made use of the CPSGB listings, warts and all, but never acknowledged its contribution.



A new slogan postmark was put into use in Ottawa for a seven week period beginning May 22, 1991 according to information contained in the summer 1991 edition of "Collections of Canada" published by Canada Post.

The booklet further reveals that 8,000,000 pieces of lettermail passing through the Ottawa mail processing plant will be postmarked with what they call a special "Green Plan/Environment Week" slogan

In an accompanying booklet, "Canada's Stamp Details" collectors are advised that they may receive examples of this new slogan by submitting pre-stamped and self-addressed envelopes to: Postmark Green, Station T, P. O. Box 8240, Ottawa, ON, K1G 3K3. Furthermore covers must be received no later than July 10, 1991 for processing.

I believe this is a most unusual situation for Canada Post in publishing information about such a machine slogan, as it is the first such notice that I have received. In the event that this has been done before, I certainly would appreciate receiving a copy of such notice.

An example of this postmark was earlier shown to me by John Robertson in Toronto earlier this month, and subsequently, an envelope from the Ottawa areas bore a strike with hub 2. It is expected that there are then at least four collectible versions of this slogan, with hubs 1, 1, 2, and 2, the underscoring indicating a dash outside the dater hub at the 7 o'clock position.

Photocopies of the relevant information from the aforementioned publications and an actual example of the slogan are reproduced:

MAIL POSTE
Canada Post Services / Services Canada

POSTMARK "GREEN"

For a seven-week period, beginning May 22, 1991, an estimated 8,000,000 pieces of lettermail passing through the Ottawa mail processing plant will be postmarked with a special "Green Plan/Environment Week" slogan cancellation.

To have your envelopes postmarked, see instructions on page 11 of Canada's Stamp Details.

CANADA'S GREEN PLAN  **LE PLAN VERT DU CANADA**

ENVIRONMENT WEEK LINE 2 - 8 JUN 1991
SEMAINE DE L'ENVIRONNEMENT 2 - 8 JUIN 1991



POSTMARK "GREEN"

Special Service Offer

Collectors who wish to receive the Environment slogan cancellation... simply prepare your own pre-stamped and self-addressed envelopes and forward them under separate cover to:

Postmark Green

Station T

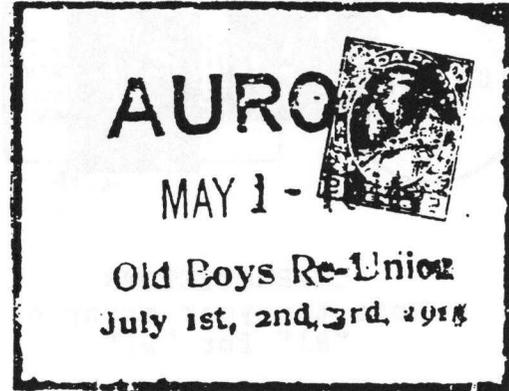
P.O. Box 8240

Ottawa, Ontario K1G 3K3

Covers must be received no later than 10 July 1991.

In the hand cancel section of the Proulx catalog the first listing therein is "AURORA MAY 1 1914 OLD BOYS RE-UNION JULY 1ST, 2ND, 3RD, 1914." Until recently your chairman thought that the inclusion of two dates in the postmark was a bit unusual but a recent acquisition of an example of this marking has given explanation for this curious double date.

The "MAY 1 - 1914" date appears to be movable type as with traditional dated postmarks. In addition, the inclusion of a movable date in a slogan handstamp in this early period is apparently unique to this device. Other noted slogan handstamps of this period and style have a fixed date for the event but require an additional strike of a datestamp.



And to add to the curious circumstances of this strike, the date in the Proulx catalog is the same as on this newly found example which is certainly a major coincidence.

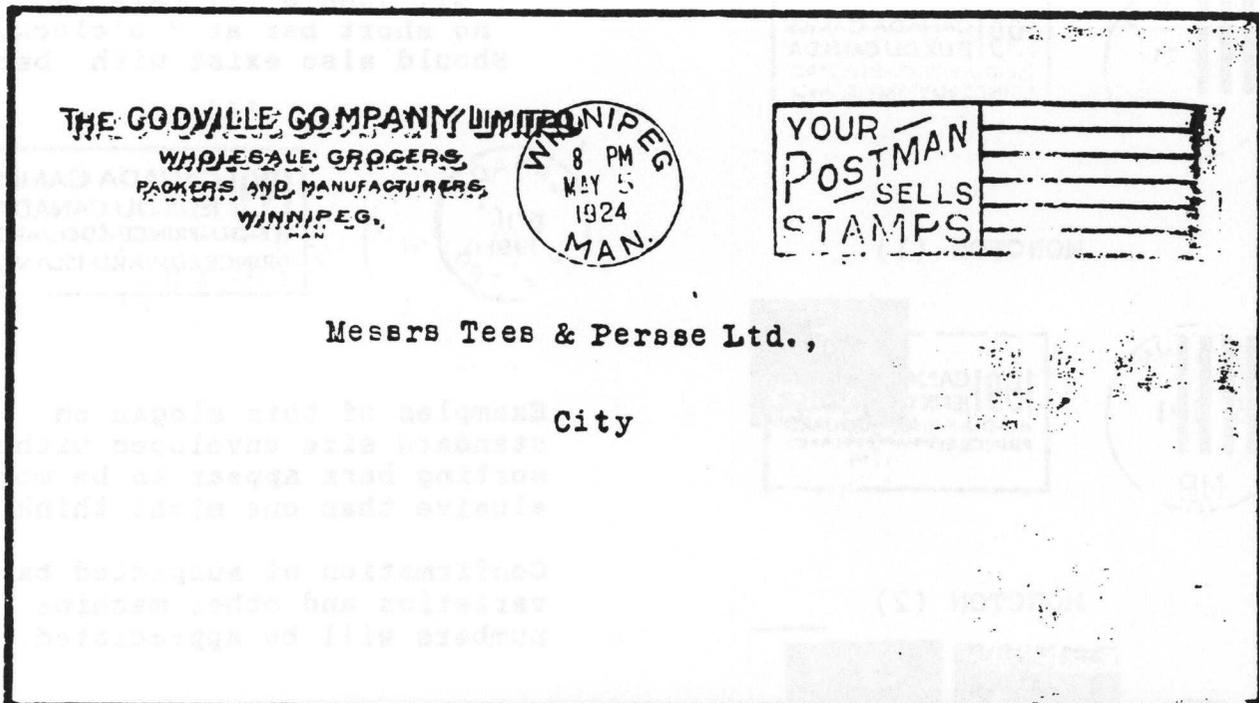
The handstamp is struck in violet and gives the appearance of being made of rubber.

ADDING INTEREST TO SLOGAN COLLECTING

Jeffrey Switt

YOUR POSTMAN SELLS STAMPS

Winnipeg, 1924

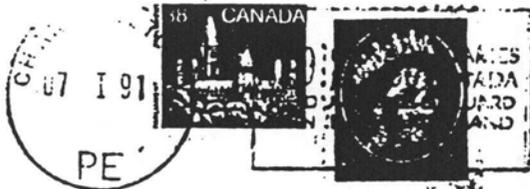


Although the postman in Winnipeg may have sold stamps, it wasn't actually necessary to use them!

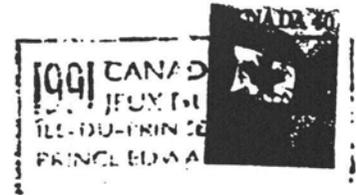
THE 1991 CANADA GAMES

Thanks to Jean Guy Dalpe and John Robertson the 1991 Canada Games slogan can now be illustrated for the following cities:

CHARLOTTETOWN

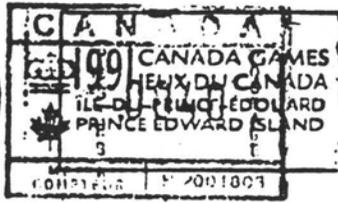


FREDERICTON (1) (E2L 2B0)
No short bar at 7 o'clock.
Should also exist with bar.



CHARLOTTETOWN

Note the year error of "81" for "91"



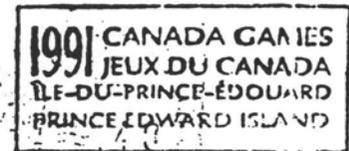
HALIFAX (1) (B3K 1T0)
Note short bar at 7 o'clock.
Should also exist without bar.



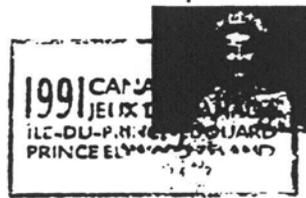
SUMMERSIDE



ST. JOHN'S (1) (A1B 3R0)
No short bar at 7 o'clock.
Should also exist with bar.

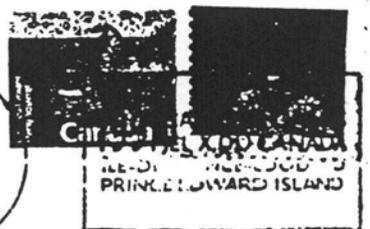


MONCTON (1)



Examples of this slogan on standard size envelopes without sorting bars appear to be more elusive than one might think.

MONCTON (2)



Confirmation of suspected bar varieties and other machine numbers will be appreciated.

This rather minor postal directive slogan had only relatively short usage from 1925 to 1933 and its bilingual version, slogan 275, had even less, in 1926-28 only. However, it is interesting because of its considerable amount of illustration. One Universal bilingual and five Universal English dies were issued in 1925-26, but within less than ten years they were all obsolete by the switch to Perfect machines. No replacement Perfect dies were issued, nor were any of the Universals revived in later periods.

Because of the period of use, documentation is quite good, but there are three offices with use in the Distribution Lists which have not been seen in actual or receipt strikes, so their die identification can only be assumed from the listed use. All three, OTTAWA, CALGARY and TORONTO, appear to fit into die 2 and have been so indicated on a possible basis.

Die identification can best be made from differences in the right end of the package, but unfortunately this area is often very unclear in normal strikes. However, it has been established from clear receipt strikes and identification of unclear strikes can be made office and dates.

It is interesting to note that this is one of the very few multi-office slogans where none of the 21 using offices ever used the slogan more than once.

SLOGAN 6855 - PARCEL POST INSURANCE \$5.00 FOR 3 CENTS
Five Universal dies - 1925-33

APPENDIX A

Universal die 1



REGINA	25.02.05	26.02.03 S
LETHBRIDGE	26.05.25	27.01.03
NEW WESTMINSTER	27.01.07	27.10.29
LONDON	27.12.28	28.09.08
ST. CATHERINES	29.01.25	30.05.06

Universal die 2



Possibly unseen documented use by		
OTTAWA	26.01.19	
Possibly unseen documented use by		
CALGARY	26.02.27	
COLLINGWOOD	26.04.20	
HAMILTON	26.08.04	26.08.17 S
Possibly unseen documented use by		
TORONTO	26.11.18	29.11.12

Universal die 3



EDMONTON	26.01.30	26.03.06 S
WOODSTOCK	26.04.20	
SAULT STE. MARIE	29.11.30	31.03.31
MOOSE JAW	31.05.07	31.07.09
SMITH'S FALLS	33.05.02	33.09.20

SLOGAN 6855 - PARCEL POST INSURANCE \$5.00 FOR 3 CENTS
 Five Universal dies - 1925-33

APPENDIX A

Universal die 4



ST. JOHN	26.02.03	27.07.05
HALIFAX	27.09.29	28.02.15
FREDERICTON	28.10.08	1929 REP

Universal die 5

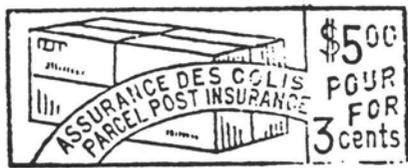


VANCOUVER	26.02.03	1927 REP.
WALKERVILLE	27.10.20	29.02.01
FORT FRANCES	29.04.02	29.12.07
WELLAND	33.05.02	33.09.13

SLOGAN 275 - ASSURANCE DES COLIS PARCEL POST INSURANCE \$5.00 POUR FOR 3 CENTS
 One Universal die - 1926-28

APPENDIX A

Universal die 1



MONTREAL	26.02	27.02.08 S
SHERBROOKE	27.10.20	28.12.06

SLOGAN 6855 - PARCEL POST INSURANCE \$5.00 FOR 3 CENTS
 Five Universal dies - 1925-33

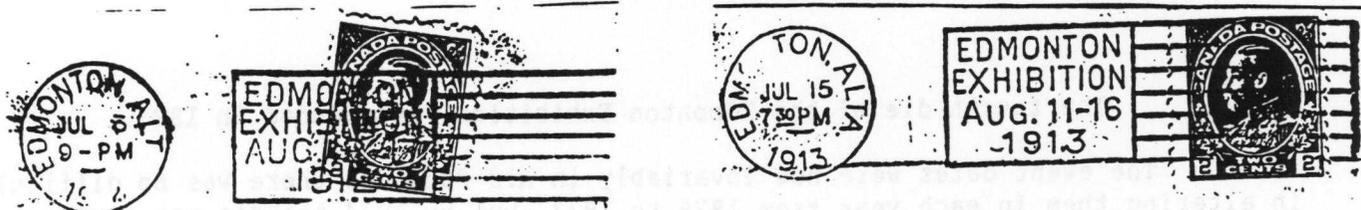
APPENDIX B

Possibly unseen documented use by	LETHBRIDGE	1	26.05.25	27.01.03	ST. JOHN	4	26.02.03	27.07.05			
CALGARY	2	26.02.27	LONDON	1	27.12.28	28.09.08	SAULT STE. MARI	3	29.11.30	31.03.31	
COLLINGWOOD	2	26.04.20	MOOSE JAW	3	31.05.07	31.07.09	SMITH'S FALLS	3	33.05.02	33.09.20	
EDMONTON	3	26.01.30	26.03.06 S	NEW WESTMINSTER	1	27.01.07	27.10.29	Possibly unseen documented use by			
FORT FRANCES	5	29.04.02	29.12.07	Possibly unseen documented use by			TORONTO	2	26.11.18	29.11.12	
FREDERICTON	4	28.10.08	1929 REP	OTTAWA	2	26.01.19	VANCOUVER	5	26.02.03	1927 REP.	
HALIFAX	4	27.09.29	26.02.15	REGINA	1	25.02.05	26.02.03 S	WALKERVILLE	5	27.10.20	29.02.01
HAMILTON	2	26.08.04	26.08.17 S	ST. CATHERINES	1	29.01.25	33.05.06	WELLAND	5	33.05.02	33.09.13

Slogan 2725

The Edmonton Exhibition was among the first of the group of exhibition and fair sponsors to take advantage of postal cancellation advertising when the concept was introduced in 1912. An International die reading EDMONTON EXHIBITION AUG.12-17 1912 was prepared and is first recorded on June 21, 1912, though issue may have been somewhat earlier. Subsequent intermittent use continued to 1951 and its progression is not without interest.

Since the exhibition was an annual event, a slogan advertisement was desired in 1913, but although it appears as though the dates of the previous die could have easily enough been altered, this was not done and a new International die was prepared, reading EDMONTON EXHIBITION AUG.11-16 1913.



The 1912 and 1913 dies are quite similar, but nevertheless can be seen to differ.

In 1914 and 1915 the slogan was re-issued, in each case by altering the dates on the previous die to read AUG.10-15 1914 and AUG.9-14 1915 respectively. In 1916 a new International die was prepared, probably because the event dates were changed from mid-August to mid-July, reading JUL.10-15 1916. It can be assumed that this change was too complicated to permit alteration of the 1915 dates, requiring the new die.



The third die of the Edmonton Exhibition, used in 1916 only.

Usage of the slogan ceased for a considerable period beginning in 1917, possibly because the Exhibition was not held during the 1917-18 war years, and if resumed in 1919 the 1916 die could not have been used because of the general change-over to Universal machines that began early in 1919.

In any event, advertising did not resume until 1927, though the Exhibition was certainly held in at least 1924-25, evidenced by slogan 2635 reading DON'T FAIL TO VISIT POSTAL EXHIBIT AT EDMONTON EXHIBITION, followed by appropriate dates. This usage, however, was not Exhibition sponsored, but was part of a Post Office program originated in 1923 to advertise its own Postal Exhibits at major Exhibitions throughout the country.

Just what prompted the Exhibition to resume sponsoring its own slogan advertising for seven continuous years from 1927 to 1934 is not known, but a new Universal die was ordered for 1927 use.

From about 1926 the Post Office had begun to favor slogan dies that extended the wording across the entire width of the die, eliminating the grid at the right that had been the normal format since 1912. The 1927 Edmonton Exhibition die was of this new type, reading EDMONTON EXHIBITION and the dates, though without the year as in the past, in rather large block letters. It was not a particularly attractive format, but did serve to obliterate the stamp rather more emphatically than the grid may have done.



The fourth die of the Edmonton Exhibition, introduced in 1927.

The event dates were now invariably in mid-July, so there was no difficulty in altering them in each year from 1928 to 1933, but by 1934 the die was too worn to be serviceable and a new Universal die was required.



The fifth die of the Edmonton Exhibition, introduced in 1934.

The new die reverted to the format with grid at the right, but the lettering was still quite large. However, the timing of its introduction was unfortunate, since in the fall of 1934 Edmonton changed from a Universal machine to a Perfect, so the new 1934 was not usable in the immediately following years and the sponsor appear to have declined to buy another new one so soon.

However, in 1938 the Exhibition celebrated its Diamond Jubilee and the occasion seemed worthy enough to warrant the expense of a new die, not listed as part of slogan 2725, but as 2727, reading EDMONTON EXHIBITION DIAMOND JUBILEE JULY-18-23. This Perfect die, of course, could only be used for the one year.



The Diamond Jubilee slogan of 1938.

Nevertheless, the 1934 die had been retained in reserve and by 1947 Edmonton had begun to switch to Pitney-Bowes machines that could accept to older Universals. This being the case, the 1934 Universal die was revived, with dates altered, and had subsequent use through 1951, with dates altered each year. This concluded the usage of slogan 2725, which had been employed in 17 of the 39 years between 1912 and 1951, with only five dies actually purchased.

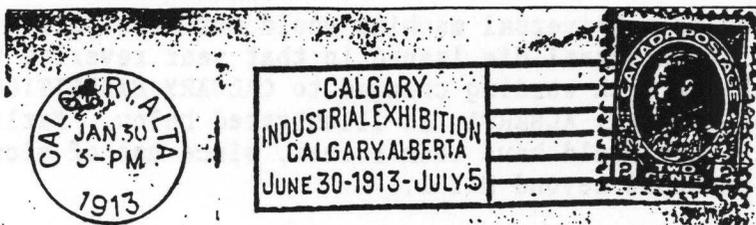
CALGARY EXHIBITION

SLOGANS 925-927-928-930-9970 and

10247-48

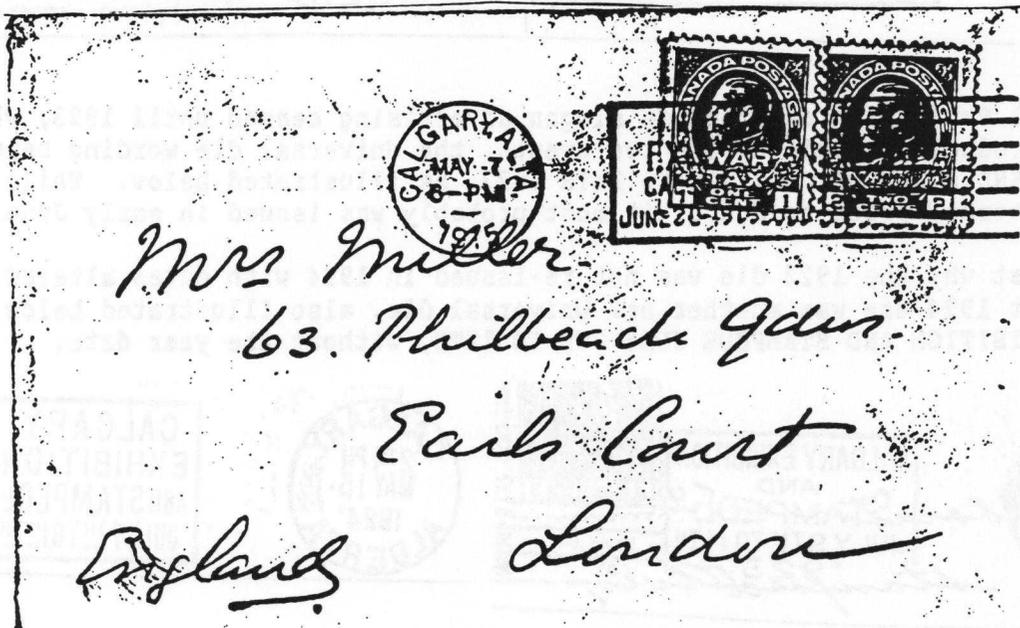
A classification was recently done on slogan 2725, the EDMONTON EXHIBITION, so it seems appropriate to now do the same for the similar annual CALGARY event. This involves rather a complexity of slogan numbers, used in a time range of 1913 to 1972, but they are all related and the differences are only in wording. There are also reports of 1990-91 usage, but this is really beyond the scope of current research and will not be included.

The first usage was in 1913, with an International die of slogan 930, reading CALGARY INDUSTRIAL EXHIBITION CALGARY, ALBERTA JUNE 30-1913-JULY 5, illustrated below. This has been recorded from as early as January 13, 1913, indicating usage for almost seven months and since there is no known conflicting use, it may well have been continuous.



The same die was re-issued in 1914, with the dates altered to read JUNE 23-1914-JULY 4, the earliest recorded being April 20, but this is reasonable because the slogan 7335, PROVINCIAL HORSE SHOW, had use until at least April 18. However, it has been seen on JUL 6, two days after the closing.

In 1915 the wording was changed to slogan 927, reading CALGARY EXHIBITION CALGARY, ALBERTA JUNE 30-1915-JULY 7, requiring a new International die. This is recorded from May 1, but may have been issued even earlier, since slogan 8590, SPRING STOCK SHOWS, probably ceased on April 23. A poor strike, but on a nice war-tax cover to England, can be illustrated.



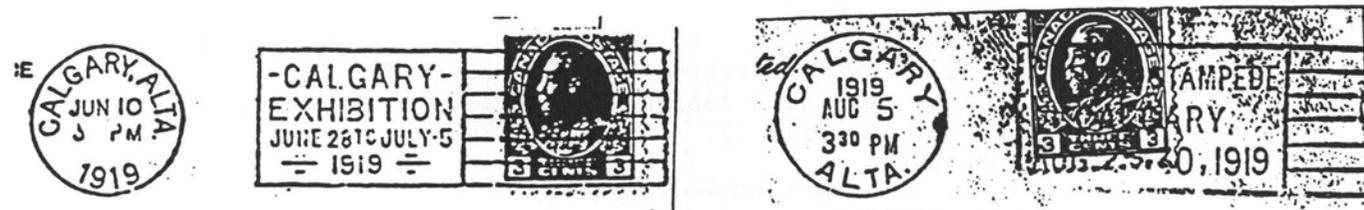
In 1916 the wording of slogan 930 was resumed, but although very similar in format to the 1913-14 die, this was a new International, reading CALGARY INDUSTRIAL EXHIBITION CALGARY ALBERTA JUNE 29-1916-JULY 5. It has been recorded from April 26, but may have been issued earlier, since use of slogan 150, ALBERTA HORSE AND CATTLE SHOWS probably ceased on April 15. 18-15

The slogan 930 was continued in 1917 and 1918, by altering the dates of the 1916 die to read JUNE 28-1917-JULY 5 and JUNE 28-1918-JULY 6 respectively. The 1917 die is illustrated below, and comparing this die with that of 1914 shows that in the 1916-18 usage the C/CALGARY is directly over the T/INDUSTRIAL, rather than to the right of it as in 1914. Earliest 1917 use is not until JUN 7, probably because of APR-MAY use of flag slogan 7892. The first recorded 1918 use is much earlier, on APR 22, since there was no other conflicting use.



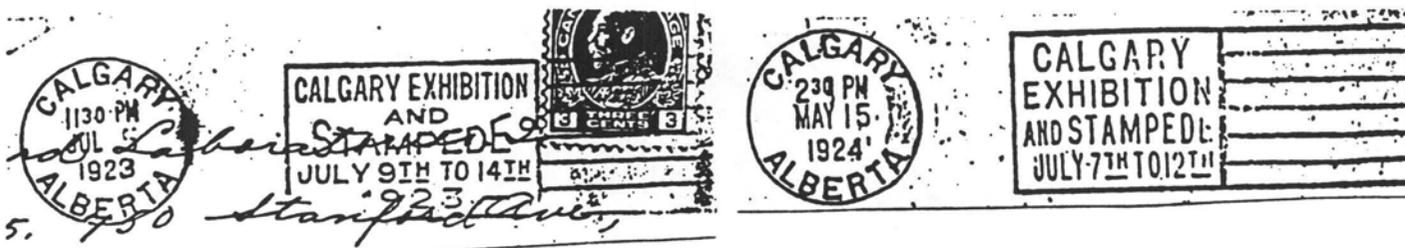
The 1919 change to a Universal machine would not have permitted re-issue of the 1918 die, but the new Universal die issued in that year reverted to the 1916 style of slogan 927, though with wording changed to CALGARY EXHIBITION JUNE 28 TO JULY 5 -1919-, omitting CALGARY, ALBERTA, as illustrated below. Earliest recorded use is not until MAY 12, but could have been sooner, since use of slogan 895, BUY WAR SAVINGS BONDS, is not recorded beyond MAY 1.

Rather oddly, there was a second event in 1919, advertised by slogan 9970, reading VICTORY STAMPEDE CALGARY AUG.25-30 1919, also illustrated below. This is the first reference to STAMPEDE, but while the Exhibition and the Stampede were always linked thereafter, they were separate events in 1919. Earliest recorded use is JUL 17, but may have been earlier after slogan 927 ceased use on JUL 5.



All Exhibition or Stampede slogan advertising ceased until 1923, when slogan 925 was introduced, combining the two events, the Universal die wording being CALGARY EXHIBITION AND STAMPEDE JULY 9TH TO 14TH 1923, as illustrated below. While it has not been recorded prior to JUL 5, it most probably was issued in early June.

Just why the 1923 die was not re-issued in 1924 with dates altered is unclear, but 1924 use was another new Universal die, also illustrated below, reading CALGARY EXHIBITION AND STAMPEDE JULY 7TH TO 12TH, without the year date.



An odd aspect of Calgary Exhibition use is that the P.O. never advertised a Postal Exhibit in connection with it, though from 1923 until into the late 1920's this was standard policy at Exhibitions large and small, throughout the Dominion. The P.O. would pay for these dies in return for free space at the event. Possibly the Calgary Exhibition organizers were not prepared to exchange space for the free form of advertising offered, but must have been one of very few not to do so.

CALGARY is known to have had two Universal machines from at least 1926, and very probably received the second machine in 1925, since in that year the Exhibition and Stampede was advertised by re-issue of the 1924 die, with dates altered to JULY 6TH TO 11TH, but additionally a new die was used concurrently, slogan 928 reading CALGARY EXHIBITION JUBILEE AND STAMPEDE JULY 6TH 11TH, illustrated below. Slogan 925 is recorded from JUN 16, but 928 from MAY 4, and both were probably issued simultaneously.

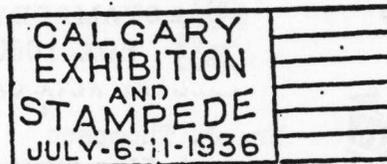


The 1924 die of slogan 925 was somewhat unusual in its longevity, since it was re-issued with dates altered from 1925 through 1931 before replacement. It is recorded from MAR 5 in 1926, but thereafter the Distribution Lists give actual date of issue. These range from as late as JUN 7 in 1943 until as early as JAN 20 in 1931, though normal issue after 1934 was in March or April.

By 1932 the long-lived 1924 die was not longer serviceable and was replaced by a new Universal die reading CALGARY EXHIBITION AND STAMPEDE JULY 11TH TO 16TH with the AND slanted and within ornaments, as illustrated below. Issue date was FEB 24.



This 1932 die was re-issued with dates altered in 1933-34, but could not be used in 1935 because of CALGARY's switch to Perfect machines in late 1934. It appears that ordering a new die was overlooked in early 1935, as there was no usage of the slogan in that year. In 1936 the new Perfect die has been recorded from MAR 2, reading CALGARY EXHIBITION AND STAMPEDE JULY-6-11-1936 as illustrated below. Note that the format was now in five lines, the word STAMPEDE arced and the year date once again included.



The 1936 die was again notable for extreme longevity, being re-issued with dates altered through 1946, eleven consecutive years. An item of P.O. correspondence in 1939 indicates that the die was authorized use for only one week in each month from March through July. This pattern of interrupted, rather than continuous, use probably applied both earlier and later, so earliest use can be expected some four months prior to the event, but only in an intermittent fashion.

In 1947 a new Perfect die was required, reading CALGARY EXHIBITION AND STAMPEDE JULY-7-12-1947, illustrated below, reverting to four straight lines, but retaining the year date. The slogan box was slightly smaller and the grid box larger than in previous years. It was re-issued with dates altered in 1948, but required replacement as early as 1949. The new 1949 Perfect die, also illustrated below, was in a similar four line format, but with the slogan box now lengthened and the grid box reduced.



The 1949 die was re-issued with dates altered in 1950, but usage of the slogan ceased thereafter, although the die would not have been obsolete by CALGARY's switch to Pitney-Bowes machines until 1955.

The event is catalogued as again having slogan advertising in 1971 as slogan 10248, reading VISIT/VISITEZ CALGARY STAMPEDE JULY 8-17 JUILLET, in the bilingual format that had become standard for all slogans in the early 1970's. It is also catalogued as slogan 10247, reading VISIT/VISITEZ CALGARY STAMPEDE DIAMOND JUBILEE JULY 6-15 JUILLET. The Editor's collection does not extend beyond 1970, so these are not available for illustration. It can be noted that slogan 10247 celebrates a Diamond Jubilee, probably indicating that the Exhibition began in 1897, though probably not the Stampede, since reference to a Stampede is not until the 1919 slogan 9970 VICTORY STAMPEDE usage.

A condensed summary of the 1913-72 usage follows.

An interesting collateral item is illustrated below, the use of a CALGARY EXHIBITION AND STAMPEDE postal meter slogan in 1969, with a colorful blue and red corner design.



Calgary EXHIBITION
& STAMPEDE LTD.
BOX 1060
CALGARY ALTA. CANADA

Mr. J. Thompson
Lucas & King Travel
Burlington Mall
Burlington, Ontario



CALGARY EXHIBITION SLOGAN USAGE - 1913-72

YEAR	SLOGAN	WORDING WITH DATES	DIE	EARLIEST REPORTED	EARLIEST DOCUMENTED
1913	930	CALGARY INDUSTRIAL EXHIBITION CALGARY,ALBERTA JUNE 30-1913-JULY 5	NEW INTERNATIONAL	JAN 13	
1914	930	CALGARY INDUSTRIAL EXHIBITION CALGARY,ALBERTA JUNE 23-1914-JULY 4	REDATED 1913 DIE	APR 20	
1915	927	CALGARY EXHIBITION CALGARY,ALBERTA JUNE 30-1915-JULY 7	NEW INTERNATIONAL	MAY 1	
1916	930	CALGARY INDUSTRIAL EXHIBITION CALGARY,ALBERTA JUNE 29-1916-JULY 5	NEW INTERNATIONAL	APR 26	
1917	930	CALGARY INDUSTRIAL EXHIBITION CALGARY,ALBERTA JUNE 18-1917-JULY 5	REDATED 1916 DIE	JUN 7	
1918	930	CALGARY INDUSTRIAL EXHIBITION CALGARY,ALBERTA JUNE 28-1918-JULY 6	REDATED 1917 DIE	APR 22	
1919	927	CALGARY EXHIBITION JUNE 28 TO JULY 5 1919	NEW UNIVERSAL DIE	MAY 12	
1919	9970	VICTORY STAMPEDE CALGARY AUG.25-30 1919	NEW UNIVERSAL DIE	JUL 17	
1920-22		NO USAGE			
1923	925	CALGARY EXHIBITION AND STAMPEDE JULY 9TH TO 14TH 1923	NEW UNIVERSAL DIE	JUL 5	
1924	925	CALGARY EXHIBITION AND STAMPEDE JULY 7TH TO 12TH	NEW UNIVERSAL DIE		MAY 15
1925	925	CALGARY EXHIBITION AND STAMPEDE JULY 6TH TO 11TH	REDATED 1924 DIE	JUN 16	
1925	928	CALGARY EXHIBITION JUBILEE AND STAMPEDE JULY 6TH 11TH	NEW UNIVERSAL DIE	MAY 4	
1926	925	CALGARY EXHIBITION AND STAMPEDE JULY 5TH TO 10TH	REDATED 1925 DIE	MAR 5	
1927	925	CALGARY EXHIBITION AND STAMPEDE JULY 11TH TO 16TH	REDATED 1926 DIE		JUN 4
1928	925	CALGARY EXHIBITION AND STAMPEDE JULY 9TH TO 14TH	REDATED 1927 DIE		JAN 26
1929	925	CALGARY EXHIBITION AND STAMPEDE JULY 8TH TO 13TH	REDATED 1928 DIE		FEB 26
1930	925	CALGARY EXHIBITION AND STAMPEDE JULY 7TH TO 12TH	REDATED 1929 DIE		JAN 23
1931	925	CALGARY EXHIBITION AND STAMPEDE JULY 8TH TO 11TH	REDATED 1930 DIE		JAN 20
1932	925	CALGARY EXHIBITION AND STAMPEDE JULY 11TH TO 16TH	NEW UNIVERSAL DIE		FEB 24
1933	925	CALGARY EXHIBITION AND STAMPEDE JULY 10TH TO 15TH	REDATED 1932 DIE		FEB 24
1934	925	CALGARY EXHIBITION AND STAMPEDE JULY 9TH TO 14TH	REDATED 1933 DIE		MAR 5
1935		NO USAGE			
1936	925	CALGARY EXHIBITION AND STAMPEDE JULY-6-11-1936	NEW PERFECT DIE		MAR 2
1937	925	CALGARY EXHIBITION AND STAMPEDE JULY-5-10-1937	REDATED 1936 DIE		MAR 18
1938	925	CALGARY EXHIBITION AND STAMPEDE JULY-11-16 1938	REDATED 1937 DIE		MAR 1
1939	925	CALGARY EXHIBITION AND STAMPEDE JULY-10-15-1939	REDATED 1938 DIE		MAR 3
1940	925	CALGARY EXHIBITION AND STAMPEDE JULY-8-13-1940	REDATED 1939 DIE		MAR 7
1941	925	CALGARY EXHIBITION AND STAMPEDE JULY-7-12-1941	REDATED 1940 DIE		APR 22
1942	925	CALGARY EXHIBITION AND STAMPEDE JULY-6-11-1942	REDATED 1941 DIE		APR 27
1943	925	CALGARY EXHIBITION AND STAMPEDE JULY-5-10-1943	REDATED 1942 DIE		JUN 7
1944	925	CALGARY EXHIBITION AND STAMPEDE JULY-10-15-1944	REDATED 1943 DIE		APR 17
1945	925	CALGARY EXHIBITION AND STAMPEDE JULY-9-14-1945	REDATED 1944 DIE		MAY 29
1946	925	CALGARY EXHIBITION AND STAMPEDE JULY-8-13-1946	REDATED 1945 DIE		APR 4
1947	925	CALGARY EXHIBITION AND STAMPEDE JULY-7-12-1947	NEW PERFECT DIE		MAR 11
1948	925	CALGARY EXHIBITION AND STAMPEDE JULY-5-10-1948	REDATED 1947 DIE		MAR 10
1949	925	CALGARY EXHIBITION AND STAMPEDE JULY-11-16-1949	NEW PERFECT DIE		MAR 10
1950	925	CALGARY EXHIBITION AND STAMPEDE JULY-10-15-1950	REDATED 1949 DIE		MAY 1
1951-70		NO USAGE			
1971	10248	VISIT/VISITEZ CALGARY STAMPEDE JULY 8-17 JUILLET	NEW PITNEY-BOWES DIE	APR 8	
1972	10247	VISIT/VISITEZ CALGARY STAMPEDE DIAMOND JUBILEE JULY 6-15 JUILLET	NEW PITNEY-BOWES DIE	JUN 8	

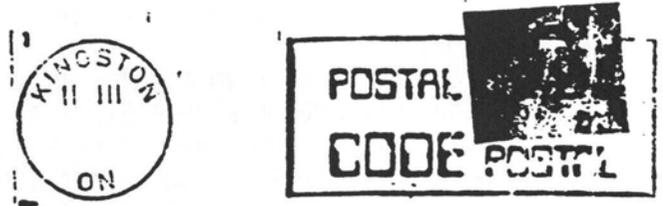
THE KINGSTON POSTAL CODE OBLITERATOR USE IN EARLY 1991

Examples used as late as March have been noted without the year, also with some interested inverted dater indicia. Thanks to Bruce Murduck who sent in these examples.

MARCH 11, hub 1, normal



MARCH 11, hub 1, normal



MARCH 18, hub 1, inverted



MARCH 20, hub 1, inverted



THE 1923 TORONTO VICTORY BOND SLOGAN...boy did I goof!

Jeffrey Switt

It sure looked convincing sitting in one of many albums of Admiral covers, one of several nice covers franked with the 4-cent value. Backstamped and everything. It almost looked too good to be true... and it was.

A sarcastic note (in a tone that only few of us can appreciate) from Bob Thorne and John Robertson questioned this item, even to go as far as to suggest that it was an April 1 prank. This along with the submission of an identical item dated one day earlier, made me take a good look at this item to discover that it was an imposter. Under a 10x glass I could see that not only did someone alter the date in the slogan dater, but also the backstamp as well.

As big as obvious goof as this is, I find it curious that of all our members, that John and Bob were the only ones to question it.

VARIETIES ARE WHERE YOU FIND THEM - A MODERN VARIETY

5532 MAIL EARLY AND OFTEN THROUGHOUT THE DAY

Proulx lists this slogan for 6 towns from 1961 to 1974. If one collected an example of each town there would be 6 items for this slogan and if you look you might find a variety.

If I kept only one Sarnia I would have a nice die variety as my first Sarnia had 3 lines of text rather than the 4 lines that the other five towns used.

My collecting habits allow me to try and find each slogan for each town for every year of use. This means I could have 6 towns for 14 years or a potential 84 items.

When checking Sarnia for # 5532 I noted that 1968 and 1969 had both the 3 and 4 line formats. Looking more closely the 4 line 1968 is a different die than 1969.

Thus we have the following:

- Die 1 (4 line format first die) late date Mar 11 1968.
- Die 2 (3 line format) early date Nov 6 1968.
- Die 2 (3 line format) late date Jul 15 1969.
- Die 3 (4 line format second die) early date Dec 15 1969.

Now we can play with this one and see if the period of use for the variety (3 lines) can be defined even further.

78-193 Queen St
Sarnia Ontario

Mr. E

Mr. + Mrs Albert Bass,
18-21

gigan,
8.

MEMBERSHIP UPDATE

Welcome to the following new member of our study group:

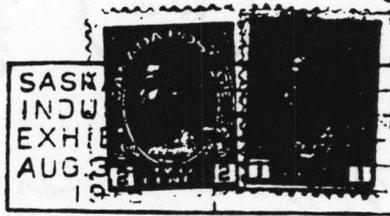
Glenn A. Estus P. O. Box 451 Westport, NY 12993-0451
Olympics & Sports (NO hockey or skating)

PAGES FROM MEMBER'S COLLECTIONS...STEVEN FRIEDENTHAL

In response to my request to illustrate representative pages from members' collections Steven Friedenthal recently sent photocopies of his lovely exhibit of Western Canada slogans. From his sending I have selected pages from the Saskatoon section because: 1) Steven has some pretty scarce material from this town, and 2) It demonstrates with thoughtful layout how to prepare a page that will accommodate strikes on piece while having room to add the fortunate cover improvement without having to do the entire page over.

The only negative aspect to Steven's approach is the listing of early and late dates, which require the remake of pages as new dates are found. However as Steven apparently has each page in his computer it is an easier task to revise than if the pages were done by conventional hand means.

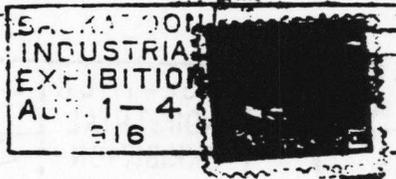
SASKATOON INDUSTRIAL EXHIBITION AUG. 3-4-5 1915



William H. Howe

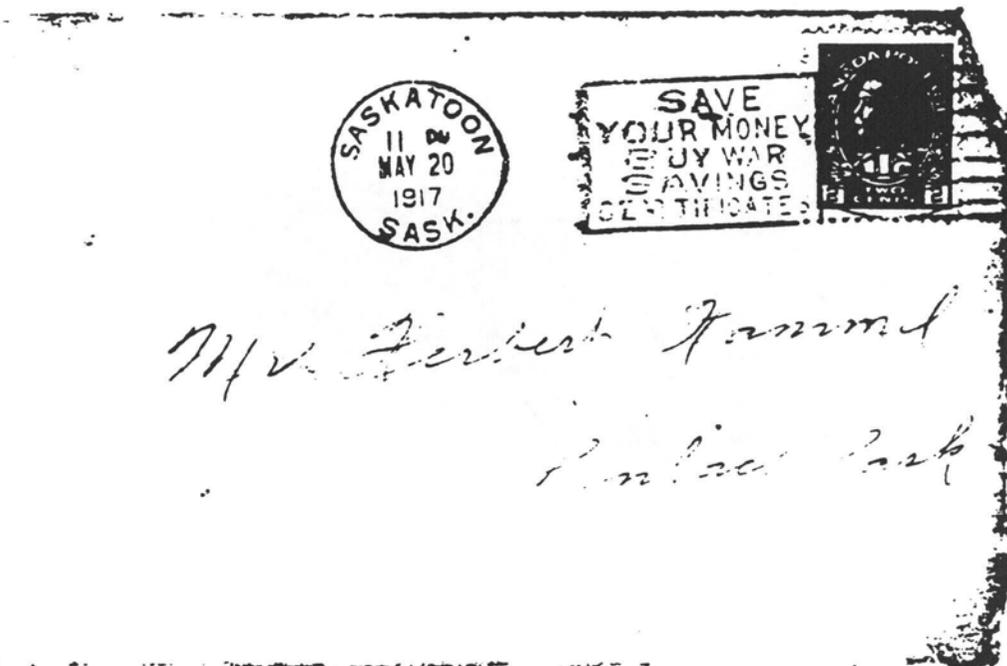
Use: May 15-August 5, 1915

SASKATOON INDUSTRIAL EXHIBITION AUG. 1-4 1916



Use: May 5-August 4, 1916

SAVE YOUR MONEY BUY WAR SAVINGS CERTIFICATES



Use: March 6-October 8, 1917

SASKATOON INDUSTRIAL EXHIBITION JULY 31-AUG 4 1917



Use: June 24-August 4, 1917

SASKATOON INDUSTRIAL - EXHIBITION - JULY 16-20 1918



Mr. F. H. Farnham
Evansham answered July 22.

Use: May 8-July 20, 1918

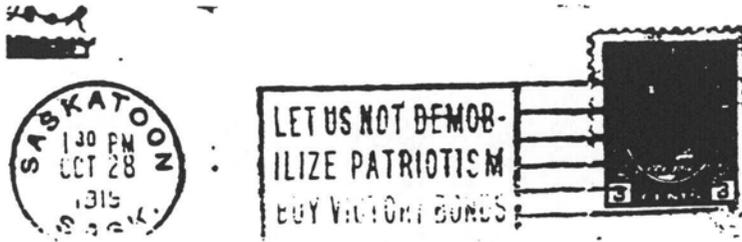
SASKATOON INDUSTRIAL - EXHIBITION - JULY 14-19 1919



H. D. Heir,

Use: May 10-July 19, 1919 (previous early date May 13)

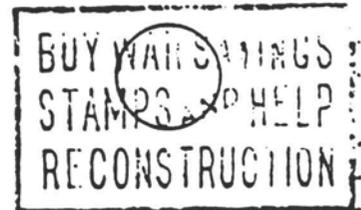
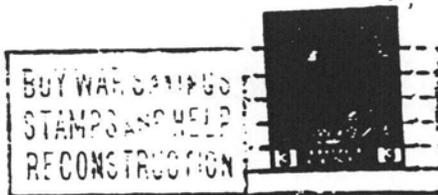
LET US NOT DEMOBILIZE PATRIOTISM BUY VICTORY BONDS



Use: October 25-October 28, 1919 (late date not previously listed)

BUY WAR SAVINGS STAMPS AND HELP RECONSTRUCTION

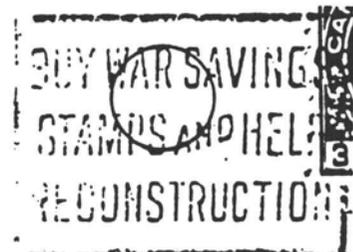
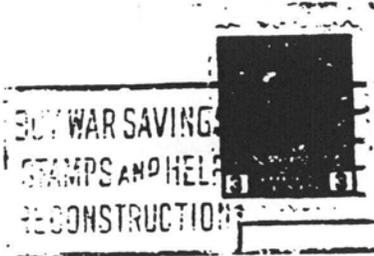
die 1



m. E. ...

Die 1

die 2



Die 2

A second die is not previously recorded

Use: April 1-August 31 1919 (previous late date July 23)