

THE SLOGAN BOX

NEWSLETTER OF THE BNAPS
MACHINE SLOGAN CANCEL STUDY GROUP

WHOLE NUMBER 26

August, 1992

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Until the next issue, I hope all is well.

Your Chairman,

Dan Huffman

EDITOR'S MESSAGE

It is hoped that all members have made good use of and much appreciated the remarkably fine upgrading of the Proulx Catalogue that Cecil Coutts produced in a recent issue. Information of this type is probably the most valuable data that any collector can receive.

However, massive though this listing was, it is by no means complete. Cecil now reports that he has, through his own efforts and contributions from other members, accumulated enough additional data to warrant a substantial supplement. This will appear in our next issue, so any member who has upgrade information of his own that has not yet been forwarded to Cecil is most strongly urged to do so prior to the end of September. This will permit it to be included in the supplement that will appear in the end of October issue.

The Editor had been hoping for a considerable amount of new data pertaining to HELP THE RED CROSS, following the lengthy article in the last issue. Only two members have so far responded, but it is enough to warrant devoting some space to their input. John Robertson has sent photos of a number of late usages of the English version, making their die identification possible. Cecil Coutts had neglected to include any of his slogan 85 material in time to be part of the article, but it is now available and much improves the late bilingual usage data.

Also, the Editor is chagrined to note that the entire right hand column of the bilingual portion of Appendix C, appearing on page 26 of the last issue, failed to print. Accordingly, this page with its additions and corrections is now reprinted entirely. Three years of the English Appendix C, 1957, 1963 and 1966, which appeared on pages 24-25, have additions, so these three years only are reprinted.

In regard to Appendix B, four English offices on pages 20-22 and four Quebec offices on page 22 have changes, so these offices only are reprinted. Naturally, changes in Appendix B and C create changes in Appendix A, but members should be able to alter Appendix A as needed from the data for B and C, without additional reprinting.

Most unfortunately, the introductory remarks printed as pages 3-10 reflect sadly on the Editor's declining mental capacity. What was printed as eight pages should have been only six, two of the pages being slightly revised versions of two others. This has no doubt caused considerable confusion and the best way to clarify it is to reprint six pages of the introduction as they should have read, but now including some changes occasioned by the new data received.

The Editor apologizes profusely for the above errors in this RED CROSS article. The only excuse is that it was prepared in the first few weeks after arriving in Florida, still in the process of unpacking while attempting to acclimate to Florida weather, with its high humidity and frequent thunder storms.

Sharp eyed readers will probably note some differences in the typography of this issue as compared to previous ones. This is because the Editor abandoned his rather ancient Panasonic 9-pin computer printer and replaced it with a new Epson 24-pin. This change has provided a considerably greater number of type fonts than before, plus the capacity to use italics, small caps and justification.

However, whether the new equipment will overcome the declining mental capacity is not yet established.

The Editor plans to attend the BNAPS Convention near Chicago in September, although this somewhat subject to problems involving his wife's health. If he is able to attend, he much looks forward to the scheduled Study Group meeting.

Alterations to prior published pages 20-22 underlined.

FORT WILLIAM		GALT	GRANBY	ST. JEROME	
1947	AP-07	1966 B-01	1961 HB	1961	HA-01
1948	AP-07	-----	-----	-----	-----
1949	AP-06		1962 HB	1962	REP.
1950	AP-10	PORTAGE LA PRAIRIE	1963 GB	1963	HB
1951	AP-02	1966 C-03	1964 HA-01	1964	HB
1952	AP-01	-----	1965 HB	1965	GC-01
1953	REP.		1966 HB	1966	HB
1954	REP.	WOODSTOCK			
1955	PROB.	1962 REP.	HULL	SHERBROOKE	
1956	REP-A	1963 B-08	1961 HB	1960	GC-01
prob. AU-02/AU-07		-----	-----	1961	GB
1957	C-06	1964 REP-B/C	1962 GB	1962	GC-01
-----		1965 B-04	1963 I	1963	HB
1958	REP.	1966 D	1964 HB	1964	HB
1959	REP-B/C		1965 HB	1965	HB
1960	REP-B/C		1966 HA-01	1966	HB
1961	REP-D			1967	HB
1962	B-04			-----	-----
1963	REP-D			1968	HA-01
1964	PROB.			-----	-----
1965	PROB.				
1966	PROB.				

APPENDIX C

Alterations to prior published page 25 underlined.

1957 use		1963 use		1966 use	
MONCTON	AU-07	OTTAWA	AU-02	VICTORIA	AU-02
MOOSE JAW	REP- A	ST. JOHN'S	AU-7	NORTH BAY	AU-07
prob. AU-02		WOODSTOCK	B-08	GALT	B-01
EDMONTON	C-01	-----	-----	-----	-----
ST. JOHN'S	C-05	VANCOUVER	C-03	CORNWALL	B-04
FORT WILLIAM	C-06	TIMMINS	C-04	PORTAGE	C-03
-----	-----	BRANDON	REP-B/C	-----	-----
DRUMHELLER	REP-B/C	DRUMHELLER	REP-B/C	ST. JOHN'S	C-04
SUDBURY	REP-B/C	PEMBROKE	REP-B/C	DRUMHELLER	REP-B/C
VICTORIA	REP-B/C	PORT ARTHUR	REP-B/C	INGERSOLL	REP-B/C
CALGARY	D	TIMMINS	REP-B/C	TIMMINS	REP-B/C
OTTAWA	D	OWEN SOUND	D	BRANDON	D
SASKATOON	D	STRATFORD	D	OAKVILLE	D
VANCOUVER	D	SUDBURY	D	WOODSTOCK	D
		TILLSONBURG	D	ORILLIA	REP-D
		WINNIPEG	D	OWEN SOUND	REP-D
		FORT WILLIAM	REP-D	SUDBURY	REP-D
		PORT CREDIT	REP-D	PEMBROKE	E
		BURLINGTON	REP.	BURLINGTON	PROB.
		INGERSOLL	REP.	FORT WILLIAM	PROB.
		VICTORIA	PROB.	OTTAWA	PROB.
				PORT CREDIT	PROB.
				STRATFORD	PROB.
				TILLSONBURG	PROB.
				WINNIPEG	PROB.

HELP THE RED CROSS

SLOGANS 4499, 4501, 4502, 4503 AND 85

These five numbered slogans were essentially one, in various formats, those issued later being only different replacement dies for unserviceable originals. They divide into nine formats, that differ significantly, and some require separation into sub-formats, since their use was spread over that of different machine type dies or because of differences in the positioning of identical wording. Four are sub-divided, so the total division is into fifteen, as defined in Appendix A.

Slogan use began in mid-1927, but was then retired until revived in 1939 and continued annually thereafter, excepting 1941, 1946 and 1959, for both English and bilingual, extending to 1967 for the English and normally to 1968 for the bilingual. There is also limited bilingual use in 1974-79, but this appears as for local rather than national appeals. However, detailed post-documentation use after 1952 is not yet complete, since various reports indicate major use in those years that has not been seen. Unfortunately, these reports, although referenced in Appendix B and C, do not indicate the formats, much less assist die identification.

The 1939 issue began in November, the 1940 issue in September and the 1942 in May, but from 1943 the issue was always in late-February or early-March. Since the usage was annual, actual earliest or latest dates in any year are not important and have therefore been omitted in favor of the year only.

FORMAT A, SUB-FORMATS AU AND AP - SLOGAN 4502

These include all early use, originally from English Universal dies (sub-format AU), to which were later added very similar English Perfect dies (sub-format AP). The Universal die use was the earliest, issued in mid-1927, assumed to be sponsored, rather than government issued. The sponsor was probably the national Canadian Red Cross organization. Twelve Universal dies were issued to major Canadian offices, the dies in the large over-all format, without grid, that was favored at the time of issue.

Having paid for so many dies, it is strange that the sponsors did not request subsequent re-issue of what seemed intended to be, and eventually became, an annual slogan issue. Probably because the national appeal begun in 1927 was then abandoned, the dies were retired after 1927 and until 1939, when a major revival took place. The timing of this revival was probably war-related, since the Red Cross assumes greater importance during war periods, and the revival began in November of 1939, shortly after the August outbreak of war.

By 1939, all but TORONTO of the 12 original issue offices were using Perfect machines, rather than Universals, so could not employ the 1927 Universal dies. This required purchase of 12 additional Perfect dies, issued to 11 of 12 original offices, plus WINDSOR as a replacement for TORONTO, which then had Pitney-Bowes machines which could employ older Universal dies. However, a number of smaller offices also had been issued Pitney-Bowes machines in 1937-38, so excess Universal dies were issued to them.

Only 10 of 12 original Universal dies were re-issued in 1939. One of the other two has not been seen after 1927 and is assumed to have been damaged in that year. The second is missing in 1939-40, but reappears in 1942-49, suggesting that it may have been temporarily misplaced and thought lost. However, two replacement Universal dies are recorded in 1939, bringing the then usable total to 12 again.

Since most Universal dies were surplus, and could only be used at minor offices in the 1939 revival, the issue of two replacements in that year seems uncalled for. More probably, they were actually ordered prior to an intended 1928 re-issue that unaccountably did not take place, so the revival that began in 1939 involved the 12 new format AP dies and also 12 format AU dies, used at 13 major and 11 minor offices.

The new Perfect dies were similar to the originals, but can be separated by shorter spacing between the dater and the slogan, and also of course by reference to the well established machine type changes by office in 1939 and later.

The 1940 re-issue of these dies is somewhat peculiar. Only 9 of 12 Perfect dies were employed, use at LONDON, VICTORIA and WINDSOR being omitted. Even more oddly, only 2 of the Universal dies were used, one by TORONTO and one by HAMILTON, which had switched to P-B machines between 1939 and 1940. The remaining Universal dies, which had been employed in the smaller P-B equipped offices, were not used. Therefore, total use dropped sharply from 24 offices in 1939 to only 11 in 1940.

For unknown reasons, 1941 use was omitted, but it was resumed in 1942 at 21 offices, 11 with sub-format AP and 11 with sub-format AU. Of the 9 offices using Perfects in 1940, 8 retained use, OTTAWA switched to sub-format AU and three other sub-format AP dies were issued to SASKATOON, NEW WESTMINSTER and VICTORIA. Possible use of the 12th Perfect die has not been recorded in 1942.

By 1942, the misplaced 1927 AU die reappears, so 13 dies of this format were possibly available, but only 11 were issued. Both HAMILTON and TORONTO continued their 1940 use of the format, plus OTTAWA and resumed use by four smaller 1939 using offices and added use from three new smaller offices. This accounts for 10 dies, but an 11th was used as a second die in TORONTO. A 12th is not recorded after 1939 and is assumed to have become unserviceable, while the 13th was not issued in 1942.

TORONTO's 1942 concurrent use of two dies was the first such instance and the pattern continued there through 1949. Its use of two dies was normally indicated by two proof book receipt strikes, but both receipts in each year were struck from the same die, so the identification of the second die is not documented. However, TORONTO strikes from different dies have been seen and can be identified in each year except 1943, leaving only the second TORONTO die of that year to be listed as AU-?, though it must have been either AU-9 or AU-13 by elimination. TORONTO also used two dies in 1953-54 and may have done so in other later years as well.

One of 12 Perfect dies is not recorded after 1942, but was not replaced, since use of Perfect machines in major offices was declining, releasing additional Perfect dies for use elsewhere.

All 12 Universal dies available in 1942 appear to have been available in 1943, but as in 1942 only 11 were used. Four smaller offices were dropped so that their dies could be used by LONDON, VANCOUVER, WINDSOR and WINNIPEG, all having switched to P-B machines by then. TORONTO used two dies as in 1942, HAMILTON and OTTAWA one each, and three others were used at smaller offices as in 1942. One of the 12 available sub-format AU dies has not been recorded after 1943, but appears to have been replaced by the 1944 first use of a slogan 4501 format B die.

The 1944-45 use was therefore from one slogan 4501 format B, 11 sub-format AP and 10 sub-format AU dies, mostly by the same offices as in 1943, but EDMONTON changed to AU use from AP in 1944, requiring one additional small office to be dropped from AU use, but also releasing an AP die for use at BRANDON.

Use was again omitted in 1946, but resumed in 1947 and some use of sub-format AP continued in following years through 1955. Other than the one Perfect die not recorded after 1942, the balance appear to have been in consistent use until all Perfect machines in major offices were withdrawn after 1955.

Most older sub-format AU dies did not survive so long. One was retired after 1939, one after 1944, five by 1948-49 and all but two by 1954. These two are recorded until 1966, 40 years after the original 1927 issue. The retired AU dies began to be replaced by slogan 4501 as early as 1944 and by slogan 4499 in 1956.

FORMATS B AND C - SLOGAN 4501

Format B was the earlier of two formats of slogan 4501, which consisted of Pitney-Bowes dies as replacements of slogan 4502 after 1943. They were conventional slogans with a grid box, having the same wording as slogan 4502, but in three lines with empty crosses, rather than filled. The format B three line wording read *HELP/THE/RED CROSS*, while the later format C was similar, but with the wording reading as *HELP THE/RED/CROSS*.

The first of an eventual eight format B dies, designated B-01, was issued in 1944, replacing the sub-format AU slogan 4502 die not recorded after 1943. It was the only die of this format used in 1944-45 and 1947-49, being randomly re-issued to four different offices in this period. Several AU dies have not been recorded after 1949, so it can be assumed that by then a number of them had become unserviceable and were probably replaced in 1950 and thereafter by additional format B or C dies.

Two additional format B dies are recorded from 1950, one more from 1951 and four more from 1953. One of the four recorded from 1953 has been seen in that year only, but probably had additional unrecorded use. Two have been recorded to 1966 and a third has been seen as the only instance of English 1967 use, at NORTH BAY, all other English use having ceased after 1966. NORTH BAY only began using the slogan in 1965, though whether this accounts in any way for its unique post-1966 continuation is not known.

One format C die is recorded from 1950 and five more in the 1952-54 period, but as with format B, listed use after 1952 probably does not represent its full scope. One format C die was clearly damaged in 1954, and not recorded thereafter, but the other five are recorded for various periods ending in 1961-66 and a fifth

The usage of the first format C die in 1950 is interesting. There is a receipt strike in the proof book of its issue to LONDON on March 13, about two weeks later than the normal March 1st issue in that year. There is no earlier 1950 LONDON receipt strike, but two LONDON strikes of the sub-format AU-13 die have been seen on March 3rd and 9th. It can be assumed that the AU die was so badly worn as to require replacement soon after its 1950 use began, and it is not recorded after 1950, so the first format C die was probably ordered between March 9th and 13th to replace it.

FORMATS D and E - SLOGAN 4499

These were the final English formats, Pitney-Bowes dies still reading *HELP THE/RED CROSS* in two lines (format D) or three lines (format E), with a grid at the right, but no ornamental crosses. The first use was of format D in 1956, as replacements for the Perfect dies withdrawn after 1955, but the dies present a problem. It is known that from about 1955 the slogan die manufacturer had developed a process for producing multiple dies by creating a master die, from which as many duplicates as required could be struck. Prior to that time, each die had been hand engraved, which resulted in minor differences that permitted separation.

The format D dies appear so identical as to make separation very difficult, so the number of individual dies issued cannot be determined by their differences. However, concurrent use of this format is recorded from ten offices in 1956, so the original issue must have been at least that number. Six offices are recorded as using format D in 1966 and probably more survived until then.

Only two strikes of format E have been seen, one in 1965 and one in 1966. They may be from two non-separable dies, but more probably are both strikes from a single die issued as a replacement for one of the format D dies. Most of the recorded usage after 1963 was from dies of format D.

FORMAT F, SUB-FORMATS FU AND FP - SLOGAN 4503

These were the early bilingual formats, the first two Universal dies (sub-format FU) issued in 1927 to MONTREAL and QUEBEC. As with the English dies, they were retired until re-issued in November of 1939, but by then both using offices had switched to Perfects, requiring the issue of two new dies of sub-format FP. Both sub-formats were the large size without grid, and also without ornamental crosses.

One of the two retained Universal dies was re-issued to VALLEYFIELD in 1939, which had received a Pitney-Bowes machine in 1937. As with the English Universals, the 1940 re-issue was curtailed and only one Perfect die was used at MONTREAL, with neither QUEBEC or VALLEYFIELD use. There was no usage in 1941, but in 1942 all four available dies were issued, the Perfects at MONTREAL and QUEBEC and the Universals to Pitney-Bowes equipped DRUMMONDVILLE and SHAWINIGAN FALLS.

This four office usage pattern was for the most part repeated until 1960, though with some different dies after 1951 and brief use from a fifth office in 1952. The SHAWINIGAN FALLS use in 1944 is not documented, but it has been reported. If the report is correct, use would have had to be from the sub-format FU-02 die. For unknown reasons, the Perfect die issued to QUEBEC in March of 1951 was later re-issued to MONTREAL in April, so MONTREAL had short concurrent use of both Perfect dies.

In 1952 use at QUEBEC was again cut short and its die re-issued to TROIS RIVIERES in late March. Also, in this year sub-format FU-02 die was unserviceable and was replaced by a Pitney-Bowes die in format G, used at SHAWINIGAN FALLS, while DRUMMONDVILLE used the remaining FU-01 die. Use of the two Perfect dies continued at MONTREAL and QUEBEC through 1955, but all Perfect machines were withdrawn thereafter.

The remaining format F die FU-01 is not recorded beyond 1954, but probably had 1955 use and was retired thereafter with the two sub-format FP dies when the Perfect machines were withdrawn, so that all use of format F ceased simultaneously.

FORMAT G - SUB-FORMATS GA, GB AND GC - SLOGAN 4503

The dies of this replacement format were conventional with a grid, but the wording in four lines was the same as format F. The first use was of sub-format GA, with the wording in four centered lines and a long dash between the second and third lines. It is recorded from 1952 until at least 1965, and may have had 1966 use. It was the replacement of sub-format die FU-02, not recorded after 1951.

The retirement of the three remaining format F dies after 1955 use required three 1956 replacements to maintain the four office usage. Unfortunately, only the sub-format GA has been seen in 1956, used at DRUMMONDVILLE, but use by the other three offices is reliably reported. It is therefore assumed that these were three dies of sub-format GB, although none of them have been seen prior to 1957.

These multiple dies of sub-format GB, were worded as GA, but without the dash and all four lines centered. They were manufactured by the new Master Die method, so cannot be effectively separated. Three are assumed to have been concurrently used in 1956-57 and no more than three have been seen in 1958-63 and only two in 1964-66, so initial issue was probably three with one later unserviceable. Member Jean-Guy Dalpe believes he has identified four by differing very minor damage, but four have not been recorded in any single year.

There is a single die of sub-format GC, worded as GA, but without the dash and with the two top lines flush left and the bottom two centered. It is first recorded in 1958, with use to 1966.

It can be noted that dater SHAWINIGAN FALLS has been recorded in format GB on March 5, 1958, but dater SHAWINIGAN has been seen in format GC on April 22, 1958. This indicates that the name of the office was shortened in early 1958, but why the change resulted in the issue of a new die, rather than just a new dater, is unclear. However, this use of two different dies at SHAWINIGAN in 1958 indicates that there were five dies available in that year, although use was by only the same four offices as from 1942. These were all format G, one GA, one GC and three GB.

1959 use was omitted, but resumed in 1960 from the prior four offices plus SHERBROOKE. As five format G dies appeared available in 1958, the 1960 additional office should not have needed a new die, but the first format H use is recorded in that year at SHERBROOKE, again creating one more die than the number of using offices.

FORMAT H - SUB-FORMATS HA, HB AND HC - SLOGAN 85

Slogan 85 differs from slogan 4503 in that the same bilingual wording was French over English. Its first use was from sub-format HA, issued to SHERBROOKE as a fifth office in 1960. The single die of this sub-format differs from those that followed by reason of easily recognized letter position differences. It is recorded from 1960 to 1966, but also seen used at SHERBROOKE in 1968, the only 1968 use of any of the slogan group known as a part of the national appeal.

In 1961 the using offices jumped sharply to ten, indicating that at least four dies were added, but since all ten of the reported offices have not been seen, the exact composition of these additions can only be conjectured. From later usage seen, it is probable that they were four dies of sub-format HB, made from a Master Die, and therefore difficult to separate, though differing from sub-format HA in letter placement. Dalpe says he can separate them by minor damage, but his reasoning would be lengthy to illustrate and describe, so as with sub-format GB, the recorded use of all of them is grouped as sub-format HB, without attempting to present Dalpe's separation.

Concurrent use of four sub-format HB dies is recorded to 1966 and one only is recorded at SHERBROOKE in 1967, the only bilingual 1967 use known. At least two were also used at QUEBEC and LEVIS in 1974-77 as part of the 1968-79 local revival at QUEBEC.

In 1961 accordingly, there appear to have been ten dies, five format G and five format H, used at ten offices, but not recorded or reported at MONTREAL. It would be strange to omit this office in 1961, since it has been recorded again in 1962-63, but if only four dies were added in 1961, eleven offices could not have had use.

One further format H die has been recorded at QUEBEC only in 1978-79, the very latest use of any of this group of slogans. This sub-format HC die is similar to the prior five, but can be separated by the absence of a hyphen between CROIX and ROUGE. Its use is probably a continuation of the local QUEBEC appeal, begun in 1968, using some dies either borrowed from or similar to those of the earlier national appeal.

FORMAT I - SLOGAN 4503

In 1962-63 MONTREAL resumed use, increasing the number of offices to eleven, which should have required only one more die, but there appears to have been issue of a final new format I of slogan 4503, consisting of two very similar dies, reading as format G, but spaced *HELP/THE RED CROSS/AIDEZ/LA CROIX ROUGE* rather than *HELP THE/RED CROSS/AIDEZ LA/CROIX ROUGE*. Since they were from a Master Die, they are difficult to separate, but concurrent use by two offices in 1962-63 indicates that there were originally two dies, though one may have become unserviceable after 1963.

In 1964-65 the recorded using offices decreased to ten and in 1966, the final multiple office year of use, it decreased further to nine. SHERBROOKE alone has been recorded in 1967-68 from format H dies.

The detailed usage of these slogans is given in Appendix A, B and C that follow. Appendix A is a listing of confirmed offices only, by format and die use, excepting those which can be listed by formats only, since the dies are not separable. It is therefore less complete after 1952 than in the documented years.

Appendix B is an alphabetical listing of chronological use at all offices confirmed, reported or probable, separated into English and bilingual use. Appendix C is a chronological listing of the same offices, alphabetically by format. In the case of confirmed use, the format and die designations are given. In the case of offices reported, but not seen, the format and die designation is replaced by REP. for reported. Occasionally reports of unseen use have included the format, but not the sub-format or die, and this is indicated by REP followed by the format reported. Some reports indicate slogan 4501, but do not separate formats B and C and these are indicated by REP-B/C. Also occasionally, the usage pattern suggests probable use by an office neither seen nor reported and these are designated PROB. for probable.

Appendix B and C are therefore very much more detailed than Appendix A, because of the inclusion of so much reported or probable post-1953 usage, but do not have the same validity as Appendix A, since they include non-confirmed data. Appendix B includes 55 English and 16 bilingual offices that are confirmed or reliably reported.

The Proulx catalogue lists slogan 4502 use as 1927-66, but it was of course not continuous in this period, being interrupted as 1927, 1939-40, 1942-45. 1947-58, 1960-66, as he correctly lists for slogan 4503. In an article that Proulx wrote for the PHSC Journal some time ago, he states that there was 1928 use of 4502 at OTTAWA, though he does not include this in his 4th Edition catalogue. It appears to have been most unlikely that the slogan would have revived use at one office only, so this report cannot be accepted without further confirmation.

The Proulx listing for slogan 4501 is 1944-45, 1948-66, but this is incorrect. Actual use was 1944-45, 1947-58 and 1960-67. His listing for slogan 85 of 1960-67, 1974-75 is also incomplete, as it should be 1960-68 and 1974-79.

Additionally to the above, the Proulx catalogue reports related Red Cross wording slogans 4509, 4500, 97, 97-A and 5715. Slogan 4509 duplicates slogan 4410, *HELP RED CROSS ANNUAL APPEAL*, a proprietary use at HAMILTON only in 1937-39, and having used this slogan in March of 1939, it did not begin use of slogan 4502 until 1940.

Slogan 97 was French only, used at QUEBEC as a proprietary in 1968-70, reading *AIDONS NOTRE CROIX ROUGE LOCALE*, replaced by the bilingual version 97-A, omitting *LOCAL* and *LOCALE*, in 1971-73. As the earlier wording suggests, these referred to a local campaign, not a continuation of the national campaign, which appears to have ended in 1968. It is also probable that QUEBEC only use of slogan 85 in 1974-79 continued this local campaign, although with borrowed remaining national campaign dies.

Slogan 5715 was MONTREAL proprietary use in early 1939 to advertise a local campaign only, several months before the national campaign was revived in late 1939.

Slogan 4500 is catalogued as used in seven offices for various periods between 1949 and 1965. The catalogued ST. JOHN'S use in 1949 was early in the year, so it is Newfoundland use, rather than Canadian, but an uncatalogued Canadian 1950 use at ST. JOHN'S has been seen and 1951 is documented. Of the balance, only the 1958 FORT WILLIAM use has been seen and it is from a similar but different die than the ST. JOHN'S use.

Probably at least two or more dies of this slogan were available for proprietary use by local, rather than national Red Cross appeals, though concurrent with the national campaign, since each of the seven offices using 4500 also used slogans of the 4499-4501-4502 group in the same years and much the same time as their 4500 use.

**NOTES ON THE INTRODUCTION OF
PITNEY-BOWES MACHINES**

The first use of Pitney-Bowes machines began as early as November, 1936 and continued in 1937, although all offices receiving them in this period were relatively small, none having had a prior Perfect machine and most had not previously used any machine. A reason for this may be that Perfect machines were of only one rather large size, not suitable for small offices, but the Pitney-Bowes came in three sizes, a large model G, comparable to the Perfect, a smaller model D and a minimal model DD.

Accordingly, earliest use was from small offices and the very first PB slogan die issued was proprietary slogan 300, *ATTEND OLD HOME WEEK AT TIMMINS*, received at TIMMINS on APR.15.37. Shortly thereafter two small Quebec offices, GRAND'MERE and VALLEYFIELD, used their new PB machines to revive Universal dies of slogan 6465-A, *OBSERVEZ LE DIMANCHE*, both in 1937 and 1938. By early 1938 TIMMINS also began use of several revived Universal dies of such major postal directive slogans as 55, 7275 and 3950, while CRANBROOK used a new PB die for its proprietary slogan 1885, *COME TO CRANBROOK'S CELEBRATION*.

All of these usages preceded the first TORONTO issue of a slogan from a PB machine, which was proprietary slogan 1640, *CHILDREN'S MILK FUND TAG DAY*, issued MAY 30.38. Further PB slogan use was limited to the few small offices and TORONTO until PB use began at HAMILTON in 1940, OTTAWA in 1941 and at other major offices soon thereafter.

The only offices other than TORONTO and HAMILTON having slogan use by PB machines from April of 1938 until April of 1941 were:

ANTIGONISH	CAMPBELLTON	DRUMHELLER	GANANOQUE	GODERICH
KAMLOOPS	KENORA	KIRKLAND LAKE	LUNENBURG	NEW GLASGOW
PICTOU	PORT COLBORNE	PRESCOTT	SUMMERSIDE	TIMMINS
WEYBURN	plus Quebec offices	GRAND'MERE	VALLEYFIELD	

By September of 1939 there were also PB machines at

BANFF	BRIDGEWATER	COCHRANE	DRUMMONDVILLE	DUNNVILLE
HALIFAX-DARMOUTH	sub-office	KELOWNA	MELVILLE	NORTHSYDNEY
PENTICTON	PORT ALBERNI	WOODSTOCK N.S.		
plus Quebec offices		AMOS	FARNHAM	MAGOG
RIMOUSKI	SHAWINIGAN FALLS	VICTORIAVILLE		

There is no record of slogan use from the second group until considerably later. It can be seen that these were all minor offices.

Though TORONTO received enough large PB machines in 1938 for its normal needs, and is documented as having nine by September, 1939, it still retained some Perfect machines in reserve and Perfect slogan use from at least one of these has been recorded after TORONTO'S MAY 30.38 first use of a PB slogan. The earliest instance was the AUG.15.38 re-issue of one Perfect die of slogan 1150, *CANADIAN NATIONAL EXHIBITION*, together with two new PB dies. The fact that only one Perfect die was re-issued, rather than all three, suggests that TORONTO was using only one Perfect machine as a backup and other retained Perfects were for emergency or special use only.

A month later, on SEP.10.38, the same pattern followed when only one Perfect die of slogan 7720, *ROYAL WINTER FAIR*, was reissued out of the three available. Then, on OCT 5.38, the single Perfect die of slogan 5830, *BUY AN APPLE*, was re-issued, as was the single Perfect die of slogan 3787, *GIVE FOR COMMUNITY SERVICE* on OCT.17.38.

Also in that month TORONTO used a Perfect die of slogan 7595, *REMEMBRANCE DAY*, although retained Universal dies, usable in the PB machines, were available. In December of 1938 TORONTO re-issued the Perfect die of slogan 9850, *USE THE ADVANCE POSTING SERVICE* and in February-March of 1939 used for one month a newly issued Perfect die of slogan 7879, *SAVE TIME USE AIR MAIL*.

NOTES ON THE INTRODUCTION OF
PITNEY-BOWES MACHINES

CONTINUED

Oddly, while this Perfect die of 7879 was in use, TORONTO also began re-issued use in its PB machines of two other retained Universal dies of the same slogan. This tends to reinforce the concept that only one Perfect machine was available.

In April-May of 1939 TORONTO also briefly used a Perfect die of slogan 3945, *GIVE WINGS TO YOUR MAIL* and in June-July of 1939 a Perfect die of slogan 125, *AIR MAIL SAFE SURE SPEEDY*, but with one exception, this appears to have been the last Perfect use by the office. The exception is in the case of Special Service Marking 41, *THIS MAIL WAS CARRIED BY TRAVELLING LETTER BOX*.

TORONTO had begun use of this marking with a Perfect die in 1935, probably retained continuously, since there is no record of successive re-issues. However, a new PB die of this marking was receipted for in 1940, but all usage seen from 1940 through 1944 has been still from the Perfect die only. Very probable usage in 1945-49 has not been seen, but all use from 1950 is from the replacement PB die.

This suggests that TORONTO continued to retain one Perfect machine at least to 1944 and possibly later, but that from late 1939 on this machine was no longer used for normal purposes, rather being reserved for particular duties such as use of various special service markings.

Normally, the receipt of a Pitney-Bowes machine was either a first machine issue or a replacement of a Perfect machine, and in the case of single machine offices there is no recorded use of Perfect dies after the first PB die use. However, as has been seen in the case of TORONTO, some multi-machine offices received PB machines in addition to, rather than as complete replacements of their Perfects. In these cases, there are also some examples of limited concurrent use of both types.

CALGARY had two Perfect machines from 1934 and a third added in 1947, all retained until 1955. However, one PB machine was added in 1945 and there was occasional slogan use from it, although the majority of use was from Perfects until 1955.

EDMONTON had two Perfect machines from 1934 until at least 1947, but a PB was added in 1943, a second in 1945 and two in 1946. The earliest PB slogan use was in March of 1944, but Perfect slogan use continued to predominate until 1946.

HAMILTON had two Perfect machines from 1934 until 1939, when they were replaced by two PB machines, making HAMILTON the first major office to join TORONTO's use of PB'S. However, there is no record of HAMILTON slogan use of any type thereafter until it used PB slogan 2700, *EAT APPLES*, issued JUL.8.40.

OTTAWA had three Perfect machines from 1930 until NOV.13.40, when at least two were replaced by PB G machines, making OTTAWA the third major office to use PB'S. However, one Perfect must have been retained, since OTTAWA used a Perfect die of slogan 3945, *GIVE WINGS TO YOUR MAIL* from JAN 22.41 to FEB 21.41, a Perfect die of slogan 7875, *SAVE TIME FLY YOUR MAIL* from APR 28.41, probably to early June, and a Perfect die of slogan 7879, *SAVE TIME USE AIR MAIL* from JUN.6.41 to at least early July. Concurrently, it used a PB die of slogan 7860, *SAVE METALS ETC.* from APR.7.41 to at least July and of slogan 7885, *SALUTE TO BRITAIN* for at least a week in late April of 1941. After July of 1941, all slogan use appears to have been PB, though OTTAWA still had a Perfect machine at least to late 1945.

WINDSOR received its first PB machine on May 1st, 1942, replacing one of its two PE machines, but the second was retained until into the 1950's. However, it used at least two PE dies in 1942 after May 1, slogan 132 in September and 7595 in October, though its earliest PB use was of *ENLIST NOW* in June of 1942. Major slogan use after October of 1942 was PB, but oddly it reverted to a PE die of *HELP THE RED CROSS* in 1952.

LEARN TO SWIM LEARN LIFE SAVING

SLOGANS 5280 AND 5280-A

These two recreational slogans were sponsored by the Canadian Amateur Swimming Association in 1936 and re-issued in 1937. One bilingual and three English Perfect dies were rotated among nine English and two bilingual offices. The using offices were all major cities, but the choice of them is a little unusual. There were two offices in British Columbia, two in Alberta, one in Saskatchewan, one in Manitoba, three in Ontario and two in Quebec. Rather oddly, the three Maritime provinces with their miles of sea shore were excluded.

The English die rotation also appears to have been geographically arrived at in both years. In 1936 it began in late June-early July at the three Ontario offices, followed in late July-early August in the three Prairie provinces and in late August was completed at Calgary and B.C. The 1937 rotation was similar, except that it extended from late July to early September and the Calgary-B.C. use was the second rotation and the Prairie provinces the third. The usage periods appear to have been about three and a half to four weeks.

In 1936 the single bilingual die went first to MONTREAL in early July, then to QUEBEC in late July and then back to MONTREAL in August. In 1937 the die went first to QUEBEC in mid August, then to MONTREAL in early September.

Perfect Die 1



OTTAWA	June 29, 1936	OTTAWA	July 16, 1937
WINNIPEG	July 24, 1936	CALGARY	Aug. 9, 1937
CALGARY	Aug. 20, 1936	EDMONTON	Sep. 1, 1937

Perfect Die 2



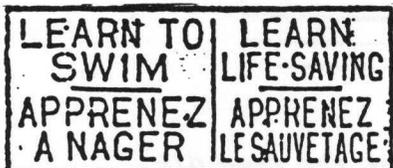
HAMILTON	July 3, 1936	TORONTO	July 26, 1937
EDMONTON	July 30, 1936	VICTORIA	Aug. 14, 1937
VANCOUVER	Aug. 24, 1936	REGINA	Sep. 10, 1937

Perfect Die 3



TORONTO	July 4, 1936	HAMILTON	July 17, 1937
REGINA	Aug. 1, 1936	VANCOUVER	Aug. 12, 1937
VICTORIA	Aug. 24, 1936	WINNIPEG	Sep. 7, 1937

Bilingual Perfect Die 1



MONTREAL	July 9, 1936	QUEBEC	Aug. 13, 1937
QUEBEC	July 27, 1936	MONTREAL	Sep. 9, 1937
MONTREAL	Aug. 19, 1936		

DECLARE WAR ON ARTHRITIS

SLOGAN 2385

This is a very minor slogan, not normally warranting attention, but the usage is just sufficiently unusual as to be worth noting.

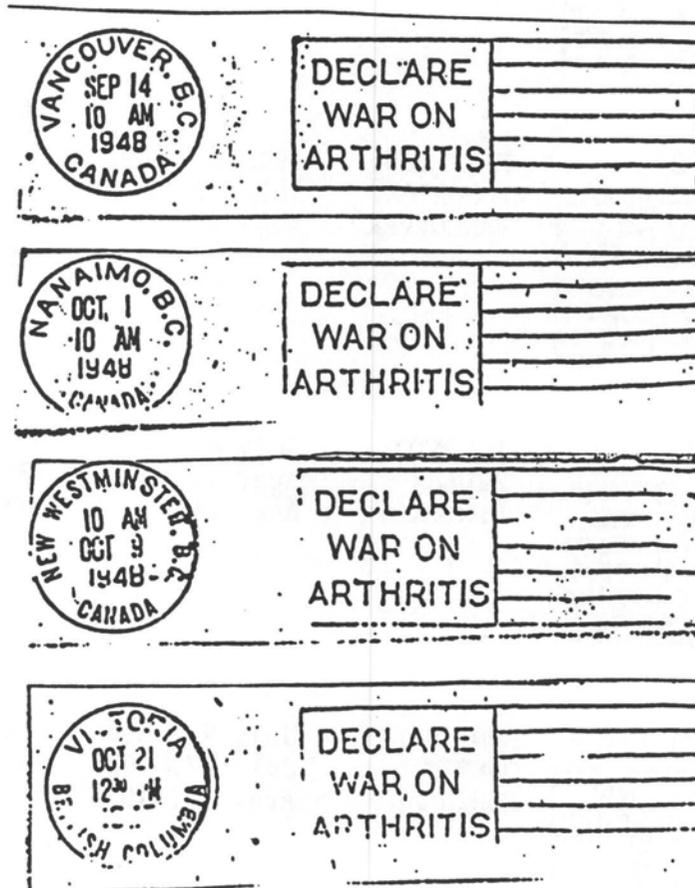
The use was restricted to four British Columbia offices, suggesting that the sponsor was a provincial rather than a national organization. Also, the sponsor was seemed concerned with expense, since only a single die was issued to serve all four offices in rotation for several years. The die was first issued to VANCOUVER in September of 1948, used there for two weeks, then sent to NANAIMO for one week, then to NEW WESTMINSTER for about a week and finally to VICTORIA in late October.

In 1949 the rotation began at VANCOUVER in May, followed by NEW WESTMINSTER, NANAIMO and VICTORIA during late May and June. In 1950 the rotation began in April at VICTORIA, followed by VANCOUVER, NEW WESTMINSTER and NANAIMO during May.

Usage was omitted in 1951, but resumed in May of 1952, with first use at VANCOUVER, followed by NEW WESTMINSTER. The catalogue lists 1952 VICTORIA use, but this is very doubtful and no NANAIMO use is reported.

There was no further use for several years, but the die must have been retained, since it was re-issued to VANCOUVER in 1959 and has been recorded there on May 15th and 16th.

The use of a single die at four offices, with some use in each of five different years, is probably unique, thus giving the slogan a measure of distinction in spite of its minor nature.



1948 use at four offices, showing that the same die was rotated between them.

TORONTO INTERNATIONAL MACHINE
USAGE

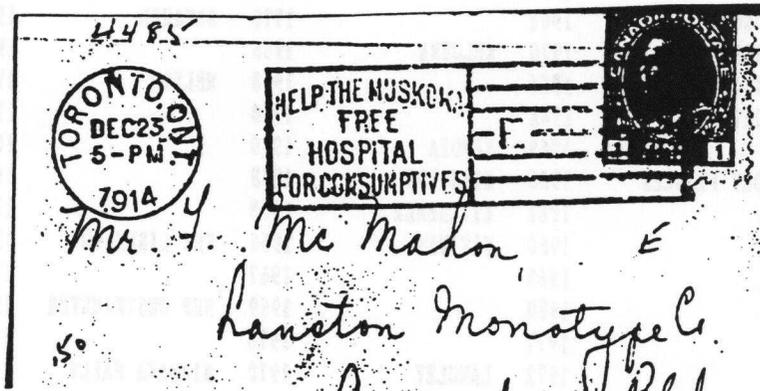
It has been well established that TORONTO had four International machines at the time Canadian slogan use began in 1912. Accordingly, TORONTO's two major annual proprietary slogans were both issued in four dies, the slogan 1150 CANADIAN NATIONAL EXHIBITION in 1912 with dies originally identified 1 to 3 and blank, the blank later in the year changed to show 4, and the 4485 HELP THE MUSKOKA FREE HOSPITAL in 1913 with dies identified A to D.

It has also been well established that a fifth machine was later added, thought to be in 1915, since in that mid-year slogan 1150 was known in five dies, four being redated 1914 dies 1 to 4 and a new fifth added, identified as 5. Then, late in that year, slogan 4485 is known in five dies, four being re-issued 1914 dies A to D and a fifth, identified as E, thought to be an added new die.

Recently, however, a single strike of 4485 die E has been seen dated December 23, 1914. This clearly indicates that the fifth machine was actually added in the later half of 1914, since the 1150 slogan use to September of 1914 was still in only four dies, but by the time of the November issue of 4485 a fifth die had been added.

When first seen, there was some question whether this might be a distorted die B, but further research indicated that it did not match the B die, but did exactly match the E die, previously known only from 1915.

The MUSKOKA slogan is a very common one, and the late 1914-early 1915 use of it is probably present in nearly all collections. Since the fifth machine almost certainly used the slogan to the same extent as did the other four, at least intermittently between November 20th, 1914 and January 23rd, 1915, there is no reason why strikes from the E die should be scarcer than those of any of the other four dies. It is probably only because an E die was not expected to be found in 1914-15 that many examples of it have been passed over as worn or damaged B's, so members should carefully recheck their holdings.



NOTES ON SOME CHRISTMAS SLOGANS

By Robert Thorne

The recent purchase of a box of Christmas covers from the 1970 period has provided a good deal of information about Christmas related slogans used at that time. I have checked these with John Robertson, Jeff Switt and Cathy Ward, who have supplied some additions, but I would be very glad to exchange for any additions members might be able to offer. Since all three slogans listed had annual use just before Christmas, actual earliest and latest dates are not important, so use is given by year only, though any carry-over use to January of the following year is indicated by an * following the year date.

SLOGAN 398 - AVOID THE XMAS BLUSH VOTRE AFFAIRE EST DANS LE SAC SI VOUS POSTEZ TOT.

The Proulx catalogue lists use in 1970-71 by 42 offices. I have been able to identify 40 offices with use in one or both years, plus LACHINE use in January of 1972, which is probably carry-over from December, 1971 use.

BELLEVILLE	1970	CORNWALL	1970	LETHBRIDGE	1970	NIAGARA FALLS	1970	SURREY	1970
BRAMPTON	1970	DARTMOUTH	1970	LEVIS	1971	PETERBOROUGH	1970	TORONTO	1970
BRANDON	1970	FREDERICTON	1970	LONDON	1970	POINTE-CLAIRE-DOR	1970	VANCOUVER	1970
BRANTFORD	1970	HALIFAX	1970		1971	QUEBEC	1970	VICTORIA	1970
BURLINGTON	1970		1971	LONGUEUIL	1970	REGINA	1970		1971
	1971	HAMILTON	1971	MONCTON	1970	ROYBORO	1970	VILLE DE LAVAL	1970
CALGARY	1970	ISLINGTON	1970		1971		1971	WELLAND	1970
	1971	KANLOOPS	1970	MOOSE JAW	1970	ST. JOHN	1970	WILLOWDALE	1970
CHARLOTTETOWN	1970	LACHINE	1970	NEW WESTMINSTER	1970	SASKATOON	1970		1971
CHICOUTIMI	1970		1972*		1971	SHERBROOKE	1970	WINNIPEG	1970

SLOGAN 1658 - CHRISTMAS SEALS FIGHT CHEST DISEASE

The Proulx catalogue lists use in 1966-72 by 128 offices. I have been able to identify 104 offices with use in one or more years, so there are probably still quite a few that I would appreciate being able to add to this list.

ABBOTSFORD	1966	DUNNVILLE	1968	HAMILTON	1967	MISSISSAUGA	1968	OSHAWA	1968
AMHERST	1970		1969		1968	MOOSE JAW	1966		1970
ANTIGONISH	1967		1970	HANEY	1966	NANAIMO	1966	OTTAWA	1966
	1968	EDMONTON	1968	ISLINGTON	1967		1967		1967
BOWMANVILLE	1970		1970		1968		1968		1968
BRANTFORD	1967	EDSON	1968		1970	NAPANEE	1969	OWEN SOUND	1968
BRIDGEWATER	1969	ESSEX	1970	KELOWNA	1966		1970	PEMBROKE	1968
	1970	ESTEVAN	1966		1968	NELSON	1966	PENTICTON	1966
CAMPBELL RIVER	1966	FORT ERIE	1968		1970		1967		1967
	1970		1969	KENORA	1970		1968		1968
CASTLEGAR	1968	FORT FRANCES	1966	KINGSTON	1968		1969	PETERBOROUGH	1966
	1969		1967	KITCHENER	1968		1970		1968
CHATHAM	1968		1968	KITIMAT	1966	NEW LISKEARD	1969	PORT ALBERNI	1967
	1969		1969		1967		1970		1968
	1970		1970		1969	NEW WESTMINSTER	1966		1970
CHILLIWACK	1970		1971		1970		1969	PORT COLBORNE	1969
CORNWALL	1968		1972	LANGLEY	1970	NIAGARA FALLS	1967		1970
COURTENAY	1966	FORT ST. JOHN	1966	LETHBRIDGE	1968		1968	PORT HOPE	1968
	1968		1968		1970		1969	PRESTON	1967
CRANBROOK	1966		1970	LINDSAY	1967	NIAGARA ON THE L.	1970	PRINCE GEORGE	1968
	1968	FORT WILLIAM	1966		1968	NORTH BAY	1970		1970
	1970		1968		1970	NORTH SURREY	1966	QUESNEL	1968
CRESTON	1966	GRANDE-PRAIRIE	1970	LIVERPOOL	1970		1968		1970
	1968	GRIMSBY	1967	LONDON	1967	OAKVILLE	1967	REVELSTOKE	1970
DON MILLS	1969		1968		1968		1968	ST. CATHARINES	1967
DOWNSVIEW	1969		1969	LUNENBURG	1970	OLIVER	1968		1969
DUNCAN	1966		1970	MEDICINE HAT	1968	ORANGEVILLE	1967	ST. JOHN'S	1970
	1968	GUELPH	1969		1970		1970	ST. STEPHEN	1966
		HALIFAX	1967	MISSION CITY				ST. THOMAS	1968

NOTES ON SOME CHRISTMAS SLOGANS

SLOGAN 1658 - CHRISTMAS SEALS FIGHT CHEST DISEASE continued

SALMON ARM	1967	SYDNEY	1968	VANCOUVER	1966	WELLAND	1969	WILLIAMS LAKE	1966
	1970	TERRACE	1966		1967	WEST HILL	1968		1970
SARNIA	1966	THOROLD	1968		1968	WESTON	1966	WILLOWSALE	1968
	1967		1969	VERNON	1966		1967	WOODSTOCK	1966
	1968		1970		1967		1968		1968
	1969		1971		1970		1969	YARMOUTH	1970
	1970	TORONTO	1966	VICTORIA	1966	WEYBURN	1966	YORKTON	1966
SASKATOON	1966		1967		1967	WHITEHORSE	1966		
SAULT-STE-MARIE	1968		1968		1968	WHITE ROCK	1966		
SCARBOROUGH	1968	TRAIL	1966	WATERLOO	1967		1969		
SIMCOE	1968		1970		1968		1970		
	1969	TRURO	1967						
	1970								

SLOGAN 1661 - CHRISTMAS SEALS FIGHT TB & RD - UTILISEZ LES TIMBRES DE NOEL

Proulx lists 1969-77 use from 76 offices, but 96 offices have been seen and use extends to 1988. There are 24 offices recorded in 1969, but 60 have been seen in 1970, so the number of dies must have been substantially increased in that year.

ABBOTSFORD	1970	DRUMMONDVILLE	1971	KITCHENER	1969	PARRY SOUND	1980	SYDNEY	1969
BARRIE	1979	DUNCAN	1970		1970	PEMBROKE	1970		1970
	1980	DUNNVILLE	1972	KITCH.-WATERLOO	1972	PENTICTON	1970	THOROLD	1972
	1983	EDMUNDSTON	1970		1973*		1979	THUNDER BAY STA P.	1970
	1985*	PORT ERIE	1970	LINDSAY	1972	PETERBOROUGH	1969	TIMMINS	1970
	1985		1972	LONDON	1970		1970	TORONTO	1969
	1986	FORT FRANCES	1972	MIDLAND	1977		1972		1970
	1987	FORT WILLIAM	1969		1978*		1976	TRENTON	1972
	1988	FREDERICTON	1970		1979		1978	TROIS RIVIERES	1969
BELLEVILLE	1972		1971	MISSISSAUGA	1969		1979		1970
	1979		1972		1971	PICTON	1972	TRURO	1970
BRANTFORD	1969	GRIMSBY	1972	MONCTON	1970	PICTOU	1970	VANCOUVER	1969
	1970	GUELPH	1970	NANAIMO	1969	PORT HOPE	1969		1970
	1971	HALIFAX	1969		1970		1970	VICTORIA	1970
	1972		1970		1978	PRESTON	1970	WATERLOO	1970
BRIDGEWATER	1972		1971		1981	PRINCE GEORGE	1982	WELLAND	1970
BROCKVILLE	1969		1972	WAPANEE	1972		1984		1972
	1970	HAMILTON	1969	NEW LISKEARD	1969	RED DEER	1970	WESTON	1970
CALGARY	1970		1970	NEW WESTMINSTER	1970	REGINA	1972	WILLOWDALE	1969
	1971*		1971		1975	REXDALE	1970		1970
CAP DE LA MAD.	1970	HULL	1969		1979		1972		1972
CHARLOTTETOWN	1970		1970		1981	ST. CATHARINES	1972	WINDSOR	1970
CHICOUTIMI	1971*	ISLINGTON	1972		1982	ST. JOHN	1970		1972
COBOURG	1970	JONQUIERE-KEMO.	1970		1983	ST. THOMAS	1970	WINNIPEG	1971
COLLINGWOOD	1977	KAMLOOPS	1969	NIAGARA FALLS	1970	SARNIA	1972		1972
CORNER BROOK	1969		1979		1973*	SASKATOON	1970	WOODSTOCK	1969
	1970	Inverted die	1984*	OAKVILLE	1970	SAULT STE. MARIE	1972		1970
CORNWALL	1970	KELOWNA	1975	ORILLIA	1970	SCARBOROUGH	1969		
	1976		1976		1971		1971		
COURTNEY	1970		1984*		1972		1972		
DIGBY	1972		1984		1977	SHAWINIGAN	1970		
DON MILLS	1972	KIMBERLEY	1969		1983	SMITH'S FALLS	1972		
DOWNSVIEW	1970	KINGSTON	1970	OSHAWA	1972	SPRINGHILL	1970		
	1972		1972	OTTAWA	1969	STRATFORD	1970		
	1973	KIRKLAND LAKE	1972	OWEN SOUND	1969	SUDBURY	1970		
DRUMHELLER	1970				1970		1972		

CANADIAN NATIONAL EXHIBITION

PRESTON POPE, NOT PREVIOUSLY A CONTRIBUTING MEMBER, HAS RECENTLY SENT US A FULL COLOR ILLUSTRATION OF A MOST DRAMATIC C.N.E. ILLUSTRATED CARD, COMPLETE WITH A DOUBLE STRIKE OF THE 1937 SLOGAN. UNFORTUNATELY, WE DO NOT HAVE THE FACILITIES FOR COLOR REPRODUCTION, BUT EVEN IN BLACK AND WHITE THIS MAKES AN IMPRESSIVE DISPLAY.



REGISTER LETTERS OF VALUE

SLOGAN 7527

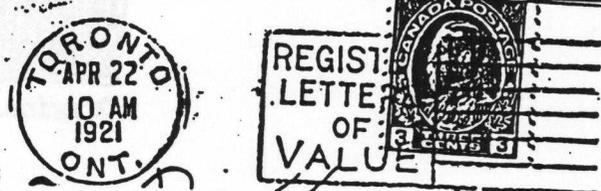
This otherwise minor slogan, issued in 1921, assumes importance from its status as a forerunner of the major slogan 7525, REGISTER ALL LETTERS OF VALUE, which followed in 1922. Additionally, its issue to TORONTO in March of 1921 was concurrent with the issue there of a single die of the related slogan 2625, DO NOT PLACE MONEY IN UNREGISTERED MAIL. These two slogans therefore share the distinction of being the earliest use of a Postal Directive, defined as an unsponsored slogan issued by the Post Office itself to advertise its own services.

It is probable that both slogan 7527 and 2625 were experimental, each having been first issued in a single die to TORONTO only, but subsequently followed in 1922 by multiple dies of slogans 7525 and 2625, issued concurrently to several offices.

The TORONTO 1921 use of slogan 7527 was originally thought to have been from three dies, but subsequent research disputes this. A single strike dated APR.4.21 gives the appearance of having a short 21mm slogan box, and was assumed to be a separate die from a very similar one, recorded between MAR.10 and APR.22, with a 23mm box, as illustrated below.

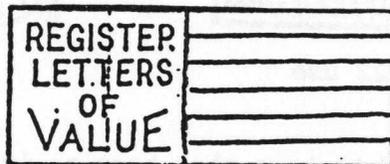


21mm slogan box



23mm slogan box

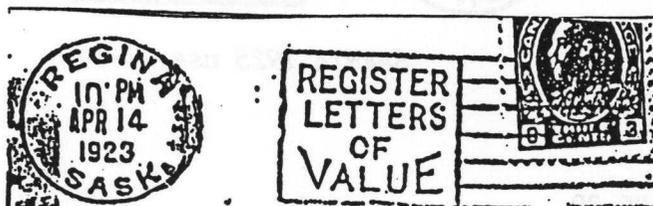
It is now considered much more probable that the single strike with the short box is a distortion, and that all usage recorded in March and April of 1921 is from one die only. However, all later usage, recorded from JUL 8.21 until APR 17.22 as illustrated below, is clearly from a different die, which now appears to have been a replacement of the original, since there is no concurrency.



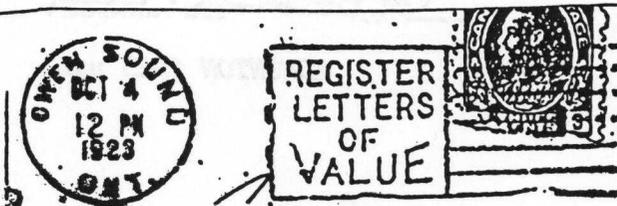
1921-22 replacement die

It can be noted that the earliest recorded use of the multi-office slogan 7525 is OCT.10.22 at MONCTON, and TORONTO had no use of 7525 until 1927. It can therefore be assumed that the single remaining die of slogan 7527 was withdrawn between April and October of 1922 and had no concurrent use with slogan 7525 in 1922.

However, although withdrawn, the die was retained, since it has been recorded used at REGINA in April of 1923 and is documented as sent to OWEN SOUND on SEP.10.23, seen used there until OCT 4.23. The catalogue reports later use at STRATHCONA in 1926-27, but this has been established as slogan 7525 use,



REGINA use



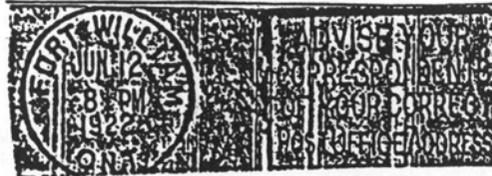
OWEN SOUND use

DIE DAMAGE AND REPAIR

SLOGAN 63

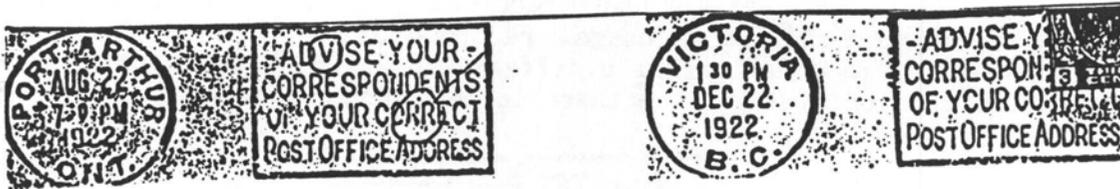
Instances of damaged slogan dies are by no means uncommon, but rarely do they ever appear to have been repaired. Therefore, it must have been normal policy that dies suffering only minor damage, with the basic message remaining clear, were to be retained for considerable periods without attempt made to repair them. It is therefore unusual to find evidence of a damaged die being repaired in any way, although since dates on annual dies could be easily altered, it is reasonable to expect that minor damages could have been repaired.

In the case of the usage of one of several dies of slogan 63, *ADVISE YOUR CORRESPONDENTS OF YOUR POST OFFICE ADDRESS*, there is such evidence that a peculiar series of repairs was at least attempted. The die was originally issued to FORT WILLIAM, probably in May of 1922, but there is neither a proof nor a receipt strike available to determine its state at time of issue. However, an early strike of JUN.12.22 clearly shows a shortened V in ADVISE, the bottom of it having been damaged.



Original FORT WILLIAM 1922 use

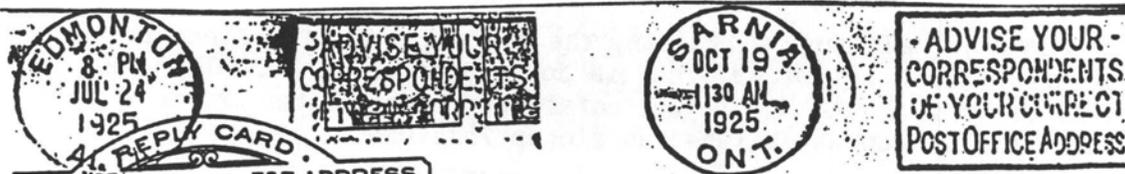
The die is known to have been re-issued to PORT ARTHUR later in 1922 and a strike of AUG.22.22 clearly shows that no attempt had been made to repair the damage. It was then re-issued to VICTORIA in late 1922 and a strike of DEC.22.22 also shows the same damage.



PORT ARTHUR 1922 use

VICTORIA 1922 use

The die is believed to have then been re-issued to ST. HYACINTHE in 1923, but neither a receipt strike or use has been seen, so its condition in 1923-24 cannot be determined. However, in 1925 it was re-issued to EDMONTON and a strike of JUL.24.25 still shows the short V, indicating that the damage probably was the same during ST. HYACINTHE use. The next re-issue was to SARNIA in late 1925 and a proof book receipt strike indicates that the damage still existed.



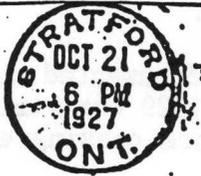
EDMONTON 1925 use

SARNIA 1925 use

DIE DAMAGE AND REPAIR

CONTINUED

There may have been unrecorded 1926 use, but in late 1927 the die was re-issued to STRATFORD and the receipt strike of OCT.21.27 looks very much as though the V had been finally repaired. However, the real oddity is that a STRATFORD strike of JUL.5.28 gives the appearance of the original damage.



ADVISE YOUR
CORRESPONDENTS
OF YOUR CORRECT
POST OFFICE ADDRESS



ADVISE YOUR
CORRESPONDENTS
OF YOUR CORRECT
POST OFFICE ADDRESS

STRATFORD 1927 use

STRATFORD 1928 use

The next re-issue was to PRINCE RUPERT in early 1930 and on the receipt strike of JAN.16.30 the V appears as again repaired. Then, in the final re-issue to CARLETON PLACE on JUL.25.30, the receipt strike suggests that the shortened V had returned.



ADVISE YOUR
CORRESPONDENTS
OF YOUR CORRECT
POST OFFICE ADDRESS



ADVISE YOUR
CORRESPONDENTS
OF YOUR CORRECT
POST OFFICE ADDRESS

PRINCE RUPERT 1930 use

CARLETON PLACE 1930 use

The sequence above is so very strange as to be almost unbelievable, and might be attributed to the fact that the appearance of the STRATFORD JUL 5.28 strike was an isolated instance of the slight distortions that can appear on normal usage strikes. However, a later STRATFORD strike of JAN 12.29 appears to correspond to the earlier one in a convincing manner.



ADVISE YOUR
CORRESPONDENTS
OF YOUR CORRECT
POST OFFICE ADDRESS

STRATFORD 1929 use

Nevertheless, it will take the eventual appearance of considerably more usage than has yet been seen to fully establish or refute this strange progression, but there is enough evidence to indicate a rather unique state of events. Readers should check their own holdings and any reports casting more light on this matter are much solicited.

INSURE PARCELS FOR GREAT BRITAIN

AND IRELAND AT THE POST OFFICE

SLOGAN 4810

This is one of the more minor Postal Directive slogans and it is not clear why it was thought necessary to issue it in 1923, in addition to the earlier slogan 4815, *INSURE YOUR PARCELS AT THE POST OFFICE*, which originated in 1922.

There appear to have been only three Universal dies, two documented as issued in December of 1923 and the third in December of 1924. Usage to 1929 was limited and totally omitted in 1930-32, but resumed briefly in 1933-34, before ceasing entirely since there was no later revival.

Two offices documented as having been issued dies in 1925, CHARLOTTETOWN and NEW WESTMINSTER, have not been seen in either actual or receipt strikes so their die identification is not certain. The CHARLOTTETOWN is probably die 2 and NEW WESTMINSTER die 1, but they require confirmation.

APPENDIX A

Universal die 1.



WINNIPEG	23.12.17	24.03.04 S
REGINA	24.12.17	
NEW WESTMINSTER	25.05.06	Unconfirmed
CHARLOTTETOWN	26.12.28	27.08.18
VICTORIA	29.02.01	29.06.06
PRINCE RUPERT	33.09.05	33.11.28
STRATFORD	34.04.14	34.08.08

Universal die 2.



OTTAWA	23.12. ?	24.02.05 S
CHARLOTTETOWN	25.01.15	Unconfirmed
EDMONTON	28.08.20	29.02.11
FORT FRANCES	33.09.07	33.11.16

Universal die 3.



VANCOUVER	24.12.10	25.02.10 S
SASKATOON	25.10.25	
MOOSE JAW	33.09.07	33.10.23

APPENDIX B

CHARLOTTETOWN	2-?	25.01.15		PRINCE RUPERT	1	33.09.05	33.11.28
CHARLOTTETOWN	1	26.12.28	27.08.18	REGINA	1	24.12.17	
EDMONTON	2	28.08.20	29.02.11	SASKATOON	3	25.10.25	
FORT FRANCES	2	33.09.07		STRATFORD	1	34.04.14	34.08.08
MOOSE JAW	.3	33.09.07	33.10.23	VANCOUVER	3	24.12.10	25.02.10 S
NEW WESTMINSTER	1-?	25.05.06		VICTORIA	1	29.02.01	29.06.06
OTTAWA	2	23.12. ?	24.02.05 S	WINNIPEG	1	23.12.17	24.03.04 S

ADDRESS YOUR MAIL TO
STREET AND ADDRESS

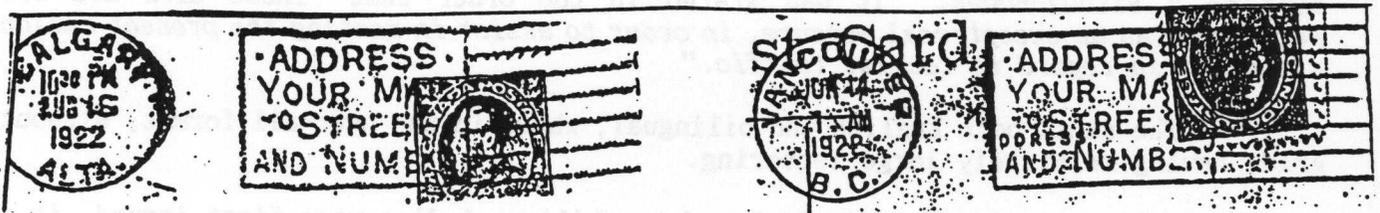
INTERESTING UPDATES TO SLOGAN 45

This early major Postal Directive was first classified in Issue 6 and revised in Issue 16, but two very interesting updates have surfaced since.

The revision included the following: "An oddity exists in the case of the 1922 CALGARY use. A single strike has been seen, dated August 16, 1922, with the die differing from the five dies seen on other 1922 usage. No further use of this die has been recorded, so it must be assumed that it was either lost or damaged very shortly after issue, and not replaced."

This implied that the original issue was to CALGARY, but now two earlier strikes of the same die are reported from VANCOUVER on May 23 and June 14 of 1922, indicating that this die 3 was first issued to VANCOUVER, then sent to CALGARY. It remains unrecorded in later years, so the assumption that it was lost or damaged after 1922 is still valid.

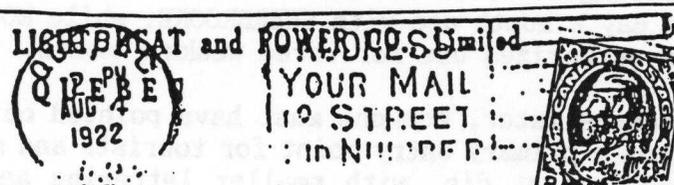
One of the VANCOUVER strikes and the originally seen CALGARY strike are illustrated below.



Also, it had been noted that MONTREAL used English die 5 in early 1922, since there was not use of bilingual slogan 4767 until it was issued to QUEBEC in mid-1923. It was unusual for MONTREAL to use an English die, but this exception was thought to be because use at QUEBEC was not anticipated in 1922, so it was not worth issuing a bilingual die for use at one office only.

However, this is now demonstrated as incorrect, since Jean-Guy Dalpe has sent a photo of the same English die 5 used by MONTREAL, but used at QUEBEC on August 4, 1922 and also reports the same use earlier on July 24, 1922. This follows closely after the MONTREAL use, indicating the most unusual situation of an English die employed consecutively at both MONTREAL and QUEBEC in at least May-August of 1922, still well before the bilingual die of slogan 4767 was issued in the following year.

The QUEBEC English use is illustrated below.



CANADA'S DOORS ARE OPEN TO
TOURISTS

SLOGANS 1010 AND 1010-A

The above are W.W. II inspired slogans with a short and rather interesting usage, as outlined in Post Office correspondence.

It appears that in early 1940 the Post Office had indicated to the Canadian Travel Bureau of the Dominion Department of Transport that it was prepared to employ slogan dies advertising that Canada still welcomed tourists, in spite of the war. The Ministry of Transport replied to the PMG on February 24, 1940, accepting the offer and agreeing to pay the cost of eight English and two bilingual dies. They suggested that the slogan be worded TOURISTS TRAVEL FREELY IN CANADA.

A later hand-written memo from the Head of the Public Relations Branch of the Post Office to the Equipment and Supply Branch reads "Mr. Dolan suggests that the slogan lacks punch and he amended the wording to read CANADA'S DOORS ARE OPEN TO TOURISTS." The French wording on the bilinguals was LE CANADA OUVRE SES PORTES AUX TOURISTES.

On March 4, 1940 an order was given to prepare and issue the seven Perfect English dies, the one Pitney-Bowes English die and the two Perfect bilinguals dies. The inclusion of TORONTO in the designated English using offices required that one of the dies be a Pitney-Bowes. It was stated in the order that "These dies are being authorized as an exceptional measure, in order to assist in meeting the present national situation in regard to tourist traffic."

The dies, both English and bilingual, were in the over-all format, without a grid, having relatively large lettering.

Although only eight English and two bilingual dies were first issued, it was intended that they rotate among thirteen designated English and three bilingual offices, most using them for 10 days a month during April to September. They were as follows:

CALGARY	CHARLOTTETOWN	EDMONTON	FREDERICTON	HALIFAX	OTTAWA	REGINA
ST. JOHN	SASKATOON	TORONTO	VANCOUVER	VICTORIA	WINNIPEG	
Bilingual - MONTREAL		QUEBEC	SHERBROOKE			

The first English issue in early April was to VICTORIA, alternating with VANCOUVER, to EDMONTON alternating with CALGARY, to REGINA alternating with SASKATOON, to ST. JOHN alternating with FREDERICTON and to HALIFAX alternating with CHARLOTTETOWN. OTTAWA and WINNIPEG could use their dies for the same periods as the others, but retain them between usages. TORONTO, having more available machines, could use its retained die for three weeks a month.

The first bilingual issue of the two dies was to MONTREAL and QUEBEC, QUEBEC then alternating ten day a month use with SHERBROOKE, while MONTREAL retained its die, and like TORONTO was authorized use for three weeks a month.

About two months later, someone must have pointed out that WINDSOR, directly on the U.S. border, was a primary entry point for tourists and should be included in the slogan usage. A new Perfect die, with smaller lettering and a grid, was therefore issued to WINDSOR on June 6th. Available correspondence does not cover this addition, but probably WINDSOR retained its die without alternating use with another office.

Although it can be assumed that the dies were available, there was no further re-issue after 1940 during the war. However, rather oddly, the retained TORONTO Pitney-Bowes die was re-issued consecutively to three offices in 1950, KENORA, SIOUX LOOKOUT and VICTORIA, and further re-issued again to KENORA in 1953.

CANADA'S DOORS ARE OPEN TO TOURISTS

CONTINUED

One of the original English Perfect dies.



One of the bilingual Perfect dies.



The TORONTO Pitney-Bowes die.



The new WINDSOR Perfect die.

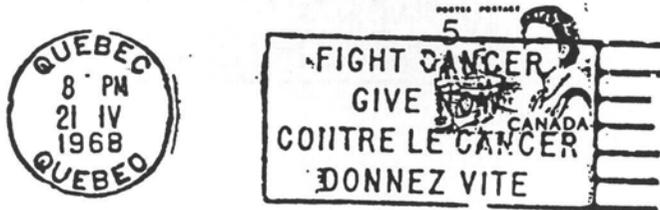


AN ODD LOOKING DATER

Daters are not normally of major importance to slogan collectors, although instances of daters reversed to the slogan, or the slogan reversed to the dater, are oddities that Proulx considered worthy of listing separately in his catalogue as *INVERTED SLOGANS*, *DATER INVERTED* and *BOTH SLOGAN AND DATER INVERTED*.

In addition to these categories, there are frequent instances of one line of the indicia being inverted to the dater itself and to the other indicia lines, though the dater is not reversed to the slogan.

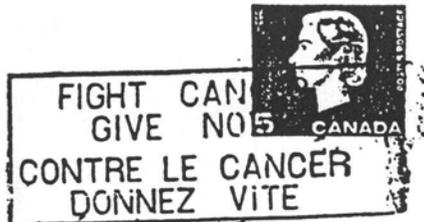
The Editor has recently noticed in his collection a very odd looking QUEBEC dater that seems to combine quite a number of errors. In the late 1950's and early 1960's QUEBEC normally used a dater reading QUEBEC P.Q./CANADA, with the province abbreviated as usual, but CANADA added. However, in the later 1960's the office adopted a dater reading QUEBEC/QUEBEC, with the province spelled out and CANADA omitted. A strike is illustrated to show the normal appearance of this dater format.



The oddity is a 1965 strike of this dater format, used with slogan 3412-A. In this case, all three indicia lines are upright, but it appears that all three lines were inserted into the dater reversed to the fixed wording. In addition, the dater's fixed wording is reversed to the slogan, although the indicia, having been reversed to the dater, is upright to the slogan.

It is difficult to give an oddity of this nature an appropriate designation. It is a *Dater Inverted to the Slogan*, but seems to go well beyond that. However, *Indicia Inverted to the Dater and Dater Inverted to the Slogan* sounds rather awkward. It is of course only an aberration, but unusual enough to warrant illustrating below.

*Convent N. N. du-Canada
353, rue Chabot
Quebec S.*



*La foi vivifiante
C. A. 10
Station B.
Montréal S.*

STAMP OUT SYPHILIS IN SASKATCHEWAN

STAMP OUT V.D. OR STAMP OUT VD!

SLOGANS 8655 AND 8680

These two slogans, together with the bilingual 8680-A reading STAMP OUT VD! ENRAYONS LE MAL VENERIEN, appear very related both in subject matter and dates of use. The 8600 had Dominion wide use in 1944-47 and was sponsored by the Health League of Toronto, but 8655 was, as its wording implies, restricted to Saskatchewan use only, in 1945-48 or 1949, and probably had a different sponsor.

Member Cecil Coutts has always had a strong interest in them, but the Editor found them rather indelicate and refrained from researching them until preparation of the forthcoming book on the 1941-53 usage required that they be given some attention.

SLOGAN 8655

The sponsors of this slogan were clearly economy minded, since they arranged to purchase only one Perfect die, but had it used in seven offices over several years. The original issue was to REGINA in February of 1945, after which the die was rotated at two-to-three week intervals in six other Saskatchewan offices. The receipt strikes in the Proof Book indicate the following progression in 1945.

REGINA-FEB. 2, 1945	PRINCE ALBERT-FEB. 23, 1945	NORTH BATTLEFORD-MAR. 12, 1945
YORKTON-MAR. 29, 1945	SWIFT CURRENT-APR. 14, 1945	SASKATOON-MAY 4, 1945
	MOOSE JAW-MAY 22, 1945	

This is the full extent of the documentation for 1945, but a REGINA strike has been seen dated June 13, 1945, suggesting the possibility of an undocumented second progression in June-September. Members should check their material to determine if any of the other offices had second later 1945 usages.

The only proof book receipt strike for all of 1946 is from MOOSE JAW on June 18, 1946. Normally the documentation in this 1940's period is very complete and would therefore indicate no further 1946 usage, but SASKATOON has been seen on Sep. 23, 1946 and CPSGB has reliable multiple reports of 1946 use at REGINA, PRINCE ALBERT, NORTH BATTLEFORD, YORKTON and SWIFT CURRENT, so it appears that there was 1946 usage by the original seven offices, although the rotation may have been in the later part of the year only.

As in 1946, there is only one receipt strike in 1947, again from MOOSE JAW, dated Feb. 19, 1947. However, SASKATOON has been seen on Feb. 11, 1947 and there are reliable CPSGB reports of NORTH BATTLEFORD use. There are also much less reliable single-party CPSGB reports of PRINCE ALBERT, REGINA and SWIFT CURRENT 1947 use, but not of YORKTON. Therefore, the 1947 use was most probably from a lesser number of offices than in 1945-46.

There is no documentation of 1948-49 use, but NORTH BATTLEFORD has been seen dated Dec. 2, 1948 and the catalogue also indicates 1949 use there, which is possible early in that year as a carry-over from the December of 1948 confirmed use.

SLOGAN 8680

The usage of this related slogan is considerably more complicated than that of 8655, but rather better documented. The earliest use is that of a Perfect die at BRANTFORD on Sep. 20, 1944, worded without the "!". Oddly, this Perfect die is not again recorded, since all further use was from offices with Pitney-Bowes machines.

STAMP OUT SYPHILIS IN SASKATCHEWAN

STAMP OUT V.D. OR STAMP OUT VD!

continued

The next usage is slightly later in 1944, at HAMILTON on Sep. 30, 1944 from a PB die in the same format as the earlier Perfect die. This die does reappear briefly at KITCHENER on Jan. 20, 1945 and again on Mar. 13, 1946 at SARNIA. A second PB die, in the same format as the first, was receipted from WATERLOO on the same date, Jan. 20, 1945, as the first was used at KITCHENER. It can be noted that KITCHENER and WATERLOO are neighboring offices that occasionally used similar slogans. However, this die is not again recorded.

The major use of the slogan is from a third PB die, with an "!" after VD, first issued to TORONTO in early February of 1945. The same die is documented as having rotated at intervals of a few weeks in several offices during 1945-47. This rotation is as follows.

TORONTO	FEB 3, 1945	TORONTO	JAN 27, 1946	TORONTO	JAN 20, 1947
PETERBOROUGH	MAR 12, 1945	HAMILTON	FEB 12, 1946	HAMILTON	FEB 11, 1947
KINGSTON	MAR 28, 1945	WINNIPEG	MAR 4, 1946	WINNIPEG	FEB 28, 1947
COLLINGWOOD	APR 30, 1945	CALGARY	MAR 21, 1946	EDMONTON	MAR 18, 1947
SAULT	MAY 16, 1945	EDMONTON	APR 9, 1946	VANCOUVER	APR 9, 1947
SUDBURY	MAY 31, 1945	VANCOUVER	APR 26, 1946	VICTORIA	APR 24, 1947
CHATHAM	JUN 16, 1945	VICTORIA	MAY 11, 1946		
SARNIA	JUL 2, 1945				
GALT	JUL 18, 1945				
KITCHENER	AUG 3, 1945				
LONDON	AUG 18, 1945				

It should be noted that all 1945 use of this die was at Ontario offices and so were the first two 1946 using offices, but thereafter the rest of 1946 was at major western offices. This pattern of the first two usages in Ontario and the balance in the west was repeated in 1947.

It should also be noted that CPSGB reliably reports undocumented and undated SARNIA use in 1946, but the dating pattern does not give much room for the 1946 inclusion of this Ontario office, though it did have 1945 use.

SLOGAN 8680-A

The bilingual usage appears well documented as from a single Perfect die, rotated among Quebec offices in 1945-47 as follows.

MONTREAL	FEB 2, 1945	MONTREAL	JAN 21, 1946	MONTREAL	JAN 20, 1947
HULL	MAR 28, 1945	QUEBEC	FEB 13, 1946	SHERBROOKE	MAR 4, 1947
JOLIETTE	APR 14, 1945	SHERBROOKE	FEB 26, 1946	ST. HYACINTHE	MAR 12, 1947
LEVIS	MAY 2, 1945	ST. HYACINTHE	MAR 13, 1946	TROIS RIV.	MAR 20, 1947
ST. JEAN	MAY 18, 1945	TROIS RIV.	MAR 28, 1946	ST. JEAN	APR 30, 1947
ST. JEROME	JUN 6, 1945	ST. JEAN	MAY 1, 1946		
SOREL	JUN 24, 1945				
THETFORD M.	JUL 16, 1945				
TROIS RIV.	JUL 21, 1945				
MONTREAL	AUG 8, 1945				

It can be noted that 1945 rotation was more frequent and from more offices than in 1946-47 and that MONTREAL repeated 1945 use after the normal circuit was completed.

1992 "OFFICIAL OLYMPIC SPONSOR"

CANCELS

By

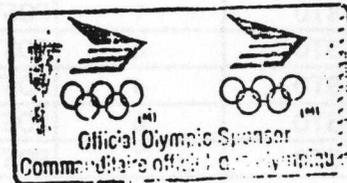
GLENN A. ESTUS

Canada is one of 29 postal administrations which are considered partners in the United States Postal Service's official sponsorship of the 1992 Olympic Games.

Therefore, as in Australia, the United States, New Zealand and the Netherlands, Canada Post has begun using a special slogan cancellation at many of its larger post offices. In Anglophone areas, the cancellation reads "Official Olympic Sponsor/Commanditaire officiel des olympiques", along with two images of Canada Post's Olympic logo. In Francophone areas the French wording is above the English wording.

I believe that the cancellations were placed in service around January 1, 1992. The earliest date that I have seen is January 6, 1992 from New Brunswick and Toronto. While most of the cancellations exist with Postal Code designations in the dial, Sudbury, Thunder Bay and Ottawa cancellations also exist.

The chart on the following page shows the items that I have at the present time (July 1, 1992) in my collection. Examples of the two language formats are illustrated below.



Country	Postal code	Machine #	Special Notes	Name
Canada	A1B 3R0	1	CANADA	Newfoundland
Canada	B3K 1T0	1	POSTES CANADA POST	Nova Scotia
Canada	E2L 2B0	1	CANADA	New Brunswick
Canada	G1K 3W0	1	CANADA	Québec City area
Canada	H3C 1S0	1	POSTES CANADA POST	Montréal area
Canada	H3C 1S0	2	POSTES CANADA POST	Montréal area
Canada	H3C 1S0	3	POSTES CANADA POST	Montréal Area
Canada	H3C 1S0	4	POSTES CANADA POST	Montréal area
Canada	H3C 1S0	5	POSTES CANADA POST	Montréal Area
Canada	H4T 1A0	1	POSTES CANADA POST	Montréal area
Canada	H4T 1A0	2	inverted dial	Montréal area
Canada	H4T 1A0	2	POSTES CANADA POST	Montréal Area
Canada	H4T 1A0	3	POSTES CANADA POST	Montréal Area
Canada	H4T 1A0	5	POSTES CANADA POST	Montréal Area
Canada	K0A J0X	2	CANADA	Ottawa Hull Area
Canada	K0H 9Z0	1	CANADA	Kingston Area
Canada	L4W 1T0	1	POSTES CANADA POST	Ontario Province
Canada	L4W 1T0	2	POSTES CANADA POST	Ontario Province
Canada	L4W 1T0	3	POSTES CANADA POST	Ontario Province
Canada	L4W 1T0	4	POSTES CANADA POST	Ontario Province
Canada	L4W 1T0	5	POSTES CANADA POST	Ontario Province
Canada	L8E 2R0	1	CANADA	Ontario Province
Canada	L8E 2R0	2	CANADA	Ontario Province
Canada	L8E 2R0	3	CANADA	Ontario Province
Canada	M4L 3T0	1	POSTES CANADA POST	Toronto Area
Canada	M4L 3T0	2	POSTES CANADA POST	Toronto Area
Canada	M4L 3T0	4	POSTES CANADA POST	Toronto Area
Canada	M4L 3T0	6	POSTES CANADA POST	Toronto Area
Canada	M4L 3T0	7	POSTES CANADA POST	Toronto Area
Canada	M4L 3T0	8	POSTES CANADA POST	Toronto Area
Canada	M4L 3T0	9	POSTES CANADA POST	Toronto area
Canada	M4L 3Y0	10	POSTES CANADA POST	Toronto Area
Canada	N2E 2C0	1	POSTES CANADA POST	Ontario Province
Canada	N2E 2C0	1	CANADA	Ontario Province
Canada	N5Y 1B0	1	CANADA	Ontario Province
Canada	N5Y 1B0	2	CANADA	Ontario Province
Canada	N8W 4W0	1	POSTES CANADA POST	Windsor Area
Canada	S4P 0B5	1	CANADA	Regina area
Canada	T2E 0A0	2	CANADA	Alberta Province
Canada	T50 2T6	1	CANADA	Alberta
Canada	T50 2T6	2	CANADA	Alberta
Canada	V3T 2Y0	1	CANADA	British Columbia
Canada	V6B 3A0	1	POSTES CANADA POST	British Columbia
Canada	V6B 3A0	2	POSTES CANADA POST	British Columbia
Canada	V6B 3A0	3	POSTES CANADA POST	British Columbia
Canada	V6B 3A0	4	POSTES CANADA POST	British Columbia
Canada	V8Z 4B0	1	POSTES CANADA POST	British Columbia
Canada		1		Sudbury
Canada		1		Thunder Bay, ON
Canada			"B" in dial	Ottawa Ontario