

# THE SLOGAN BOX

## NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

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Dear Fellow Member,

With the Season Holiday upon us once again, time seems to be in short supply.

With the BNAPEX Convention being a success and highly attended, I would like to thank Allan Steinhart and the Toronto people for doing such a fine job!

We started our meeting a few minutes late as people were so involved on the convention floor, time just slipped away.

Our study group meeting was attended by the following members and guests: John Robertson, Wayne R. Curtis, A.S. Mackie, Robert A. Lee, George Dresser, Jeffrey Switt, Doug Lingard, Peter McCarthy, Bob Thorne, Tom Almond, Bill Angley, Dan Rosenblat, Ed Whiting, Dan McInnis, and your chairman.

After lengthy discussions, we voted to make the following changes:

1. Publish the newsletter quarterly with approximately 30 pages per issue.
2. Reduce dues to \$12.00 US. per year, commencing 1994. Please make cheque payable to Dan Huffman.
3. Your chairman thanks you all for the vote of confidence on his re-election.

In accordance with the above changes, this newsletter #32 is being published 3 months after issue #31. Our next newsletter will be published in March, 1994.

**The following members have not yet paid their 1993 dues:**

Tom Almond, Jean Guy Dalpe, Steve Davis, Glenn Estus, Jim Felton, Alex Hadden, Leonard Harris, Ray Horning, Ross Innes, Ron Leith, Eric Middleton, Bruce Murdock, Clint Phillips, Woody Poore, Algis Skukas, Allan Steinhart, Dr. Ian W. Taylor, and Ed Whiting.

If you are one of the above, please forward 1993 dues in the amount of \$18.00 US to your chairman, with cheques made payable to Dan Huffman. It is of utmost importance dues be paid as your chairman has been underwriting our newsletter for some time.

It is with great sadness that I inform you of the death of MR PRESTON POPE in an automobile accident in late September. Preston was a true gentleman. He will be much missed. We offer our condolences to his wife and family.

Until the next issue, I hope all is well.

Your Chairman,

Dan Huffman

After completion of the unified 1912-53 slogan handbook, which was published by BNAPS at the Toronto Convention, the Editor was in need of a further project. He had regretted that the handbook could include only a minimal amount of illustrations, but the quantity of data resulted in a work of slightly more than a hundred pages, which was about the maximum that the Society was prepared to publish. Therefore, although a few more illustrations might have been possible, any comprehensive attempt was out of the question.

Nevertheless, the Postal Archive proof book could provide illustrations of a high percentage of the listed data, both proprietary and multi-office, so an attempt was undertaken to begin assembling illustrations of the proprietary use by office. This was primarily done for personal satisfaction, since eventual publication appeared very unlikely. The Editor had some sample pages completed in time to take them to the Convention, and showed them to the members present at the Group meeting, with the suggestion that, if thought desirable, about ten pages could be published in each of the future Newsletters.

This suggestion was approved by the Group, so following the Convention work on the proprietary section was continued and is now completed. However, the Editor's further consideration indicated that the concept of eventual publication in small sections in the Newsletter was really impractical, since the proprietaries ran to 200 pages and the multi-office would be at least as much. At ten pages an issue, four issues a year, it would take ten years to complete, which did not appear to be very sensible.

Accordingly, the Editor has formulated a new plan, which is now presented. This issue includes nine pages, covering AMHERST to BROCKVILLE, and will conclude in the next issue with eleven pages covering CALGARY to CHARLOTTETOWN. This will give members a good idea of what the complete proprietary work will look like, and each member can decide for himself, after seeing either only the first section or waiting to see both, whether it is something that he would care to add to his philatelic library at the most reasonable non-profit price that can be arranged.

Reproduction costs in this somewhat remote area are not as inexpensive as they might be elsewhere, running about ten cents a page unless in very large quantities. Postage for 200 pages, even if printed double sided, will be close to \$3.00 in the U.S. and even more to Canada, but the work will be made available in both the U.S. and Canada on receipt of a check or money order for \$23.00 U.S. Orders from other countries will have to be negotiated separately, depending on the postage.

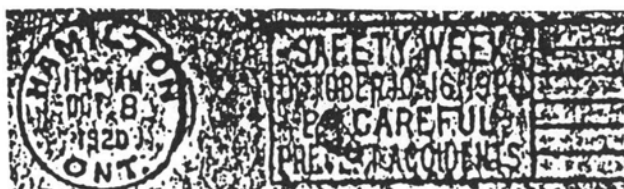
Since the number of copies eventually ordered, if any, cannot be determined, each order will have to be reproduced separately, but an attempt will be made to ship an order within a least ten days after receipt. Just when the multi-office section will be completed, or what its size will be, cannot yet be estimated, but this will appear in the Newsletter when established.

## BE CAREFUL PREVENT ACCIDENTS

Slogan 7774

This is a relatively ordinary slogan, used concurrently at HAMILTON, OTTAWA and TORONTO in Sept.-Oct. of 1920, but it presents some very interesting problems. One could assume that three Universal dies would have been issued, one for each office, but there is clear evidence that this was not the case.

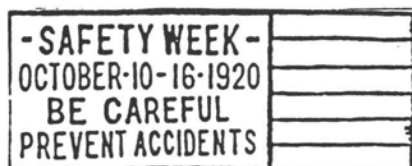
Documentation in this period is very incomplete in terms of proofs and receipt impressions. The proof book shows a receipt impression for OTTAWA dated Oct. 5 and another for HAMILTON dated Oct. 8, plus one proof impression that does not match either of the two receipts, so would normally be thought of as the third die, used at TORONTO, for which there is no receipt impression. These three items are illustrated below:



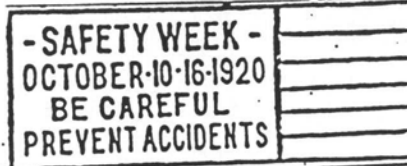
P.O. proof die 1

However, there is a complication caused by the Toronto Distribution List, which has a small "3" in a circle after the entry. This type of notation normally indicated the number of dies of the slogan issued to TORONTO, if more than one, so it very much suggests the use of three dies at TORONTO, in addition to one each at HAMILTON and OTTAWA, for a total of five dies.

Further, in addition to the P.O. documentation, three proof impressions appear in the Pritchard and Andrews proofs, two different correctly dated ones and a different third which is incorrectly dated October 10-19. These three are illustrated below, from which it can be seen that one of the correctly dated dies matches the Post Office proof No. 1 pictured above.



P. &amp; A. proof die 1



P. &amp; A. proof die 2



P. &amp; A. proof die 3

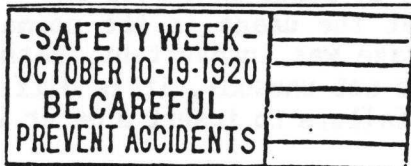
Accordingly, from the documentation, we have an indication of five dies and proofs of three. However, the seen usage further complicates the picture. The Editor has seen several TORONTO usages, dated between Sept. 27 and Oct. 14, which match the proof no. 2, establishing that this die was used at TORONTO. Additionally, he has seen one usage, dated Oct. 9, of a die that does not match any of the proofs, establishing a second die at TORONTO and a fourth overall. This is illustrated on the following page.



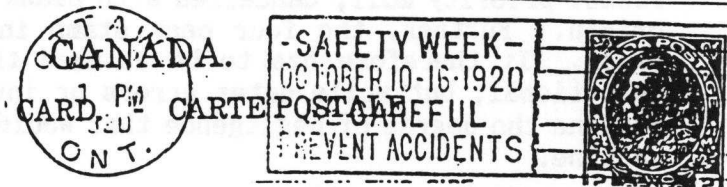


Seen TORONTO die 4

At first glance, the HAMILTON and OTTAWA seen usages (illustrated below) seem to be the same die, but since there are usages from both office on Oct. 11, this is clearly impossible, and closer examination shows that, while the letter positions are almost identical, there is a discernable difference in the size of the lettering, that of the OTTAWA being very slightly taller. Further, the HAMILTON use appears to match the P. & A. die 3, originally misdated, but later corrected.



HAMILTON proofed die 3



OTTAWA seen die 5

Therefore, we now have three proofed dies, one used at TORONTO, one used at HAMILTON and one unrecorded, plus two unproofed seen dies, one used at TORONTO and one at OTTAWA, for the correct total of five dies. Note that proofed die 2 has not been seen, but is probably the third, as yet unrecorded, TORONTO die. Dies 4 and 5 have been seen, but are unproofed.

Members should very carefully check and report their TORONTO holdings, to see if further copies of die 4 are found, but more importantly to see if the proofed but unrecorded die 1 was actually used at TORONTO.

Slogan 7835

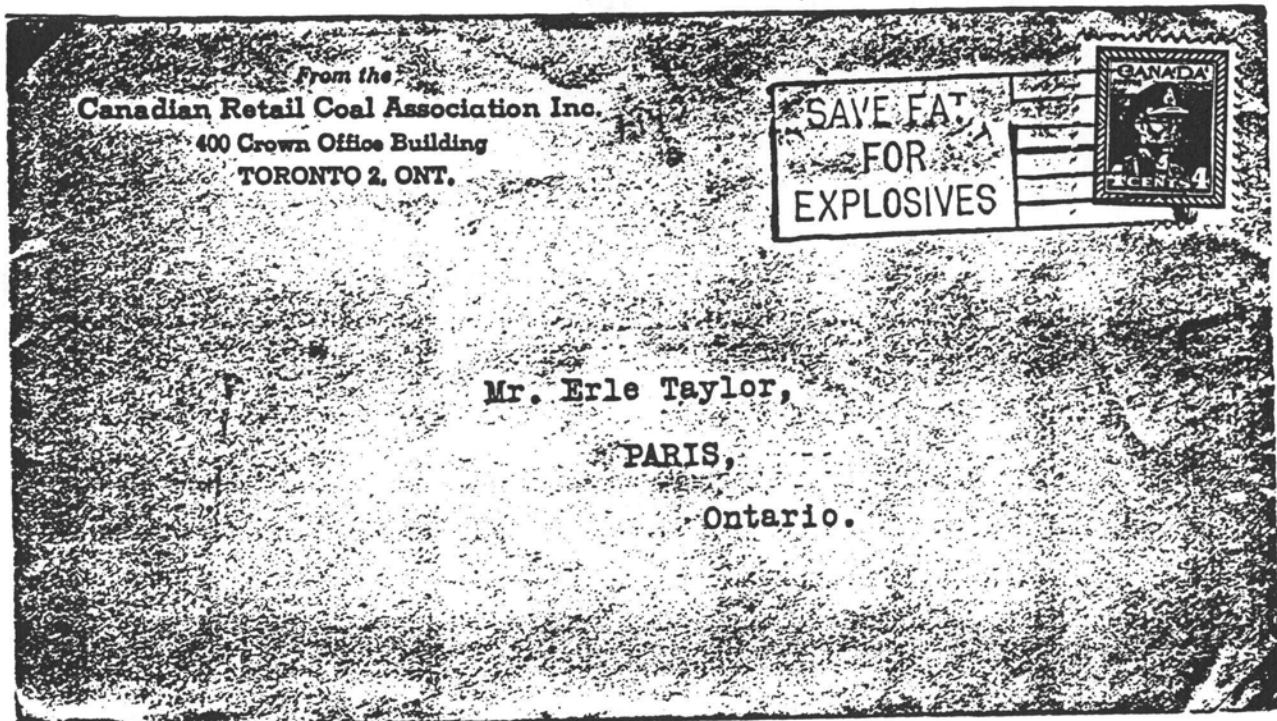
This slogan is a 1943 Toronto proprietary, with usage from a single PB die, issued in early April and seen to at least early July. It is of no great importance except as part of a thematic collection of WW II related slogan use, but the Editor has found a commercial cover that is peculiar enough to warrant illustrating below.

It is a clear enough full and undistorted impression of the slogan die, but with no trace whatsoever of a dater. This suggests that it is not a partial impression, caused by some malfunction of the cancelling machine, but rather that the dater had not been inserted in the machine.

The Editor cannot recall ever having seen such a usage, since even the lowest priority mail, cancelled with blank dater hubs, at least indicates the office or origin. Further, the four cent stamp indicates that the usage is the normal first class. It therefore has to be assumed that this usage was inadvertent, rather than intentional, but while dater errors or inversions are not unusual, it is difficult to imagine the degree of negligence that would result in failure to insert a dater into the machine.

While this omission was no doubt soon discovered and corrected, the speed of the machine was such that even a brief period of use would result in hundreds, if not thousands, of similar impressions, so members should check their holdings to see if other examples of the error have survived.

The sponsorship of this slogan is not documented, but it certainly would not have been a Post Office issue, but rather probably prompted by some war-time government agency, since private sponsorship seems most improbable.



The Editor has recently received from the Postal Archives some 1,200 pages of Post Office correspondence pertaining to various slogan usage. Some of this has to do with slogans that have not yet been classified in the Newsletter, but several deal with those previously written up. In these cases, the correspondence always yields some new information, either in regard to usage or as background data, so each such slogan or group of related slogans warrants some further attention.

In order to avoid prefacing each article separately as to the source of the additional information, they are grouped hereafter, although with separate headings.

## FURTHER TO THE UNEMPLOYMENT PROBLEM

Slogans 833 - 9680 - 10625 - 10625-A

Issue 28 of December, 1992 included a two page article pertaining to these slogans, originally issued in 1922 and in part revived in 1931. Additional information regarding the circumstances surrounding the issue of these slogans and also some additions to the usage previously listed, follow.

The progression of the usage of these slogans begins with a letter of January 6th, 1922, from the Deputy Minister of Labour of the Ontario Provincial Government in Toronto to the Deputy Postmaster General at Ottawa. The letter draws attention to the 1921 formation of an Ontario Advisory Committee on Unemployment and its recommendation that postal advertising be used to promote its efforts. The suggestion is made that a slogan reading "A Job for Every Man - Prosperity For All" be authorized.

The D.P.M.G. promptly replied that the P.O. would like to meet the Committee's wishes, but wondered if it should not first be coordinated with the Dominion Department of Labour, since unemployment was nation-wide. The reply to this stated that the Committee was anxious to proceed rapidly, and consulting with Ottawa could result in considerable delay. It also suggested a better slogan wording, "Buy, Build and Work to Reduce Unemployment", which was adopted as slogan 833.

The D.P.M.G. then authorized a die with the revised wording for use at TORONTO, for the Committee's account. In notifying the Ontario Dept. that a die was authorized, he stated that other Ontario offices could be included if the Committee was willing to pay the additional die fees. The Committee responded on January 21st that they would like to have additional dies prepared for use at HAMILTON, KINGSTON, LONDON, OTTAWA and PETERBOROUGH, and asked that they be used during the month of February.

However, the D.P.M.G. had meanwhile advised the Federal Dept. of Labour of the gist of the prior correspondence, and shortly after, on January 24th, they wrote that they much approved of the concept. They would sponsor Dominion-wide similar slogan use, but worded "Work and Provide Work to Reduce Unemployment". They asked for use in fourteen non-Ontario offices as soon as possible, continuing until the end of March, and that dies also be sent to the six Ontario offices for March use after use of the earlier slogan ceased at the end of February. This sponsored 19 English dies of 10625 and one all-French die of 9680, ordered for use at QUEBEC only, since MONTREAL was to use an English die. The article in Issue 28 listed 1922 use of slogan 10625 for only seventeen offices, omitting LONDON and OTTAWA, whose usage is confirmed by this correspondence.

1931 revival of 10625 began when the Depression prompted a letter of October 9th, 1930, from the International Association of Public Employment Services, informing the P.O. that they had passed a Resolution urging issue of a slogan reading "PROVIDE WORK FOR THE JOBLESS". This was passed on to the Dominion Dept. of Labour, who expressed approval of the concept. The D.P.M.G., recalling use of 10625 in 1922, informed the Dept. of Labour that the P.O. still retained 16 dies, originally sponsored by the Dept., and suggested issuing them immediately after the Christmas rush season.

However, he pointed out that since MONTREAL then used Perfects, so could not employ one of the English dies as before, that a bilingual be authorized. QUEBEC still had a Universal machine, so the all French slogan 9680 could be re-issued there. He suggested re-issue of the English dies to the 1922 using offices, although omitting KINGSTON and PETERBOROUGH because two of the original dies were not still available.

It also now becomes possible to trace the progression of the die use of slogan 10625 from 1922 to 1931, and the following table shows the office of original 1922 usage and the office of 1931 re-issue for the 16 English dies that were still available in 1931 and the three that were not.

## Slogan 10265 re-issued usage

| Original 1922 issue | 1931 re-issue | Original 1922 issue | 1931 re-issue |
|---------------------|---------------|---------------------|---------------|
| CALGARY             | EDMONTON      | MOOSE JAW           | VANCOUVER     |
| EDMONTON            | OTTAWA        | PETERBOROUGH        | ST. JOHN      |
| FORT WILLIAM        | LONDON        | PORT ARTHUR         | TORONTO       |
| HALIFAX             | HAMILTON      | REGINA              | WINNIPEG      |
| HAMILTON            | VICTORIA      | ST. JOHN            | MOOSE JAW     |
| KINGSTON            | HALIFAX       | SASKATOON           | CALGARY       |
| LONDON              | SASKATOON     | VANCOUVER           | REGINA        |
| MONTREAL            | FORT WILLIAM  | WINNIPEG            | PORT ARTHUR   |
|                     | OTTAWA        | Not re-issued       |               |
|                     | TORONTO       | Not re-issued       |               |
|                     | VICTORIA      | Not re-issued       |               |

Some time after the early 1931 usage of these slogans, an Ottawa Committee of the Buy and Make Work Campaign organized in that city, wrote to the P.O. on May 12th, 1932, asking to sponsor a slogan for OTTAWA use only, reading "Buy and Make Work. Buy Normally, Prices are at Their Lowest". The P.O. replied that the wording was much too long, but that they would authorize a slogan reading only "BUY AND MAKE WORK", which became OTTAWA proprietary slogan 810.

Also, in October of 1932 a Committee was formed to assist the considerable number of unemployed in VICTORIA. They came up with the rather novel idea of issuing what they called a "Human Interest Bond", which was essentially a booklet of ten 50 cent coupons, to be purchased for \$5.00, which could be used to pay unemployed people for casual work and then cashed by the worker at the City Treasurer's Office.

The Committee more or less demanded of their local Member of Parliament that he contact the Postmaster General for authority to use an appropriately worded slogan for as extensive a period as possible. The M.P. really leaned on the Post Office, to the extent that a die was issued on November 22nd, with permission to use it for two weeks, even in the busy December season, and for two weeks each in January and February of 1933. This became VICTORIA proprietary slogan 4535, "HELP THE UNEMPLOYED BUY A HUMAN INTEREST BOND".

Similarly, it turns out that the TORONTO multi-year proprietary slogan 4475, "HELP THE MAN A BLOCK CAMPAIGN" is also part of this theme. It was originated by a group called the MAN-A-BLOCK Committee, whose actual slogan was "EMPLOY A FATHER AND HELP A FAMILY" with the purpose of employing a thousand unemployed fathers. On applying for a slogan in OCT. of 1932, they asked for their slogan plus the Man-A-Block and the P.O. shortened it. This was reissued to 1935.

These are certainly related to the earlier efforts to solve the Unemployment problem by slogan usage.



The Editor had assumed that these slogans were sponsored by the Ministry of Finance, since they involved a solicitation of funds by the Dominion Government, but the new file indicates that they were actually sponsored by the Dept. of Labour, which appears to have administered the Annuity program. A letter from that Dept. to the P.O. on October 25th, 1926, requested the issue of twelve English and two bilingual Universal dies to the usual group of major Canadian offices.

Post Office approval was given, and the dies were sent out in early DEC. of 1926, but the Dept. of Labour was sternly warned that they would not have any monopoly of use, only allowed to alternate with "our own postal dies, over a reasonable period." They would be left with each Postmaster for a time in the usual way for operation as opportunity permitted, and subsequently returned for use at other offices. It is interesting to note a hand-written caution on these instructions, which reads "our own dies still to have some preference over these", suggesting that the P.O. put its own interests above those of other government departments.

The proof book documentation indicates that the majority of the dies were returned between January and October of 1927, although EDMONTON retained its die until AUG. of 1928, and use of it has been seen as late as JULY of 1928. Oddly, there is no proof book documentation of the 1926 issue of a die to TORONTO, but use has been seen from MAY of 1927 until FEB. of 1929, so the 1926 issue can be assumed.

On MAY 14th, 1929, the Labour Dept. requested re-issue of the dies to eleven English offices, adding BRANTFORD and VICTORIA to the original list, but omitting CALGARY, OTTAWA and SASKATOON. They also asked for use of a bilingual at SHERBROOKE, which would have required issue of a third bilingual die, but proof book documentation does not confirm that this request was observed. The other requested usage is confirmed as having taken place about MAY 17 of 1929. The instructions allowed use for two periods of two weeks each, alternating with postal dies. The majority of these dies were returned later in 1929, although in two cases not until 1930 and WINNIPEG did not return its die until late 1931.

On JULY 11, 1930, the Labour Dept. again requested re-issue, but to a list of 20 English and three bilingual offices. The P.O. advised that to comply required several new dies, and also that the inclusion of PERTH and KENORA on the list presented problems. PERTH did not have a machine, and the KENORA machine was a Columbia, dies for which could only be obtained from the machine manufacturer, costing twice as much as for Universals, and taking several weeks to obtain. The Dept. agreed to eliminate PERTH and KENORA, but indicated that they would pay for as many new dies as required.

Since some offices had switched from Universal to Perfect use by mid-1930, some old Universal dies became available, but new Perfect dies would also have to be issued. Three Perfect dies were ordered from Machine Works Ltd., manufacturer of the Perfect machines. One English die was for use at TORONTO and two bilinguals for use at MONTREAL and QUEBEC.

There is unfortunately no further correspondence in the file until 1932, but the proof book documentation strongly suggests that it was decided to forego purchase of the several new Universal dies that would have been necessary to immediately make issue to the seventeen requested offices. Rather, Universal dies were issued to ten offices on the list in JULY-early AUG. of 1930 and seven of these were re-issued to the other offices in late AUG.-OCT. HAMILTON and WINNIPEG on the original list appear to have been replaced in the re-issue by HALIFAX and ST. JOHN.

An interesting document appears in the files in March of 1932, being a letter from the Winnipeg City Agent of the Canadian Pacific Railway Telegraphs to the Winnipeg District Supt. of Postal Service. It says that a C.P.R. customer, who was an insurance agent, complained bitterly about the use of slogan 800 on a C.P.R. envelope that he had received, stating that Government Annuities were in direct competition with his own insurance business, and he would withdraw his patronage from C.P.R. if they continued to advertise for his competition.

The matter was referred to Ottawa, and rather deftly handled by stating that the Annuities were administered by the Labour Dept., so it was beyond P.O. jurisdiction and should be addressed to the appropriate party.

Proof Book documentation indicates that eight Universal English dies and the one English Perfect die were re-issued briefly in early 1932, and that five new Perfect dies were issued for the first time in mid 1932, but nothing pertaining to these is included in the correspondence file. There is reference to a 1933 request for brief MAR.-APR. use of a slogan 800 die at WINNIPEG, a similar request for brief BRANTFORD use in SEP.-OCT. of 1936, for use of a Perfect die at TORONTO in JAN.-FEB. of 1938, and for final use of Perfect dies at MONTREAL, OTTAWA, VANCOUVER and WINNIPEG in FEB.-MAR. of 1938.

It is disappointing that the file is somewhat incomplete, but it has nevertheless been helpful in many respects.

## **FURTHER TO CANADIAN INTERNATIONAL TRADE FAIR**

Slogans 1120 and 1120-A to C

**WORLD TRADE WEEK MAY 30TH JUNE 5TH 1948**

Slogan 10705

Slogan 1120 was the subject of an article in Issue 28, but slogan 10705 has not previously been published. Recent correspondence documentation from the Archives suggests that the two slogans are somewhat related, and adds enough new information to warrant this further coverage.

The first Canadian International Trade Fair was held at the C.N.E. Grounds in Toronto during 1948, using the three largest buildings available, with over 1,000 firms from twenty-five countries occupying approximately three-quarters of a million square feet of space. It was organized by the Canadian Government, through the Ministry of Trade and Commerce, but oddly it was not open to the general public. Its intent was to attract overseas buyers, and its extensive advertising, in several languages, was directed exclusively at them.

In October of 1947 the organizing Ministry wrote to the P.O. asking for use of a slogan advertising the Fair, but under unusual conditions. They did not want the cancel used on internal Canadian mail or on mail addressed to the U.S., but only on mail to other foreign destinations. The P.O. replied that the conditions could not be met, since mail was always cancelled prior to sorting by destination, so it would be impossible to restrict the slogan use to specific areas. The use of a slogan was therefore abandoned at that time.

However, by April of 1948, a National Committee had been formed, under the auspices of the Canadian Chamber of Commerce, to organize observance of a World Trade Week in Canada, May 30th to June 5th of 1948, clearly inspired by the Fair, which was to be held from May 31st to June 12th. Its purpose was to focus public attention to the contribution of world trade to domestic employment. The Committee therefore wrote to the P.O., expressing their desire for a slogan, to be used as extensively as possible.



The P.O. agreed to a slogan, issued to the normal group of major offices, one in each of nine provinces and a tenth at Ottawa, with use from MAY 17 to JUNE 5. The selected offices were VANCOUVER, EDMONTON, REGINA, WINNIPEG, TORONTO, ST. JOHN, HALIFAX, CHARLOTTETOWN, OTTAWA and a bilingual at MONTREAL. It can be noted that while the selection of the representative office in most provinces was obvious, the sponsor were given a choice of either CALGARY or EDMONTON, and preferred the latter. The slogan was used in 1948 only, so it can be assumed that the observance did not become an annual affair.

The World Trade Fair, however, was continued annually until at least 1952, and possibly as a result of the 1948 use of slogan 10705, the Trade and Commerce Ministry must have decided to apply for slogan use in 1949 without the restrictions that had made 1948 use impossible. Their original letter of application is missing from the file, but oddly their application for redated use in 1950 reads in part, "Last year it was confined to air mail cancellations . . . it would be appreciated if the privilege could be extended to cover surface mail as well." This must be an error, since considerable non-air mail use has been recorded in 1949.

What is include in the file for 1949 indicates some problems. Firstly, the P.O. policy was that a Fair or Exhibition was given postal publicity only at the post office of the place where it was to be held. This would have confined the slogan use solely to TORONTO, but probably because it was a government sponsored project, an exception was made and use was authorized at the normal ten major offices. However, the sponsor was unable to come up with a bilingual version that would fit on a die. They wanted to use an all-French slogan at Montreal, but P.O. policy was firm that Montreal slogan use must be bilingual. Accordingly, there was no use of the slogan in Quebec province in any year.

In 1950, eight of the nine dies were redated, but the usage indicates that one PB die was replaced in that year. There is no reference to this in any of the correspondence, although the sponsor must have been notified that a new die would be required and paid for.

The die use for 1949 was authorized for the last two weeks of March and of April, plus from May 23rd to June 10th. For 1950, they wanted initial use late in 1949, followed by final use in 1950, but the P.O. reserved December slogan use largely for their own Christmas oriented postal directives, nor was it their policy to authorize publicity too long in advance of the event, so the use period was similar to that of the prior year, except that earliest use began for two weeks from January 28th, which was still some four months in advance of the event.

The dies were redated for 1951 use, but could not be in 1952. All earlier event dates had been from late May to early June, but the 1952 dates were to be June 2nd to 13th. The sponsor was informed that "the manufacturer cannot make the alteration where it involves the change of the month also.", so nine new dies were required.

The correspondence file ends after 1952, but does not disclose whether or not the Fair continued thereafter. Since the appropriate 1953 dates would have been June 1st to 12th, the 1952 dies could have been easily redated, suggesting that the Fair was discontinued.

A correspondence file has recently been received from the Postal Archives pertaining to the 1950 usage of these slogans. It indicates that they were sponsored by a Government Agency, the Unemployment Insurance Commission of Canada, which paid for one bilingual and six English dies. The intent was that the dies be issued to six English offices and to MONTREAL about February 1st of 1950, and two weeks later rotated to six other English offices and to QUEBEC. The Proulx Catalogue lists 1950 use at only seven offices, but the Coutts correction list adds three more. However, the correct total is twelve, so ST. JOHN N.B. and EDMONTON should also be added.

The wording of the English dies was WHY NOT HIRE THE HANDICAPPED? THEY MAKE GOOD EMPLOYEES, while the bilingual read HIRE THE HANDICAPPED EMPLOYEZ LES HANDICAPPES. On March 21st, when the bilingual die was being used at QUEBEC, a French Canadian gentleman in that city addressed a letter in very formal French to the Postmaster General. It translates as follows:

To the Honourable Minister of Posts, Ottawa, Ont.

Honourable Minister,

You will find included herewith a post card on which is indicated in red the French word "Handicappes" with two "P's".

If I am not in error, the word in French has only one "P".

I hope, Monsieur le Ministre, that you will take this remark in good part and be assured that my only purpose in this matter is to conserve for your administration the good reputation of which it is proud.

I have the honour to be, Monsieur le Ministre,

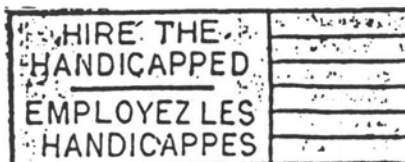
Your very devoted servant,

Incidentally, the French word for "proud" is "orgueil", but the letter spells it "orgeuil", so the writer was guilty of the same sort of error as that which he was pointing out.

In any event, although the P.M.G. may well have noted this error, he did not comment on it in his reply, which thanked the writer for bringing the slogan error to his attention, and stated that the die was being promptly recalled from QUEBEC.

The Proulx Catalogue indicates that the bilingual version of the slogan was re-issued to several province of Quebec offices in 1959. The Editor has not seen any of this later usage, but would be very interested in learning if the original die, with its error, was the one re-issued, or if a new die was produced, possibly in 1950, but too late for re-issue in that year.

The original die, with its error, is illustrated below.



A recently received correspondence file from the Postal Archives much enhances prior information in Issue 29 regarding slogan 3880, "GIVE TO CONQUER CANCER". That classification, based only on proof book documentation ending in 1952-53, conjectured about this slogan's sponsorship and its relationship with other Cancer slogans 3005, "ENROLL TO CONQUER CANCER" and 3412, "FIGHT CANCER GIVE NOW".

The premise that these three slogans shared a common sponsor, and were really related formats of a single subject slogan, is now demonstrated as correct. The sponsor of all three was the Canadian Cancer Society, or one of its provincial chapters, which appear to have acted as the fund raising entities for a National Cancer Institute of Canada, which conducted the research that the fund raising supported. The Society's national campaign was always held in April, though some local chapters held their's slightly earlier or later.

The file begins in 1946, with first issue of nine English dies of slogan 3880, used at ten offices, VICTORIA having been re-issued the VANCOUVER die for later use. Additionally, one bilingual die of slogan 3410, "FIGHT CANCER TUONS LE CANCER" was used at MONTREAL through 1955. This was formerly thought of as a separate proprietary MONTREAL slogan, but is now known to be a part of the multi-office cancer slogan use. However, the use of slogan 3410, of the bilingual slogan 8523, "SOUSCRIVONS CONTRE LE CANCER GIVE TO FIGHT CANCER" added in 1952, and the final bilingual 3412-A, "FIGHT CANCER GIVE NOW CONTRE LE CANCER DONNEZ VITE" issued in 1956, is too minor to warrant inclusion in this classification.

In 1947 two dies of slogan 3005, "ENROLL TO CONQUER CANCER", were added since OTTAWA and TORONTO were conducting membership drives, in addition to fund raising. This raised the English using offices to eleven. Slogan 3005 was re-issued to the same two offices in 1948, but then omitted until 1954, when it lost its original recruitment meaning and became part of the pool of available cancer dies, randomly re-issued until 1962. It is not seen later, as both dies appear to have worn out thereafter.

Also in 1948, the Alberta Chapter of the Society asked to increase use in that province from just EDMONTON to include six offices, and sponsored three more dies of slogan 3880, one used at CALGARY and two each sharing use at two smaller offices. This increased the number of available dies to 14, with use at 16 offices. The 1946-48 use had included WINNIPEG, but in 1949-56 the Manitoba Chapter seems to have been at odds with the National Society, and did not participate in its national campaign.

In 1949 three more dies of 3880 were added, two replacing the withdrawn 3005 dies and one for first use at NEW WESTMINSTER. These were the final dies of 3880 to be issued, since from 1951 on all additions and replacements were in the format of slogan 3412, "FIGHT CANCER GIVE NOW", which became the official slogan of the Society. The 1949 use of 15 dies of 3880 at 16 offices, one die being shared by two offices, continued in 1950, although the using offices altered somewhat.

In 1951 the Society asked to extend slogan advertising to 30 offices, including several quite small offices in British Columbia. This was accomplished by the issue of the first ten dies of slogan 3412, so 25 dies (15 of slogan 3880 and 10 of slogan 3412) had use in 30 offices by sharing the use of five dies in two offices each.

Two more dies of 3412 were added in 1952, as replacements for the first two 3880 dies to wear out. This left the total dies at 25, but use increased to 31 offices by sharing the use of six of the dies.

Since the proof book documentation is only sparse in 1953 and ceases in 1954, the detailed classification of office use by die could only be continued beyond 1953 to the extent that recognizable die use was actually seen, rather than the use just reported or documented. Instances of this are so relatively few as to make their inclusion of little value, so this procedure is omitted from 1954.

In its place, commencing in 1954 and continuing to 1969, the annual usage is presented in the following fashion. Such of the three wordings as were used in the year, to the extent that they have been seen or reported by wording, are grouped alphabetically by office. If the documentation states that there was use at a given office, wording unspecified, the office name is followed by a "?" in place of the slogan number.

Slogans 3005 and 3880 were each in a single format only. However, slogan 3412, constituting the majority of the use from 1954 to 1963, and all of it thereafter, was eventually issued in five easily distinguishable formats. Therefore, from 1954 on, seen usage of 3412 is designated in the listing by format letter identifications A to E, as per the illustrations.

The correspondence documentation extends through 1958, so in 1954-58 the growing usage of these slogans as a group can be quite well established, even if not always identifiable by slogan number. However, from 1959 through 1965 the using office listing depends largely on the unseen reports of the CPSGB Slogan Study Group, together was material actually on hand and seen. It can be noted that the latest known use of slogan 3880 was in 1963, well after the Proulx Catalogue latest of 1949. It can be assumed that after this date, none of the 3880 dies were still serviceable.

The usage of these slogans is known to have extended in a major fashion until at least 1969, after which it appears to have been replaced by slogans 1260 and 1260-A, "CANCER CAN BE BEATEN" in both English and bilingual formats. These later slogans were probably under the same sponsorship as the earlier ones, but too little is known about them to undertake any form of listing, so this classification ends in 1969.

However, the CPSGB reports cease after 1965, so the 1966-69 use depends on only material seen, which is rather minimal. Nevertheless, this portion of the annual listings can be enhanced by a study of the pre-1966 use, which displays certain patterns that suggest some breaks in the 1959-65 use are more likely to be omissions from the CPSGB reports than from absence of issue, so that in 1966-69 there was probable continued use by many unreported offices. Accordingly, to some extent in 1959-65, and to a very major extent in 1966-69, this assumed use is indicated by a "P", for "probable".

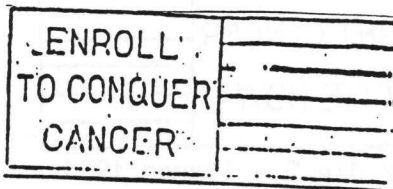
Preceding the annual usage listings are a series of illustrations. The first are the known separable dies of the three wordings as indicated by the proof book from 1946 to 1953, two dies of 3005, fifteen of 3880 and twelve of 3412. The known die usage of slogan 3880 was published in issue 29, but is worth repeating as a part of the overall usage. Secondly, the seen five formats of 3214 are illustrated from actual impressions, designated A to E. These format changes were the result of additional or replacement dies of slogan 3412 at frequent intervals during the later period, but from at least 1956 the format groups appear to have been each from a master die, making the their individual dies non-separable.

By 1958 the Cancer Society was issuing about 36 English dies each year, which possibly were increased later, and immediately replacing any of those damaged or worn. In 1965, the last year of the CPSGB listings, there were at least 46 reported using offices and two more very probable.

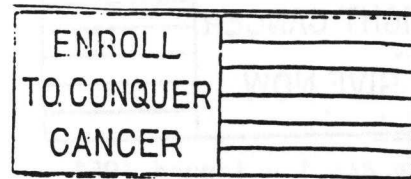
Putting at least minimal information about so massive and lengthy a usage into a reasonably condensed form has been difficult, but at least the seasonal use factor permits omitting specific dates seen or documented, which much reduces the length of the following classification.



Slogan 3005

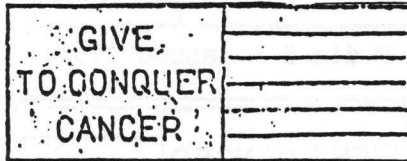


PB die 1 - issued 1947

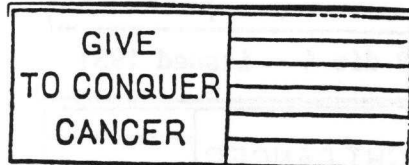


PB die 2 - issued 1947

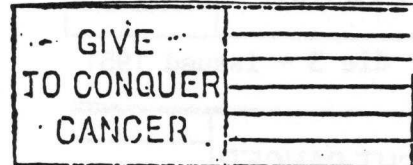
Slogan 3880



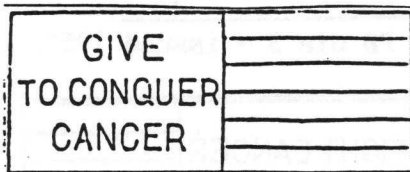
P die 1 - issued 1946



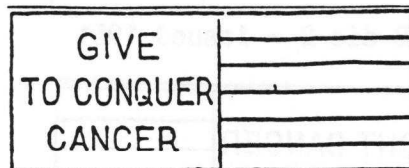
P die 2 - issued 1946



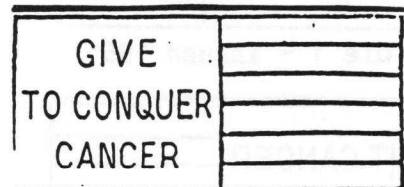
P die 3 - issued 1946



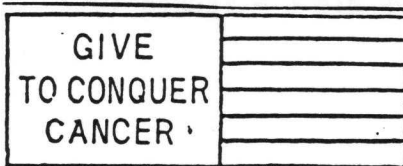
P die 4 - issued 1948



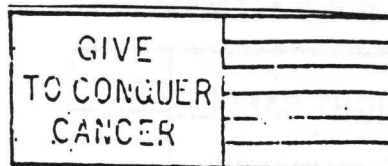
P die 5 - issued 1948



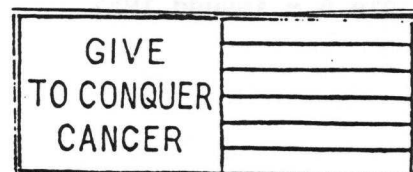
P die 6 - issued 1949



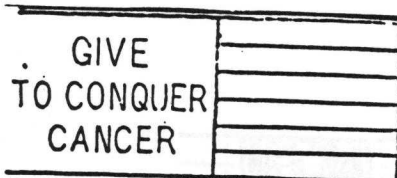
PB die 1 - issued 1946



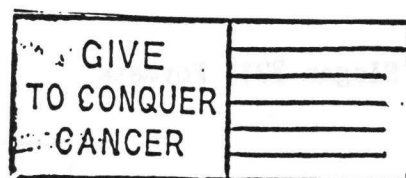
PB die 2 - issued 1946



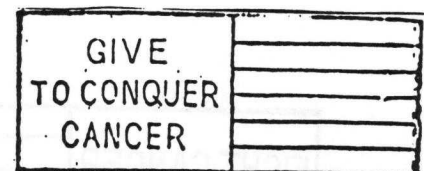
PB die 3 - issued 1946



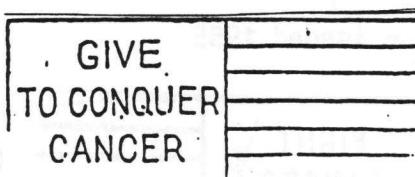
PB die 4 - issued 1946



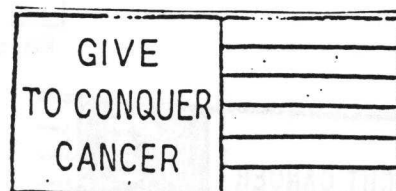
PB die 5 - issued 1946



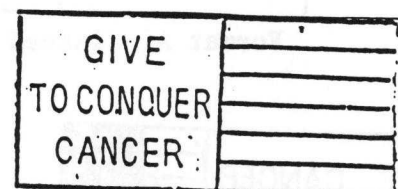
PB die 6 - issued 1946



PB die 7 - issued 1948

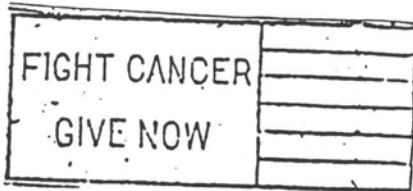


PB die 8 - issued 1949

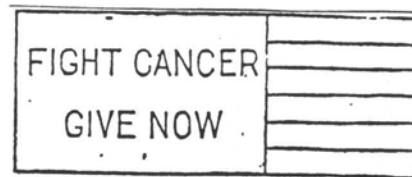


PB die 9 - issued 1949

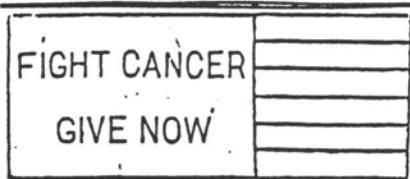
Slogan 3412



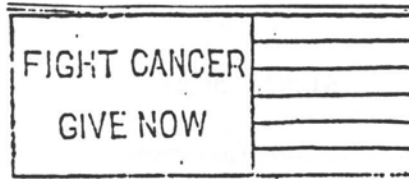
P die 1 - issued 1951



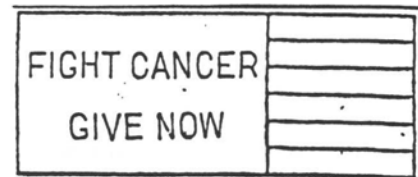
P die 2 - issued 1951



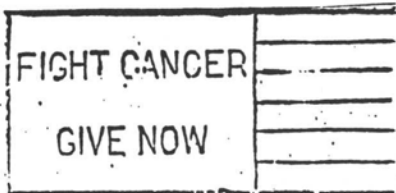
P die 3 - issued 1951



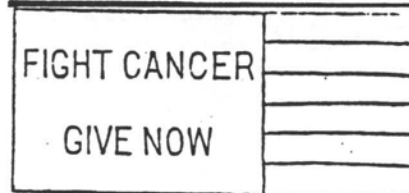
P die 4 - issued 1951



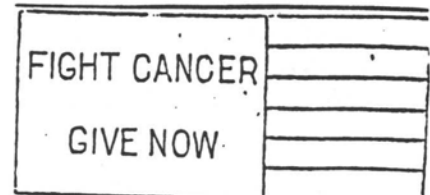
P die 5 - issued 1951



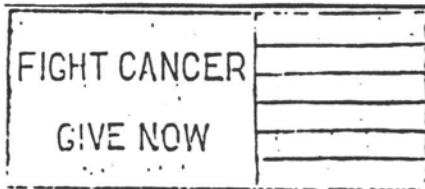
PB die 1 - issued 1951



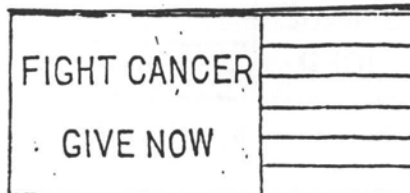
PB die 2 - issued 1951



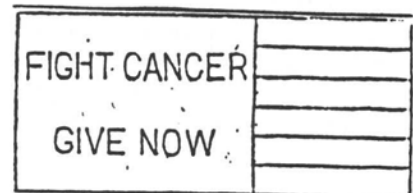
PB die 3 - issued 1951



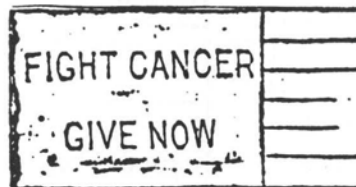
PB die 4 - issued 1951



PB die 5 - issued 1951

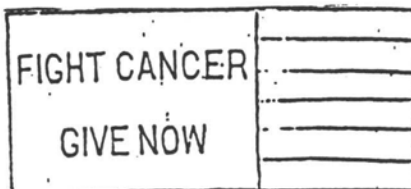


PB die 6 - issued 1952

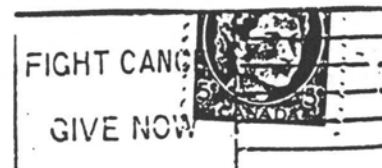


PB die 7 - issued 1952

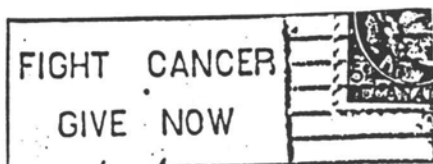
Slogan 3214 Formats



Format A - issued 1951



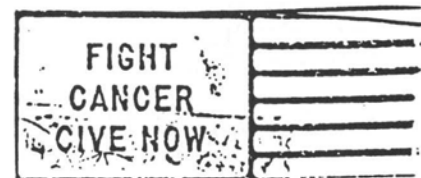
Format B - issued 1955



Format C - issued 1956



Format D - issued 1958



Format E - issued 1965



## 1946 use

CHAR'TOWN 3880 P-1  
 HALIFAX 3880 P-2  
 ST. JOHN 3880 P-3  
 EDMONTON 3880 PB-1  
 OTTAWA 3880 PB-2

REGINA 3880 PB-3  
 TORONTO 3880 PB-4  
 VANCOUVER 3880 PB-5 1st  
 VICTORIA 3880 PB-5 2nd  
 WINNIPEG 3880 PB-6

## 1947 use

ST. JOHN 3880 P-1  
 CHAR'TOWN 3880 P-2  
 HALIFAX 3880 P-3  
 VICTORIA 3880 PB-1  
 VANCOUVER 3880 PB-2  
 REGINA 3880 PB-3

EDMONTON 3880 PB-4  
 WINNIPEG 3880 PB-5  
 LONDON 3880 PB-6  
 TORONTO 3005 PB-1  
 OTTAWA 3005 PB-2

## 1948 use

CHAR'TOWN 3880 P-1  
 CALGARY 3880 P-2  
 MED. HAT 3880 P-3 1st  
 LETHBRIDGE 3880 P-3 2nd  
 ST. JOHN 3880 P-4  
 HALIFAX 3880 P-5  
 LONDON 3880 PB-1  
 VANCOUVER 3880 PB-2

EDMONTON 3880 PB-3  
 REGINA 3880 PB-4  
 BANFF 3880 PB-5 1st  
 DRUMHELLER 3880 PB-5 2nd  
 VICTORIA 3880 PB-6  
 WINNIPEG 3880 PB-7  
 OTTAWA 3005 PB-1  
 TORONTO 3005 PB-2

## 1949 use

Possible undocumented 1949 use  
 shared at MED. HAT & LETHBRIDGE  
 as in 1948, but omitted in 1950  
 CALGARY 3880 P-2  
 ST. JOHN 3880 P-3  
 PR. RUPERT 3880 P-4  
 HALIFAX 3880 P-5  
 CHAR'TOWN 3880 P-6

VICTORIA 3880 PB-1  
 REGINA 3880 PB-2  
 NEW WEST. 3880 PB-3  
 TORONTO 3880 PB-4  
 LONDON 3880 PB-5  
 VANCOUVER 3880 PB-6  
 HAMILTON 3880 PB-7  
 KINGSTON 3880 PB-8  
 OTTAWA 3880 PB-9

## 1950 use

CALGARY 3880 P-1  
 ST. JOHN 3880 P-2  
 MONCTON 3880 P-3  
 PR. RUPERT 3880 P-4  
 CHAR'TOWN 3880 P-5  
 HALIFAX 3880 P-6  
 KINGSTON 3880 PB-1  
 WINDSOR 3880 PB-2

VICTORIA 3880 PB-3  
 NEW WEST. 3880 PB-4  
 OTTAWA 3880 PB-5 1st  
 TORONTO 3880 PB-5 2nd  
 VANCOUVER 3880 PB-6  
 HAMILTON 3880 PB-7  
 REGINA 3880 PB-8  
 LONDON ? 3880 PB-9

## 1951 use

TRAIL 3880 P-1  
 NELSON 3880 P-2  
 PR. RUPERT 3880 P-3  
 MOOSE JAW 3880 P-4 1st  
 PR. ALBERT 3880 P-4 2nd  
 SYDNEY 3880 P-5  
 LETHBRIDGE 3880 P-6 1st  
 MEDICINE HAT 3880 P-6 2nd  
 NANAIMO 3880 PB-1  
 KELOWNA 3880 PB-2 1st  
 PENTICTON 3880 PB-2 2nd  
 WINDSOR 3880 PB-3  
 EDMONTON 3880 PB-4  
 KAMLOOPS 3880 PB-5 1st  
 VERNON 3880 PB-5 2nd

REGINA 3880 PB-6  
 VICTORIA 3880 PB-7 1st  
 NEW WEST. 3880 PB-7 2nd  
 RED DEER 3880 PB-8  
 PR. GEORGE 3880 PB-9  
 CALGARY 3412 P-1  
 HALIFAX 3412 P-2  
 MONCTON 3412 P-3  
 ST. JOHN 3412 P-4  
 SASKATOON 3412 P-5  
 HAMILTON 3412 PB-1  
 LONDON 3412 PB-2  
 OTTAWA 3412 PB-3  
 TORONTO 3412 PB-4  
 VANCOUVER 3412 PB-5

## 1952 use

LETHBRIDGE 3880 P-1 1st  
 MEDICINE HAT 3880 P-1 2nd  
 PR. RUPERT 3880 P-2  
 CHAR'TOWN 3880 P-3  
 NELSON 3880 P-4 1st  
 TRAIL 3880 P-4 2nd  
 SYDNEY 3880 P-5  
 MOOSE JAW 3880 P-6 1st  
 PR. ALBERT 3880 P-6 2nd  
 RED DEER 3880 PB-1 1st  
 VERNON 3880 PB-1 2nd  
 NANAIMO 3880 PB-2  
 VICTORIA 3880 PB-3 1st  
 NEW WEST. 3880 PB-3 2nd  
 WINDSOR 3880 PB-5 1st  
 PENTICTON 3880 PB-5 2nd

KELOWNA 3880 PB-6  
 REGINA 3880 PB-7  
 KAMLOOPS 3880 PB-8  
 ST. JOHN 3412 P-1  
 MONCTON 3412 P-2  
 HALIFAX 3412 P-3  
 CALGARY 3412 P-4  
 SASKATOON 3412 P-5  
 HAMILTON 3412 PB-1  
 VANCOUVER 3412 PB-2  
 TORONTO 3412 PB-3  
 OTTAWA 3412 PB-4  
 EDMONTON 3412 PB-5  
 LONDON 3412 PB-6  
 ST. JOHN'S 3412 PB-7

## 1953 use

CALGARY 3412 P-5  
 CHILLIWACK 3412  
 NANAIMO 3412 PB-1  
 NEW WEST. 3412  
 OTTAWA 3412  
 SARNIA 3412  
 SASKATOON 3412  
 TORONTO 3412 PB-3  
 TORONTO 3412  
 TRAIL 3412  
 VANCOUVER 3412 PB-6  
 VICTORIA 3412 PB-2  
 BRANTFORD 3880

EDMONTON 3880 PB-9  
 HALIFAX 3880  
 HAMILTON 3880 PB-5  
 LONDON 3880 PB-2  
 MONCTON 3880  
 REGINA 3880  
 ST. JOHN 3880  
 SYDNEY 3880  
 WINDSOR 3880  
 LETHBRIDGE ?  
 MEDICINE HAT ?  
 MOOSE JAW ?  
 ST. JOHN'S ?

1954

|            |      |           |      |           |      |              |      |             |      |
|------------|------|-----------|------|-----------|------|--------------|------|-------------|------|
| LONDON     | 3005 | NANAIMO   | 3880 | VICTORIA  | 3880 | REGINA       | 3412 | TORONTO X 2 | 3412 |
| CALGARY    | 3880 | NEW WEST. | 3880 | BRANTFORD | 3412 | SARNIA       | 3412 | LETHBRIDGE  | ?    |
| CHILLIWACK | 3880 | OTTAWA    | 3880 | HALIFAX   | 3412 | ST. JOHN     | 3412 | MONCTON     | ?    |
| EDMONTON   | 3880 | SASKATOON | 3880 | HAMILTON  | 3412 | A ST. JOHN'S | 3412 | TRAIL       | ?    |
| MED. HAT   | 3880 | VANCOUVER | 3880 | MOOSE JAW | 3412 | SYDNEY       | 3412 | WINDSOR     | ?    |

1955

|            |      |             |      |           |      |             |      |              |   |
|------------|------|-------------|------|-----------|------|-------------|------|--------------|---|
| LONDON     | 3005 | SARNIA      | 3880 | HALIFAX   | 3412 | OTTAWA      | 3412 | CORNER BR.   | ? |
| BRANTFORD  | 3880 | SYDNEY      | 3880 | HAMILTON  | 3412 | A SASKATOON | 3412 | LETHBRIDGE   | ? |
| CHILLIWACK | 3880 | VANCOUVER   | 3880 | MED. HAT  | 3412 | ST. JOHN'S  | 3412 | B PR. ALBERT | ? |
| EDMONTON   | 3880 | VICTORIA    | 3880 | MOOSE JAW | 3412 | TORONTO X 2 | 3412 | A PR. RUPERT | ? |
| REGINA     | 3880 | CALGARY     | 3412 | NANAIMO   | 3412 | A TRAIL     | 3412 | A WINDSOR    | ? |
| ST. JOHN   | 3880 | FREDERICTON | 3412 | NEW WEST. | 3412 | A WELLAND   | 3412 |              |   |

1956

|             |      |            |      |              |      |              |      |             |      |   |
|-------------|------|------------|------|--------------|------|--------------|------|-------------|------|---|
| ST. JOHN'S  | 3005 | BRANTFORD  | 3412 | LONDON       | 3412 | C PR. RUPERT | 3412 | A VANCOUVER | 3412 | C |
| SYDNEY      | 3005 | CALGARY    | 3412 | C MED. HAT   | 3412 | C REGINA     | 3412 | VICTORIA    | 3412 | C |
| FREDERICTON | 3880 | CHILLIWACK | 3412 | A MOOSE JAW  | 3412 | ST. JOHN     | 3412 | LETHBRIDGE  | ?    |   |
| HAMILTON    | 3880 | CORNER BR. | 3412 | C NANAIMO    | 3412 | C SASKATOON  | 3412 | OTTAWA      | ?    |   |
| SARNIA      | 3880 | EDMONTON   | 3412 | B NEW WEST.  | 3412 | C TORONTO    | 3412 | C WINDSOR   | ?    |   |
| WELLAND     | 3880 | HALIFAX    | 3412 | A PR. ALBERT | 3412 | TRAIL        | 3412 | A           |      |   |

1957

|            |      |            |      |             |      |              |      |             |      |   |
|------------|------|------------|------|-------------|------|--------------|------|-------------|------|---|
| SYDNEY     | 3005 | BRANDON    | 3412 | LONDON      | 3412 | A PR. RUPERT | 3412 | VANCOUVER   | 3412 | C |
| THE PAS    | 3005 | BRANTFORD  | 3412 | C MED. HAT  | 3412 | C REGINA     | 3412 | VICTORIA    | 3412 | C |
| CORNER BR. | 3880 | CALGARY    | 3412 | C MOOSE JAW | 3412 | A SARNIA     | 3412 | C WELLAND   | 3412 | C |
| HALIFAX    | 3880 | CHILLIWACK | 3412 | NEW WEST.   | 3412 | C SASKATOON  | 3412 | WINDSOR     | 3412 |   |
| NANAIMO    | 3880 | EDMONTON   | 3412 | A OTTAWA    | 3412 | C TORONTO    | 3412 | WINNIPEG    | 3412 |   |
| ST. JOHN   | 3880 | HAMILTON   | 3412 | A PORTAGE   | 3412 | TRAIL        | 3412 | FREDERICTON | ?    |   |
| ST. JOHN'S | 3880 | LETHBRIDGE | 3412 | PR. ALBERT  | 3412 |              |      |             |      |   |

1958

|             |      |            |      |              |      |              |      |             |      |   |
|-------------|------|------------|------|--------------|------|--------------|------|-------------|------|---|
| TRAIL       | 3005 | CHILLIWACK | 3412 | C MED. HAT   | 3412 | ST. JOHN     | 3412 | B VANCOUVER | 3412 |   |
| FREDERICTON | 3880 | CORNER BR. | 3412 | C NEW WEST.  | 3412 | C ST. JOHN'S | 3412 | A VICTORIA  | 3412 |   |
| NANAIMO     | 3880 | EDMONTON   | 3412 | C OTTAWA     | 3412 | C SARNIA     | 3412 | C WELLAND   | 3412 | A |
| WINDSOR     | 3880 | HALIFAX    | 3412 | C PORTAGE    | 3412 | SASKATOON    | 3412 | WINNIPEG    | 3412 |   |
| BRANDON     | 3412 | HAMILTON   | 3412 | A PR. ALBERT | 3412 | SYDNEY       | 3412 | C MOOSE JAW | ?    |   |
| BRANTFORD   | 3412 | LETHBRIDGE | 3412 | C PR. RUPERT | 3412 | C TORONTO    | 3412 | D THE PAS   | ?    |   |
| CALGARY     | 3412 | LONDON     | 3412 | C REGINA     | 3412 | TORONTO      | 3412 | C           |      |   |

1959

|             |      |             |      |            |      |             |      |              |      |   |
|-------------|------|-------------|------|------------|------|-------------|------|--------------|------|---|
| FREDERICTON | 3005 | HALIFAX     | 3412 | A OTTAWA   | 3412 | C SASKATOON | 3412 | VICTORIA     | 3412 | D |
| BRANTFORD   | 3880 | HAMILTON    | 3412 | C PORTAGE  | 3412 | SYDNEY      | 3412 | D WELLAND    | 3412 |   |
| CHILLIWACK  | 3880 | LETHBRIDGE  | 3412 | PR. RUPERT | 3412 | C THE PAS   | 3880 | WINDSOR      | 3412 | C |
| BRANDON     | 3412 | LONDON      | 3412 | C REGINA   | 3412 | TORONTO     | 3412 | WINNIPEG     | 3412 | C |
| CALGARY     | 3412 | C MED. HAT  | 3412 | ST. JOHN   | 3412 | C TRAIL     | 3412 | B MOOSE JAW  | P    |   |
| CORNER BR.  | 3412 | D NANAIMO   | 3412 | ST. JOHN'S | 3412 | C VANCOUVER | 3412 | A PR. ALBERT | P    |   |
| EDMONTON    | 3412 | A NEW WEST. | 3412 | C SARNIA   | 3412 |             |      |              |      |   |

1960

|            |      |   |             |      |   |            |      |   |           |      |   |            |      |   |
|------------|------|---|-------------|------|---|------------|------|---|-----------|------|---|------------|------|---|
| SARNIA     | 3005 |   | BRANDON     | 3412 |   | MOOSE JAW  | 3412 | A | REGINA    | 3412 |   | TRAIL      | 3412 | D |
| BRANTFORD  | 3880 |   | FREDERICTON | 3412 |   | NANAIMO    | 3412 |   | ST. JOHN  | 3412 |   | VANCOUVER  | 3412 |   |
| CALGARY    | 3880 |   | HALIFAX     | 3412 |   | NEW WEST.  | 3412 |   | SASKATOON | 3412 |   | VICTORIA   | 3412 | C |
| WELLAND    | 3880 |   | HAMILTON    | 3412 |   | OTTAWA     | 3412 | D | SYDNEY    | 3412 |   | WINDSOR    | 3412 |   |
| CHILLIWACK | 3412 |   | LETHBRIDGE  | 3412 |   | PORTAGE    | 3412 | C | THE PAS   | 3412 |   | WINNIPEG   | 3412 | C |
| CORNER BR. | 3412 |   | LONDON      | 3412 | C | PR. ALBERT | 3412 |   | TORONTO   | 3412 | C | ST. JOHN'S | P    |   |
| EDMONTON   | 3412 | A | MED. HAT    | 3412 |   | PR. RUPERT | 3412 |   |           |      |   |            |      |   |

1961

|            |      |   |            |      |  |            |      |  |           |      |   |             |      |  |
|------------|------|---|------------|------|--|------------|------|--|-----------|------|---|-------------|------|--|
| ST. JOHN   | 3005 |   | HALIFAX    | 3412 |  | NANAIMO    | 3412 |  | SARNIA    | 3412 |   | WELLAND     | 3412 |  |
| SYDNEY     | 3880 |   | HAMILTON   | 3412 |  | NEW WEST.  | 3412 |  | SASKATOON | 3412 |   | WINDSOR     | 3412 |  |
| BRANDON    | 3412 |   | KENORA     | 3412 |  | OTTAWA     | 3412 |  | THE PAS   | 3412 |   | WINNIPEG    | 3412 |  |
| BRANTFORD  | 3412 |   | LETHBRIDGE | 3412 |  | PORTAGE    | 3412 |  | TORONTO   | 3412 | D | CORNER BR.  | P    |  |
| CALGARY    | 3412 | C | LONDON     | 3412 |  | PR. ALBERT | 3412 |  | TRAIL     | 3412 | C | FREDERICTON | P    |  |
| CHILLIWACK | 3412 |   | MED. HAT   | 3412 |  | PR. RUPERT | 3412 |  | VANCOUVER | 3412 |   | ST. JOHN'S  | P    |  |
| EDMONTON   | 3412 | D | MOOSE JAW  | 3412 |  | REGINA     | 3412 |  | VICTORIA  | 3412 |   |             |      |  |

1962

|            |      |  |             |      |  |           |      |   |            |      |  |            |      |   |
|------------|------|--|-------------|------|--|-----------|------|---|------------|------|--|------------|------|---|
| TRAIL      | 3005 |  | EDMONTON    | 3412 |  | LONDON    | 3412 |   | PT. ARTHUR | 3412 |  | TORONTO    | 3412 | D |
| NANAIMO    | 3880 |  | FT. WILLIAM | 3412 |  | MED. HAT  | 3412 |   | PR. ALBERT | 3412 |  | VANCOUVER  | 3412 | A |
| SYDNEY     | 3880 |  | FREDERICTON | 3412 |  | MOOSE JAW | 3412 | C | REGINA     | 3412 |  | VICTORIA   | 3412 |   |
| BRANDON    | 3412 |  | HALIFAX     | 3412 |  | NEW WEST. | 3412 |   | ST. JOHN   | 3412 |  | WELLAND    | 3412 |   |
| BRANTFORD  | 3412 |  | HAMILTON    | 3412 |  | NORTH BAY | 3412 |   | ST. JOHN'S | 3412 |  | WINNIPEG   | 3412 | D |
| CALGARY    | 3412 |  | KENORA      | 3412 |  | OTTAWA    | 3412 |   | SARNIA     | 3412 |  | PR. RUPERT | P    |   |
| CHILLIWACK | 3412 |  | KINGSTON    | 3412 |  | PETERBORO | 3412 |   | SAULT      | 3412 |  | SASKATOON  | P    |   |
| CORNER BR. | 3412 |  | LETHBRIDGE  | 3412 |  | PORTAGE   | 3412 |   | THE PAS    | 3412 |  | WINDSOR    | P    |   |

1963

|             |      |   |            |      |  |            |      |   |            |      |  |           |      |   |
|-------------|------|---|------------|------|--|------------|------|---|------------|------|--|-----------|------|---|
| SYDNEY      | 3880 |   | HALIFAX    | 3412 |  | NANAIMO    | 3412 | D | PR. RUPERT | 3412 |  | THE PAS   | 3412 |   |
| BRANDON     | 3412 |   | HAMILTON   | 3412 |  | NEW WEST.  | 3412 |   | REGINA     | 3412 |  | TORONTO   | 3412 |   |
| BRANTFORD   | 3412 |   | KENORA     | 3412 |  | NORTH BAY  | 3412 |   | ST. JOHN   | 3412 |  | TRAIL     | 3412 |   |
| CALGARY     | 3412 |   | KINGSTON   | 3412 |  | OTTAWA     | 3412 |   | ST. JOHN'S | 3412 |  | VANCOUVER | 3412 |   |
| CHILLIWACK  | 3412 |   | LETHBRIDGE | 3412 |  | PETERBORO  | 3412 |   | SARNIA     | 3412 |  | VICTORIA  | 3412 | D |
| CORNER BR.  | 3412 | C | LONDON     | 3412 |  | PORTAGE    | 3412 |   | SASKATOON  | 3412 |  | WELLAND   | 3412 |   |
| EDMONTON    | 3412 |   | MED. HAT   | 3412 |  | PT. ARTHUR | 3412 |   | SAULT      | 3412 |  | WINDSOR   | 3412 |   |
| FT. WILLIAM | 3412 |   | MOOSE JAW  | 3412 |  | PR. ALBERT | 3412 |   | SUDBURY    | 3412 |  | WINNIPEG  | 3412 |   |
| FREDERICTON | 3412 |   |            |      |  |            |      |   |            |      |  |           |      |   |

1964

|             |      |   |            |      |  |            |      |  |           |      |   |             |      |  |
|-------------|------|---|------------|------|--|------------|------|--|-----------|------|---|-------------|------|--|
| BRANDON     | 3412 |   | KINGSTON   | 3412 |  | OTTAWA     | 3412 |  | SASKATOON | 3412 |   | WINDSOR     | 3412 |  |
| BRANTFORD   | 3412 |   | LETHBRIDGE | 3412 |  | PORTAGE    | 3412 |  | SAULT     | 3412 |   | WINNIPEG    | 3412 |  |
| CALGARY     | 3412 | D | LONDON     | 3412 |  | PT. ARTHUR | 3412 |  | SYDNEY    | 3412 | C | CORNER BR.  | P    |  |
| CHILLIWACK  | 3412 |   | MED. HAT   | 3412 |  | PR. ALBERT | 3412 |  | TORONTO   | 3412 | D | FREDERICTON | P    |  |
| EDMONTON    | 3412 |   | MOOSE JAW  | 3412 |  | PR. RUPERT | 3412 |  | TRAIL     | 3412 |   | HALIFAX     | P    |  |
| FT. WILLIAM | 3412 |   | NANAIMO    | 3412 |  | REGINA     | 3412 |  | VANCOUVER | 3412 |   | PETERBORO   | P    |  |
| HAMILTON    | 3412 | D | NEW WEST.  | 3412 |  | ST. JOHN'S | 3412 |  | VICTORIA  | 3412 | D | SUDBURY     | P    |  |
| KENORA      | 3412 |   | NORTH BAY  | 3412 |  | SARNIA     | 3412 |  | WELLAND   | 3412 |   | THE PAS     | P    |  |

1965

|             |      |   |             |      |   |            |      |   |             |      |   |           |      |   |
|-------------|------|---|-------------|------|---|------------|------|---|-------------|------|---|-----------|------|---|
| BELLEVILLE  | 3412 |   | FREDERICTON | 3412 |   | MOOSE JAW  | 3412 | D | ST. JOHN'S  | 3412 |   | TRAIL     | 3412 | D |
| BRANDON     | 3412 |   | GANDER      | 3412 |   | NANAIMO    | 3412 | D | SARNIA      | 3412 |   | TRURO     | 3412 |   |
| BRANTFORD   | 3412 |   | HALIFAX     | 3412 |   | NEW WEST.  | 3412 | D | SASKATOON   | 3412 |   | VANCOUVER | 3412 | A |
| CALGARY     | 3412 | E | HAMILTON    | 3412 | D | NORTH BAY  | 3412 |   | SAULT       | 3412 |   | VICTORIA  | 3412 | D |
| CHAR'TOWN   | 3412 | E | KAMLOOPS    | 3412 |   | PORTAGE    | 3412 |   | SUDBURY     | 3412 | E | WELLAND   | 3412 |   |
| CHILLIWACK  | 3412 |   | KENORA      | 3412 |   | PT. ARTHUR | 3412 |   | SWIFT CURR. | 3412 | D | WINDSOR   | 3412 | E |
| CORNER BR.  | 3412 |   | KINGSTON    | 3412 | C | PR. ALBERT | 3412 | D | SYDNEY      | 3412 |   | WINNIPEG  | 3412 | C |
| EDMONTON    | 3412 | E | LETHBRIDGE  | 3412 |   | PR. RUPERT | 3412 |   | THE PAS     | 3412 |   | OTTAWA    | P    |   |
| FLIN FLOW   | 3412 |   | LONDON      | 3412 | C | RED DEER   | 3412 |   | TORONTO     | 3412 | C | PETERBORO | P    |   |
| FT. WILLIAM | 3412 |   | MED. HAT    | 3412 |   | REGINA     | 3412 | D | TORONTO     | 3412 | D |           |      |   |

1966

|            |      |   |             |      |   |             |      |   |           |   |            |   |
|------------|------|---|-------------|------|---|-------------|------|---|-----------|---|------------|---|
| BELLEVILLE | 3412 | E | MOOSE JAW   | 3412 | E | WELLAND     | 3412 | E | KENORA    | P | PT. ARTHUR | P |
| BRANTFORD  | 3412 |   | PR. ALBERT  | 3412 | C | WINNIPEG    | 3412 | C | KINGSTON  | P | PR. RUPERT | P |
| CALGARY    | 3412 | D | RED DEER    | 3412 | D | BRANDON     | P    |   | MED. HAT  | P | SARNIA     | P |
| EDMONTON   | 3412 | C | REGINA      | 3412 | D | CHILLIWACK  | P    |   | NANAIMO   | P | SASKATOON  | P |
| FLIN FLOW  | 3412 |   | SWIFT CURR. | 3412 | E | CORNER BR.  | P    |   | NEW WEST. | P | SAULT      | P |
| HAMILTON   | 3412 |   | TORONTO     | 3412 | E | FT. WILLIAM | P    |   | NORTH BAY | P | SUDBURY    | P |
| KAMLOOPS   | 3412 | D | TRAIL       | 3412 | E | FREDERICTON | P    |   | OTTAWA    | P | SYDNEY     | P |
| LETHBRIDGE | 3412 | C | VANCOUVER   | 3412 | C | GANDER      | P    |   | PETERBORO | P | THE PAS    | P |
| LONDON     | 3412 | D | VICTORIA    | 3412 | E | HALIFAX     | P    |   | PORTAGE   | P | WINDSOR    | P |

1967

|            |      |   |             |   |            |   |            |   |             |   |
|------------|------|---|-------------|---|------------|---|------------|---|-------------|---|
| BRANTFORD  | 3412 |   | BRANDON     | P | KAMLOOPS   | P | PORTAGE    | P | SUDBURY     | P |
| HALIFAX    | 3412 | E | CALGARY     | P | KENORA     | P | PT. ARTHUR | P | SWIFT CURR. | P |
| HAMILTON   | 3412 |   | CHILLIWACK  | P | KINGSTON   | P | PR. ALBERT | P | SYDNEY      | P |
| LONDON     | 3412 | E | CORNER BR.  | P | LETHBRIDGE | P | PR. RUPERT | P | THE PAS     | P |
| NANAIMO    | 3412 | C | EDMONTON    | P | MED. HAT   | P | RED DEER   | P | TRAIL       | P |
| NEW WEST.  | 3412 | E | FLIN FLOW   | P | MOOSE JAW  | P | REGINA     | P | VANCOUVER   | P |
| TORONTO    | 3412 | D | FT. WILLIAM | P | NORTH BAY  | P | SARNIA     | P | VICTORIA    | P |
| WELLAND    | 3412 | E | FREDERICTON | P | OTTAWA     | P | SASKATOON  | P | WINDSOR     | P |
| BELLEVILLE | P    |   | GANDER      | P | PETERBORO  | P | SAULT      | P | WINNIPEG    | P |

1968

|             |      |   |            |      |   |            |      |   |             |   |             |   |
|-------------|------|---|------------|------|---|------------|------|---|-------------|---|-------------|---|
| BELLEVILLE  | 3412 | E | NEW WEST.  | 3412 | D | SASKATOON  | 3412 |   | CHILLIWACK  | P | NANAIMO     | P |
| CALGARY     | 3412 | E | NORTH BAY  | 3412 | D | SAULT      | 3412 | C | CORNER BR.  | P | PORTAGE     | P |
| FLIN FLOW   | 3412 |   | OTTAWA     | 3412 |   | TORONTO    | 3412 | E | EDMONTON    | P | PR. RUPERT  | P |
| FT. WILLIAM | 3412 | E | PETERBORO  | 3412 | D | VICTORIA   | 3412 | C | FREDERICTON | P | SUDBURY     | P |
| HALIFAX     | 3412 | D | PT. ARTHUR | 3412 | E | WETASKIWAN | 3412 | D | GANDER      | P | SWIFT CURR. | P |
| HAMILTON    | 3412 | C | PR. ALBERT | 3412 | D | WINDSOR    | 3412 | E | KAMLOOPS    | P | SYDNEY      | P |
| LONDON      | 3412 | D | RED DEER   | 3412 | E | WINNIPEG   | 3412 | E | KENORA      | P | THE PAS     | P |
| MED. HAT    | 3412 | E | REGINA     | 3412 | E | BRANDON    | P    |   | KINGSTON    | P | TRAIL       | P |
| MOOSE JAW   | 3412 |   | SARNIA     | 3412 | E | BRANTFORD  | P    |   | LETHBRIDGE  | P | VANCOUVER   | P |

1969

|            |      |             |      |            |   |            |   |             |   |
|------------|------|-------------|------|------------|---|------------|---|-------------|---|
| BELLEVILLE | 3412 | WINNIPEG    | 3412 | KAMLOOPS   | P | PETERBORO  | P | SWIFT CURR. | P |
| CALGARY    | 3412 | BRANDON     | P    | KENORA     | P | PORTAGE    | P | SYDNEY      | P |
| FLIN FLON  | 3412 | BRANTFORD   | P    | KINGSTON   | P | PT. ARTHUR | P | THE PAS     | P |
| HAMILTON   | 3412 | CHILLIWACK  | P    | LETHBRIDGE | P | PR. RUPERT | P | TRAIL       | P |
| LONDON     | 3412 | CORNER BR.  | P    | MED. HAT   | P | RED DEER   | P | VANCOUVER   | P |
| OTTAWA     | 3412 | EDMONTON    | P    | MOOSE JAW  | P | REGINA     | P | VICTORIA    | P |
| SASKATOON  | 3412 | FT. WILLIAM | P    | NAHAIMO    | P | SARNIA     | P | WELLAND     | P |
| TORONTO    | 3412 | FREDERICTON | P    | NEW WEST.  | P | SAULT      | P | WETASKIWAN  | P |
| WINDSOR    | 3412 | GANDER      | P    | NORTH BAY  | P | SUDBURY    | P |             |   |

## A PHILATELIC BOOK REVIEW

While attending the BNAPS Convention in Toronto, the Editor had the opportunity to meet Mr. Frederick Langford, whose name he had long known as a major authority on machine cancels, but had never met in person. He took advantage of this to ask Mr. Langford if he still had available copies of his 3rd Edition U.S. Flag Cancel Encyclopedia, which he did, and promised to send one.

It recently arrived, and has been found so outstanding a work of philatelic literature as to well warrant a review in our Newsletter. Although it is largely concerned with U.S. flags, there is coverage of the Canadian flags of 1896-1902, and enough general information in the Introduction to be of real value to Canadian slogan collectors, even though they may have no interest at all in U.S. flags.

The book is 120 pages, 8 1/2" x 11", hard bound, but in condensed 17 c.p.i. lettering, with ten lines per inch. This does not make for the easiest legibility, but suggests that an actual word count would be awesome. It is also lavishly illustrated, although the illustrations are somewhat reduced from actual size. All entries have a valuation, either in terms of cash or % points on a scale of 1 to 100, in other words a rarity factor. The difference between cash values and the rarity factor depends on whether the item could actually be sold for money, or is in fact only a "trader" item.

The degree of detailed research is immediately apparent, and especially to the Editor, having just completed his own 104 page work on the 1912-53 Canadian Slogans, who found it was a stern lesson in just how much further it is possible to go. Further general information is added throughout the book and in the end papers, most conveniently including a perpetual calendar, which can be of much service when comparing event dates of annually issued slogans.

Also in the end papers is an article that much impressed the Editor, and while too long to be reproduced in full, it can be summarized as follows: Mr. Langford takes exception to the common practice of referring to the results of machine cancelling (certainly including slogans) as "strikes". He contends that a "strike" can only refer to a hand cancel, where the hand held die is actually struck on to the cover. He points out, most correctly, that neither the die nor the dater of a machine cancel are struck. Rather, the die and dater are inserted into a revolving spindle, and are therefore "rolled onto" the receiving cover to make the cancel imprint. It is in effect actually a machine operated "roller" cancel, rather than the more recognized hand rollers.

He contends that the only correct wording for the result of this action is an "impression", and the Editor, who has long used the term "strike", has to give credence to the correctness of this argument. It can be noted, in support of the contention, that the slogan proof books in the Postal Archives are officially referred to as Impression Books.

While the Editor will make some attempt to mend his ways, he realizes that old habits are hard to break, and some members will probably continue to refer erroneously to "strikes" as they always have, but it is felt that we owe Mr. Langford a debt of gratitude for having at least made us aware that we are in "technical violation" of proper usage.

The book can be ordered from Mr. Langford, Box 802, Pasadena, Calif. 91102, and the price is \$20.00 U.S., plus \$1.50 postage within U.S.A. and \$2.00 to Canada.



I N T R O D U C T I O N

The following pages are intended to serve as a supplementary set of illustrations to the 1993 Handbook on Canadian slogan use of the period 1912-53. This handbook divided slogan use into two sections, proprietary use by offices alphabetically and multi-office use by slogan wording alphabetically, so the illustrations will conform to this format. The proprietary section has now been completed in 196 pages, but the multi-office section has not yet been undertaken, so its dimensions cannot presently be estimated.

It would have been very useful if these illustrations could have been included with the Handbook, but they would have increased its size prohibitively, so that a completely illustrated Handbook can probably never be economically published.

Sources of these illustrations, to the extent of their availability, are the normally full, clear proof and receipt impressions included in the Canadian Post Office Slogan Proof Impression Books, maintained from 1912 to 1953 with varying degrees of completeness. Also, the limited available early portion of the proof records kept by the firm of Pritchard & Andrews, who appear to have manufactured most slogan dies used in the period. Additionally, some early proofs that are missing from the above records have become available through the courtesy of Fred Langford, who obtained them from the Pike papers, although their original source has not yet been determined.

The Pritchard & Andrews proof records do not include receipt impressions, which were produced by using offices to confirm that a given die had been received in good order and placed in use no later than the date indicated on the office hub included with the die. In the Post Office Impression books, it was not until 1919 that the practice of requiring receipt impressions was introduced. Between 1919 and 1925, their consistent appearance gradually developed, although with significant omissions, but by 1926 they were almost always present.

Therefore, prior to 1919, only proofs exist, without receipt impressions. From 1919 through 1925, the incidence of receipts, with or without proofs, increases and from 1926 to 1953 both impressions are normally available.

The inclusion of both a proof and a receipt, where available, is a redundancy, as they duplicate one another except for the inclusion of the dater hub with the receipts. However, since the extra space is normally available, both are illustrated for the 1919-53 period if both exist.

In some cases, especially in the earlier period, dies are known to have been used, but no documentary illustration is available. In these cases, illustration is made by a photocopy of an actual impression, to the extent that it is available to the Editor. These instances are noted, as well as the occasional cases where no illustration can be shown, although the usage of the die can be listed, based on unillustrated documentation or reliable but unseen reports.

During the 1919-53 period of receipt use, whenever a die was re-issued at a later time, either with altered dates or as the original, a receipt only normally exists, with the original proof not duplicated. However, since the appearance of these dies was not changed except as to event dates, there is no advantage to illustrate them, but they are noted, with the year of re-issue and the new event dates, if any. Whenever multiple dies of the same slogan were employed in offices having more than one machine, every effort has been made to illustrate each of them.

An approximate count of the contents of the 196 pages indicates a listing of 828 confirmed numbered slogans, plus ten catalogued slogans that are not confirmed and appear as doubtful of having been used. These 828 slogans include 1,029 different dies, of which 973 are illustrated by documentary impressions and 50 by actual use. Only six of the 1,029 confirmed dies could not be illustrated in either fashion.



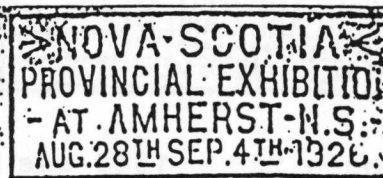
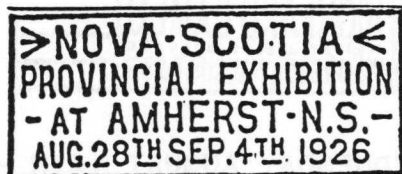
1912-53 proprietary slogan use by offices.

AMHERST N.S.

Slogan 6410 - NOVA SCOTIA PROVINCIAL EXHIBITION AT AMHERST-N.S.

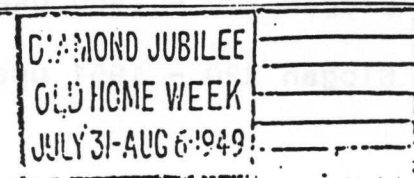
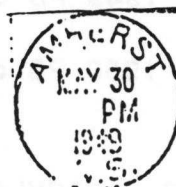
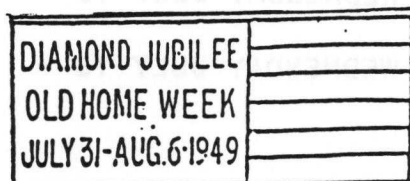
AUG.28TH SEP. 4TH 1926 -

One U die - 1926 use only



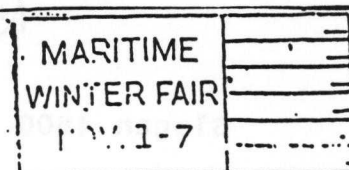
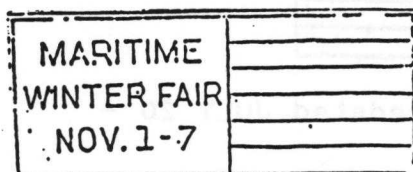
Slogan 2510 - DIAMOND JUBILEE OLD HOME WEEK JULY 31-AUG.6-1949 -

One P die - 1949 use only



Slogan 5630 - MARITIME WINTER FAIR NOV.1-7 -

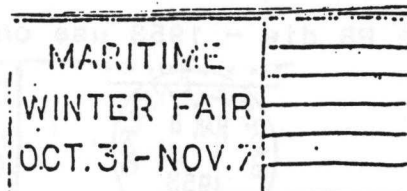
One P die - issued 1951 - redated in 1952 - replaced in 1953



Slogan 5630 - 1952 use - 1951 P die redated NOV.1-8 -

Slogan 5630 - MARITIME WINTER FAIR OCT.31-NOV.7 -

One replacement P die - issued 1953 - redated in 1954



ANTIGONISH N.S.

Slogan 220 - ANTIGONISH HIGHLAND GAMES WEDNESDAY AUGUST 23RD

One PB die - issued 1939 - redated to 1941 and in 1949-51 - replaced by slogan 4600 in 1952-53, but also redated and re-issued in 1954



Slogan 220 - 1940 use - 1939 PB die redated WEDNESDAY AUGUST 14TH -

Slogan 220 - 1941 use - 1940 PB die redated WEDNESDAY JULY 9TH -

Slogan 220 - 1949 use - 1941 PB die redated WEDNESDAY JULY 20 -

Slogan 220 - 1950 use - 1949 PB die redated WEDNESDAY JULY 19 -

Slogan 220 - 1951 use - 1950 PB die redated WEDNESDAY JULY 18 -

Slogan 4600 - HIGHLAND GAMES JULY 16 -

One PB die - issued 1952 - redated in 1953 and replaced in 1955



Slogan 4600 - 1953 use - 1952 PB die redated JULY 20 -

Subsequent undocumented usage has been seen or reported as follows:

1954 use - slogan 220 1951 PB die - redated JULY 14

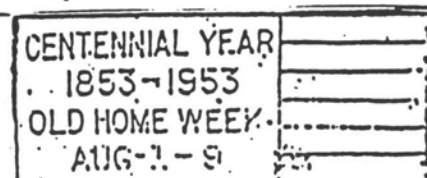
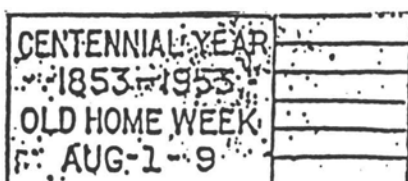
1955 use - replacement slogan 4600 PB die - dated JULY 13

1962 use - an unseen slogan 4600 PB die is reported - dated JULY 14

BARRIE ONT.

Slogan 1540 - CENTENNIAL YEAR 1853-1953 OLD HOME WEEK AUG 1-9 -

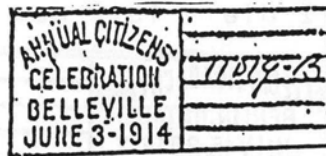
One PB die - 1953 use only



BELLEVILLE ONT.

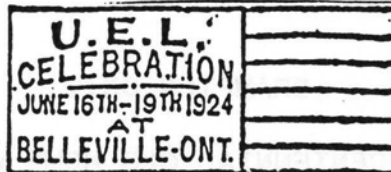
Slogan 205 - ANNUAL CITIZENS' CELEBRATION BELLEVILLE JUNE 3 1914 -

One I die - 1914 use only



Slogan (9750) - U.E.L. CELEBRATION JUNE 16TH-19TH 1924 AT BELLEVILLE ONT. -

One U die - 1924 use only



Slogan 5495 - OLD BOYS REUNION AND PEACE CELEBRATION BELLEVILLE ONT.

AUG. 1ST TO 5TH 1925 -

One U die - 1925 use only



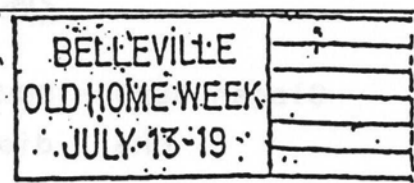
Slogan 590 - BELLEVILLE FAIR SEPT. 1-2-3-4 -

One U die - 1925 use only



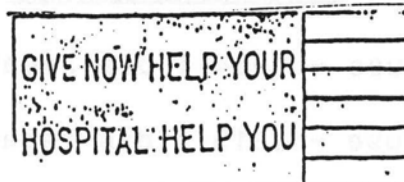
Slogan 595 - BELLEVILLE OLD HOME WEEK JULY 13-19 -

One P die - 1947 use only



Slogan 3835 - GIVE NOW HELP YOUR HOSPITAL HELP YOU -

One PB die - 1953 use only



BERLIN ONT. - became KITCHENER from 1916

Slogan 1400 - CELEBRATION OF CITYHOOD, BERLIN, ONTARIO JULY 15-20, 1912

MADE IN BERLIN EXHIBIT -

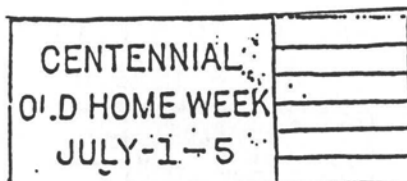
One I die - 1912 use only



BRAMPTON ONT.

Slogan 1520 - CENTENNIAL OLD HOME WEEK JULY 1-5 -

One PB die - 1953 use only



BRANDON MAN.

Slogan 2570 - DOMINION FAIR BRANDON MAN. JULY 15-25 1913 -

One I die - 1913 use only

Proof strike missing - illustrated by an actual strike



Slogan 8820 - SUMMER FAIR BRANDON, MAN. JULY 20-24 1914 -

One I die - issued 1914 - redated to 1916



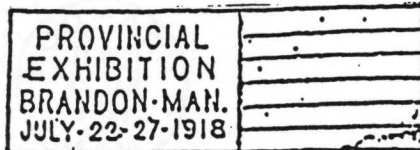
Slogan 8820 - 1915 use - 1914 I die redated JULY 19-23 1915 -

Slogan 8820 - 1916 use - 1915 I die redated JULY 17-22 1916 -

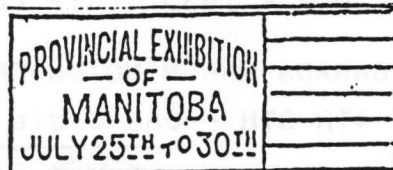
Slogans related to the Provincial Exhibitions of 1918 and 1921-35 are mounted consecutively, with slogans issued after 1918 following.

These are slogan 7293 in 1918 - slogan 7315 in 1921-23 - two dies of slogan 10200 in 1924-25, 1928-31 and 1933-35 - slogan 1800 in 1926, slogan 385 in 1927 - slogan 7985 in 1932

Slogan 7293 - PROVINCIAL EXHIBITION BRANDON, MAN. JULY 22-27 1918 -  
One I die - 1918 use only



Slogan 7315 - PROVINCIAL EXHIBITION OF MANITOBA JULY 25TH TO 30TH -  
One U die - issued 1921 - redated to 1923  
replaced 1959 - further reported use to 1961 and 1964

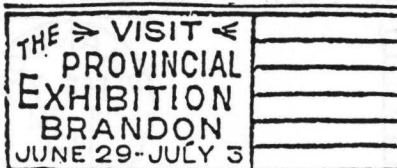


Slogan 7315 - 1922 use - 1921 U die redated JULY 24TH TO 29TH -  
Slogan 7315 - 1923 use - 1922 U die redated JULY 1ST TO 7TH -

Slogan 10200 - VISIT THE PROVINCIAL EXHIBITION BRANDON JUNE 30 JULY 4 -  
One U die - issued 1924  
replaced 1925 - redated 1928-29 and 1933-35 - replaced 1957



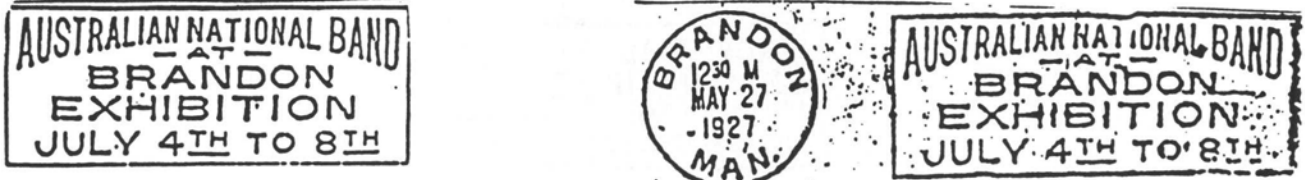
Slogan 10200 - VISIT THE PROVINCIAL EXHIBITION BRANDON JUNE 29-JULY 3 -  
One replacement U die - issued 1925 - redated 1930-31



Slogan 1800 - COLDSTREAM GUARDS BAND BRANDON EXHIBITION JUNE 28 TO JULY 2 -  
One U die - 1926 use only



Slogan 385 - AUSTRALIAN NATIONAL BAND AT BRANDON EXHIBITION  
JULY 4TH TO 8TH - One U die - 1927 use only



Slogan 10200 - 1928 use - 1924 U die redated JULY 2 JULY 6  
Slogan 10200 - 1929 use - 1928 U die redated JULY 1 JULY 5  
Slogan 10200 - 1930 use - 1925 U die redated JUNE 30-JULY 4  
Slogan 10200 - 1931 use - 1930 U die redated JUNE 29-JULY 3

Slogan 7985 - SEE CANADA MARCHING ON PROVINCIAL EXHIBITION  
BRANDON JULY 4TH 8TH - One U die - 1932 use only



Slogan 10200 - 1933 use - 1929 U die redated JULY 3 - JULY 7  
Slogan 10200 - 1934 use - 1933 U die redated JULY 2 - JULY 6  
Slogan 10200 - 1935 use - 1934 U die redated JULY 1 - JULY 5

Slogan 7980 - SEE BRANDON WINTER FAIR MARCH 3RD TO 7TH 1924 -  
One U die - 1924 use only



Slogan 5605 - MANITOBA WINTER FAIR MAR-31-APR 3-1947 -  
One P die - issued 1947 - replaced 1959 - redated to 1960





BRANTFORD ONT.

BRANTFORD had a Universal machine from 1913, so it had no International slogan die usage.

Slogan 693 - BRANTFORD OLD HOME WEEK AUG. 9-14 1914 -

One U die - issued 1914 - replaced in 1921

Proof missing - illustrated by an actual strike



Slogan 693 - BRANTFORD OLD HOME WEEK AUG. 1-6-1921 -

One replacement U die - 1921 use only



Slogan 8375 - SICK CHILDREN'S BENEFIT BRANTFORD ARMOURIES

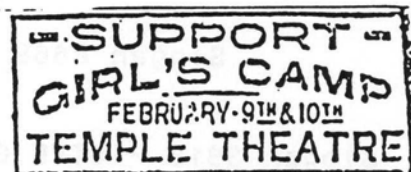
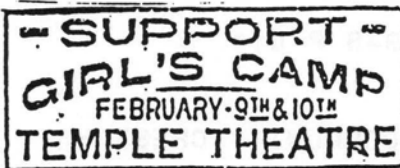
SEPT. 14-16, 1922 -

One U die - 1922 use only



Slogan 8900 - SUPPORT GIRL'S CAMP FEBRUARY 9TH & 10TH TEMPLE THEATRE -

One U die - 1928 use only



Slogan 690 - BRANTFORD INDUSTRIAL EXPOSITION JUNE 11TH TO 16TH INCLUSIVE -

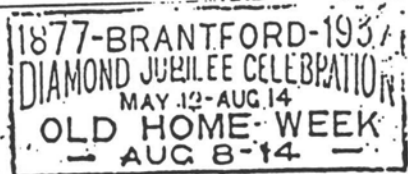
One U die - 1928 use only



BRANTFORD ONT. continued

Slogan 2893 - 1877 BRANTFORD 1937 DIAMOND JUBILEE CELEBRATION  
MAY 12 AUG 14 OLD HOME WEEK AUG.8-14 -

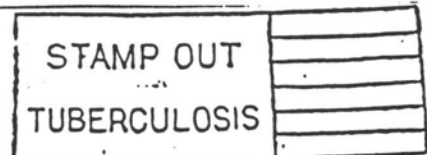
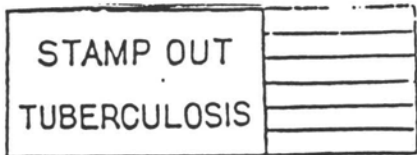
One P die - 1937 use only



Slogan 10285 - VOTE ! -  
re-issue of WINNIPEG 1934-40 slogan 10285  
One P die - 1945 use only



Slogan 8668 - STAMP OUT TUBERCULOSIS -  
One P die - issued 1947 - re-issued 1949



Slogan 8668 - 1949 use - re-issued 1948 P die

Slogan 3818 - GIVE GIVE ENOUGH THROUGH YOUR COMMUNITY CHEST -  
One P die - 1949 use only



BROCKVILLE ONT.

Slogan 750 - BROCKVILLE FAIR AND HORSE SHOW SEPT 3-6 1912 -

One I die - issued 1912 - replaced 1913



Slogan 750 - BROCKVILLE FAIR AND HORSE SHOW 1913 AUG 30 SEP. 1-3 -

1913 use - one replacement I die - redated to 1917

Unproofed 1913 use illustrated by a proof of the redated 1914 use



Slogan 750 - 1914 use - 1913 U die redated 1914 AUG 31 SEPT 1-2 -

Slogan 750 - 1915 use - 1914 U die redated 1915 SEPT. 6, 7, 8 -

Slogan 750 - 1916 use - 1915 U die redated 1916 SEPT. 4, 5, 6 -

Slogan 750 - 1917 use - 1916 U die redated 1917 AUG 20-23 -

Slogan 753 - BROCKVILLE RE-UNION A WEEK OF JOY JULY 18-24 1926 -

One U die - 1926 use only



Slogan 1430 - CENTENARY CELEBRATION BROCKVILLE-ONT.

JULY 11TH AND 12TH 1930 -

One U die - 1930 use only

