

THE SLOGAN BOX

NEWSLETTER OF THE BRITISH NORTH AMERICA SLOGAN CANCEL STUDY GROUP
WHOLE NUMBER 40 MAY 1996 VOLUME 9 NUMBER 1

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Dear Fellow Slogan Cancel Collector:

I am pleased to have been given the privilege (responsibility) of being "chairman" (publisher, distributor) of the Slogan Cancel Study Group and for the Slogan Box. I believe that the information contained in our award winning newsletter is too valuable for it to fall by the wayside. To date I have received study group dues from the following people: Doug Lingard, Ron Leith, Cecil Coutts, John Robertson, Tom Almond, Len Harris and Steve Friedenthal (of course our editor, Dan Rosenblat, following tradition of the group will not pay for his membership). We therefore have a current membership of eight dedicated slogan collectors. I know that there are a lot more collectors out there but this number will have to suffice for now.

In addition to the memberships BNAPS requests that copies of the newsletters be sent to: BNAPS President, Vice-President Study Groups, Topics Centerline author, Topics Editor, Portraits Editor, the American Philatelic Society Library and the Canadian National Archives Library - thereby doubling our mailing. A stipend is provided by BNAPS that will cover most of the cost of their issues.

One current member requested that there be a credit or refund for the newsletters that were not sent last year. As there were only three issues last year, there should be a surplus of money. However, to date I have received money only from the seven mentioned above. I am sure that this will suffice for the current year. I will provide an accounting of the money twice yearly. If there is a surplus at the end of this year *perhaps* we can reduce the dues for next year.

If any member has questions, suggestions, articles or concerns, please contact me. Again, back issues of the Slogan Box can be provided at cost of photocopying, postage and materials. I look forward to many more informative issues of the Slogan Box.

Steve Friedenthal

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PHILATELIC CORRESPONDENCE FROM

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April 10, 1996

Reference is made to my letter of February 21, regarding the present state of the BNAPS Slogan Study Group, sent to 28 persons who were or had been members of the Group. This letter is being sent to those of you who responded favorably to that letter, as follows:

Thomas Almond - Cecil Coutts - Jean-Guy Dalpe - George Dresser - Stephen Friedenthal - Leonard Harris - Ron Leith - Douglas Lingard - John Robertson - Robert Thorne . Also receiving a copy of this letter are the President of BNAPS and the Vice President Study Groups.

Additionally, there was a reply from Dr. Ian Taylor, stating that he was recovering from a heart attack, which had curtailed his philatelic efforts to the point where he did not feel up to continued membership in the Group.

I have also been informed that a number of the members of the Flag Study Group feel that a merger with the Slogan Study Group would adversely affect the Flag Group's status as a specialized field, so the prospect of such a merger is now unlikely.

The number of favorable responses is a rather poor showing out of 28 members addressed, but nevertheless it is enough that the Group cannot be declared dead from lack of interest. Also, Stephen Friedenthal, 8 Lindbergh Cr., St. Albert, Alberta, T8N 2S8, has volunteered to take over as Chairman-Secretary-Treasurer-Publisher.

Therefore, although we will be for the present a very small group, we have a willing and capable Chairman and a great deal of dedication to slogan collecting represented by those listed above. That should be enough to warrant continuing on a minimum scale. There is always the possibility that the soon-to-be publication of the Coutts slogan catalogue will do something to revive interest in this area. However, those of you who know any of the former members, who have not indicated current interest, should contact them in an effort to restimulate their participation.

Financially, we must establish ourselves on a reasonable basis without delay. The dues will be \$15.00 U.S. and \$20.00 Canadian per annum, and are due and payable to Chairman Friedenthal immediately. Thanks are extended to Douglas Lingard and to Ron Leith, both of whom remitted dues with their response. Also, I now understand that there are some BNAPS funds due to our group, so these plus prompt payment of current dues will enable Treasurer Friedenthal to establish a reasonable bank account.

The Newsletter will resume publication, but on a somewhat smaller although more frequent scale. Approximately 10-12 pages will be published every two months, rather than 30 pages every three months. It is hoped that the next issue will be in the mails between May 15th-30th. As always, the Editor welcomes correspondence from members, and will be very receptive to requests for information on specific matters of interest to any member.

My appreciation to all of you. We may now be a much smaller Group, but I feel that this gives us a more elite nature.

Very sincerely,

EDITOR, "THE SLOGAN BOX"
NEWSLETTER OF THE SLOGAN STUDY GROUP, BRITISH NORTH AMERICA PHILATELIC SOCIETY LTD.

SLOGANS 7188 AND 3028

This Postal Directive was normally used as slogan 7188, English-over-French, but in the case of one office only it was used as slogan 3028, French-over-English. It appears to have been one of the two last major Postal Directives issued, first appearing in 1971, one year prior to the introduction of slogan 7088, POSTAL CODES. It is much too massive to be neglected, but what can be said about it is largely conjecture, since complete data is by no means available.

Proulx list the use of 7188 as at 71 offices in 1971-77, but 76 have been recorded in that period, as well as three more that appear to have been added from 1979 on, with some use extending to 1986.

It can reasonably be assumed that a substantial number of dies were issued simultaneously in 1971, intended to be retained indefinitely, for use whenever no other slogan was authorized to take priority. Perhaps for this reason, such major offices as TORONTO, MONTREAL, VANCOUVER and WINNIPEG were not included, since they could be assumed as always having other priority slogans awaiting the use of their multiple machines.

As the dies were intended to be retained, it can also be assumed that any office known to have had use in the 1971-76 period probably had been issued a die in 1971, and retained it, subject only to replacement for damage. There are 76 offices recorded or reported that meet this criteria, so the probability is that at least 76 dies were issued in 1971. Additionally, three offices are reported as having first use in 1979 or later, but not before, and therefore appear to have been late additions, bringing the total of confirmed using offices to 79, with 80 as a reasonable probability.

Some of these offices have been recorded into the 1980's, while others are recorded in 1971 only, but it would appear likely that all offices retained and used its die at least through 1975, with a replacement issued for any that became unserviceable during 1971-75. However, it is possible that at some point in the later 1970's the practice of replacing unserviceable dies ceased, so periods of use would depend on how well the die held up, and probably varied greatly from office to office.

There is evidence of some replacements. VICTORIA and LONDON have been recorded in late 1974 as using replacement dies, with the same wording, and much the same appearance, but without a hyphen between PRE STAMPED. In another instance indicating damage, LEVIS is recorded from late 1974 using a replacement die of slogan 3028, the same wording as 7188, but French-over-English. It is interesting to note that the P.O. seemed prepared to accommodate some Quebec offices in their desire to have French predominate. However, there is no record of slogan 3028 use other than at Levis.

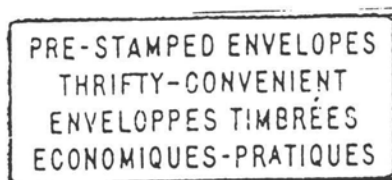
Since the seen Proulx collection does not include any use later than 1976, and the inventories of other collectors does not designate separable formats, nothing further is known about other replacements, except that it would be most unusual if quite a few more did not exist.

PRE-STAMPED ENVELOPES THRIFTY-CONVENIENT
ENVELOPPES TIMBRES ECONOMIQUES PRATIQUES

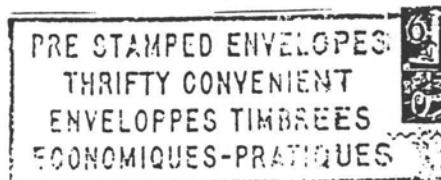
The 76 confirmed using offices are listed below, followed by the three offices assumed to have been added from 1979..

BARRIE	GUELPH	NEW WEST.	ST. JOHN'S
BELLEVILLE	HALIFAX	NIAGARA FALLS	SARNIA
BRAMPTON	HAMILTON	NORANDA	SASKATOON
BRANDON	HULL	NORTH BAY	SAULT
BRANTFORD	ISLINGTON	OAKVILLE	SCARBOROUGH
BURLINGTON	KAMLOOPS	OSHAWA	SHAWINIGAN
CALGARY	KINGSTON	PETERBOROUGH	SHERBROOKE
CHARL'TOWN	KITCHENER-	POINTE-CLAIRE-	STREETSVILLE
CHATHAM, ONT.	WATERLOO	DORVAL	SUDBURY
CHATHAM, N.B.	LACHINE	PRINCE GEORGE	SURREY
CHICOUTIMI	LETHBRIDGE	QUEBEC	THORWALD
CHILLIWACK	LEVIS	REGINA	THUNDER BAY
COBOURG	LLOYDMINSTER	REXDALE	TRAIL
CORNWALL	LONDON	ROUYN-	TROIS RIVIERES
DARTMOUTH	LONGUEUIL	NORANDA	VICTORIA
DON MILLS	MEDICINE HAT	ROXBORO	VILLE DE LAVAL
DOWNSVIEW	MISSISSAUGA	ST. ALBERT	WELLAND
EDMONTON	MONCTON	ST. CATHARINES	WESTON
FREDERICTON	MOOSE JAW	ST. JOHN	WILLOWDALE
	NANAIMO		WINDSOR

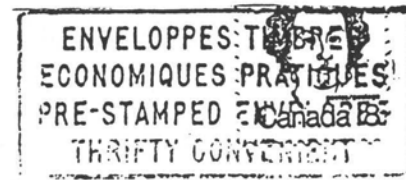
The three offices added from 1979 on were FORT NELSON, NEW GLASGOW and SYDNEY.



Original 7188 die



Replacement 7188 die



Replacement 3028 die

MAIL YOUR INCOME TAX RETURN NOW

SLOGANS 5565 AND 7102

These two slogans, advertising a relatively distasteful duty, were probably sponsored by the National Revenue Agency, although the use of the term "MAIL", rather than "PAY", suggests that the Post Office may have had some input regarding the wording. Proulx lists usage of 5565 at fifteen offices in 1957-61, but it seems more probable that the original 1957 issue was to twelve offices, with a thirteenth and fourteenth added in 1961. The French slogan 7102 was used at MONTREAL and QUEBEC in 1957-61, although both of these offices also used the English version, and there was no bilingual version.

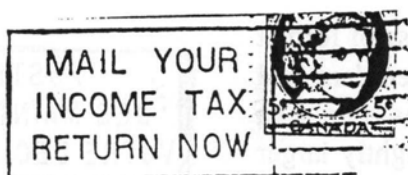
Usage in all years began about March 1st, and continued through to the end of April. The twelve English and two French non-separable format A dies issued in 1957, with use to 1961, were used at the following major offices, and are illustrated below.

CHARLOTTETOWN
EDMONTON
HALIFAX

MONTREAL- English
MONTREAL - French
OTTAWA
QUEBEC - English

QUEBEC - French
REGINA
ST. JOHN
ST. JOHN'S

TORONTO
VANCOUVER
WINNIPEG

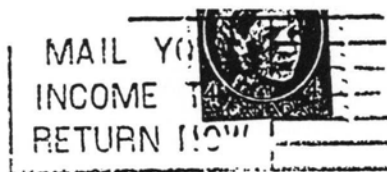


English version

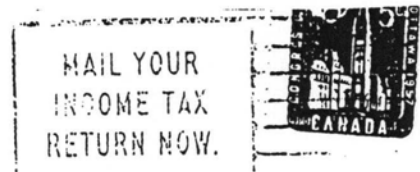


French version

The EDMONTON die has been seen severely damaged as early as March 26th, 1957, and was not reissued in 1958, being replaced by a format B die, with the same wording in smaller lettering, in a 32 mm. box. This replacement die has been seen used at EDMONTON in 1958, OTTAWA in 1959, HALIFAX in 1960 and VANCOUVER in 1961. None of the other eleven format A English dies appear to have suffered subsequent damage.

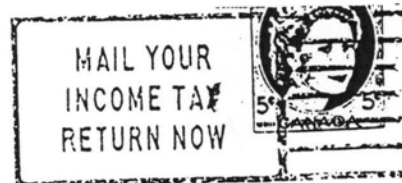


Damaged EDMONTON 1957 format A die



Replacement 1958-61 format B die

In 1961 only, a decision appears to have been made to add two small Maritime offices, resulting in the 1961 issue of two non-separable dies in format C, very similar to format B, but with a 34 mm. box. The two added offices were CORNER BROOK in Newfoundland and SUMMERSIDE in Prince Edward Island. However, both of these offices used format A dies, while the two format C dies were used at EDMONTON and WINNIPEG.



Format C

The situation regarding the two French format A dies is somewhat complicated. The MONTREAL use has been seen damaged by April 15, 1957, so it can be assumed that it was replaced in 1958. Since the 1958 MONTREAL use is from a format A die, the replacement must have been used at QUEBEC in 1958, although this use has not been seen and cannot be verified. However, QUEBEC use in 1959 has been seen as format B, the same wording in smaller lettering, and with an accent over the "O" of "D'IMPOT", which had not been present in format A. MONTREAL 1959 use has been seen as format A.



MONTREAL damaged 1957 format A



QUEBEC 1959 format B

In 1960 MONTREAL again used format A, and QUEBEC use of format B has been seen on March 2nd, 1960, but it must have been damaged shortly thereafter, since by March 22nd, 1960 QUEBEC has been seen using a replacement format C die, the same wording in slightly larger letters than format B, but obviously hastily prepared, since all three of the proper accent marks were omitted. In 1961 MONTREAL used the format C die, while QUEBEC used the remaining format A.



1960 format C

Researching disease related slogans is somewhat distasteful, but since so much of post-WW II slogan use consisted of urgent fund-raising demands to fight a variety of major diseases, this research cannot be avoided. Therefore, having devoted considerable effort to cancer and tuberculosis, similar efforts must now be made in regard to polio.

The "March of Dimes" theme for polio fund-raising originated in the U.S. with the 1938 establishment of a National Foundation for Infantile Paralysis, largely as a result of President Franklin Roosevelt's personal interest in it. A Canadian national group appears to have been established later, and in 1950 began to sponsor slogan advertising throughout the country with slogan 3425, FIGHT POLIO AID CANADIAN MARCH OF DIMES. Note that the wording emphasizes "Canadian" March of Dimes, since similar campaigns had taken place in the U.S. for several years

However, the earliest reference to "DIMES" was at VICTORIA in 1949, when slogan 9007, SUPPORT SHOWER OF DIMES FOR CRIPPLED CHILDREN, was initiated, with continuous annual use through 1967. This was sponsored by the Junior League of a local Solarium for crippled children, and although some of the children may have been crippled by polio, it was not a part of any national fund raising to fight polio, as evidenced by the fact that there was considerable concurrent VICTORIA use of polio related slogans. Also, in 1952 VANCOUVER began use of a very similar slogan 9005, SUPPORT SHOWER OF DIMES, but although this was closely related to the VICTORIA slogan, it also had no relationship to the national fund raising to fight polio.

The English slogan 3425 was issued in nine dies, five Pitney-Bowes and four Perfect, but the 1950 use was at sixteen major offices, since five dies were rotated to two offices each, and one to three offices during the campaign period, beginning in early January and extending into February. Also, somewhat oddly, the die issued to EDMONTON was first rotated to REGINA, then returned to EDMONTON for a second usage in late February-early March. The sixteen 1950 using offices were

CALGARY	HALIFAX	REGINA	TORONTO
CHARLOTTETOWN	LONDON	ST. JOHN	VANCOUVER
EDMONTON	MOOSE JAW	ST. JOHN'S	VICTORIA
FREDERICTON	OTTAWA	SYDNEY	WINNIPEG

Additionally, a single Perfect die of slogan 3425-A, FIGHT POLIO AID CANADIAN MARCH OF DIMES COMBATTEZ LA POLIO AU CANADA PAR L'APPORT DE VOTRE OBOLE, was used at MONTREAL in 1950.

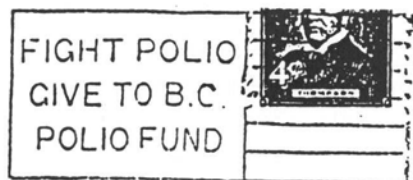
The 1950 campaign was repeated in 1951, but with LONDON and REGINA omitted, and QUEBEC sharing use with MONTREAL. The English use therefore was of nine dies at fourteen offices. For unclear reasons, the campaign was omitted in 1952-54, but was then revived in 1955.

The dies of slogan 3425 were manufactured before the advent of the master die concept, so they can be separated, and some of the unseen reported use can be assumed as from certain dies by elimination. Therefore, Appendix A illustrates all the dies and lists the order of their use to the extent known.

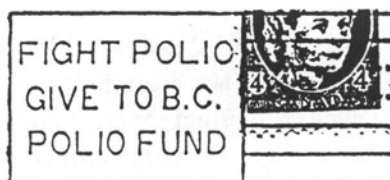
The revived 1955 use included the emergence of an unusual pattern of sponsorship by the same organization of both new dies of a related polio slogan, together with an additional die of 3425. Each of the subsequent related slogans referenced polio, but somewhat oddly, two of them referenced provincial campaigns.. Since it would appear unlikely that newly formed provincial organizations would withdraw from the national group, these slogans were probably a part of the national effort, but worded in a manner that might make donors be more generous if they felt that their contributions would be used locally, rather than spread around the country.

In 1955 the policy of rotating dies was much reduced after the new tenth 3425 PB die was added, but six of the prior usage English offices, CALGARY, FREDERICTON, ST. JOHN'S, SYDNEY, VICTORIA and VANCOUVER were omitted from 3425 use, though HALIFAX-DARTMOUTH was added, in addition to HALIFAX proper, and REGINA resumed use. This left ten offices using ten dies of 3425, EDMONTON, HALIFAX-DARTMOUTH, OTTAWA, REGINA, TORONTO and WINNIPEG using the six PB dies, while CHARLOTTETOWN, HALIFAX, MOOSE JAW and ST. JOHN used the four P dies. MONTREAL resumed use of the single P die of 3425-A and continued use of it through 1956.

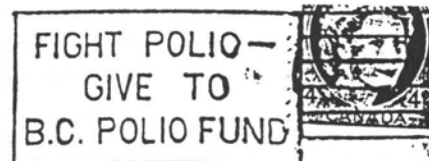
However, not all of the slogan 3425 omitted offices actually gave up the combined usage. VANCOUVER and VICTORIA began use of the earliest related slogan 3427, FIGHT POLIO GIVE TO B.C. POLIO FUND. Since the two dies were manufactured just prior to the introduction of master dies, they were hand engraved and separable, and are designated as format A dies 1 and 2. Die 1 was used at VANCOUVER in 1955 and die 2 at VICTORIA, but die 1 must have been damaged, since it is not recorded after 1955, and a replacement die is recorded from 1956. This had the same wording but differed in word placement, so it is designated as format B die 1. The two dies were randomly reissued to the two offices from 1955 to 1961, but the format B die was damaged during 1961 use at VICTORIA, so only VANCOUVER used the remaining format A die in 1962. Accordingly, in 1955 twelve offices used the nationally sponsored related slogans, from ten dies of 3425 and two of 3427. The three dies of 3427, in two formats, are illustrated below.



Format A - die 1

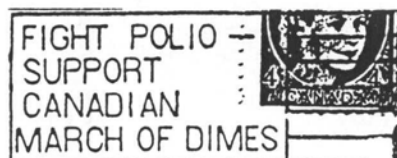


Format A - die 2



Format B - die 1

The same use pattern continued in 1956, except that ST. JOHN'S, which had not been recorded in 1955, began use of a related slogan. This second of the related slogans was 3436, FIGHT POLIO SUPPORT CANADIAN MARCH OF DIMES. It is difficult to understand why the single die of this slogan, differing from 3245 only by substituting "SUPPORT" for "AID", and without provincial designation, should have been issued instead of an additional replacement die of 3425. In any event, ST. JOHN'S continued to use it in 1957, although due to later random reissue, it was used at EDMONTON in 1958. However, ST. JOHN'S resumed use of this die in 1959 and retained it exclusively through 1962. The single die of slogan 3436 is illustrated below.

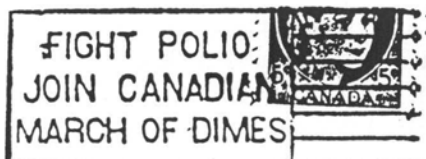
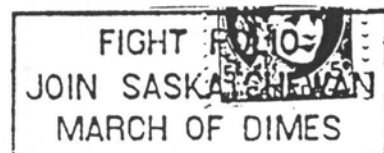


The combined 1956 English use was therefore the same as in 1955 for slogans 3425 and 3427 except for the addition of slogan 3436 used at ST. JOHN'S.

In 1957 the four Perfect dies of 3245 and the single P die of 3425-A became obsolete, as all major offices changed to PB machines, leaving only the nine related PB dies, and as there was no rotation, 3425 was used by only six offices, omitting five of the six former Perfect using offices, except CHARLOTTETOWN, which took the place of REGINA.

However, all five of the omitted offices began use in 1957 of one or the other of the third and fourth related slogans, which the sponsoring group appears to have again preferred to replacement dies of 3425. These were three dies of slogan 3432, FIGHT POLIO JOIN SASKATCHEWAN MARCH OF DIMES and 3430, and three of slogan 3430, FIGHT POLIO JOIN CANADIAN MARCH OF DIMES.

The 3432 was the second replacement slogan referencing a specific provincial designation, but as with the B.C. slogan, it appears as sponsored by the national group in preference to adding replacement dies of 3425. The three non-separable dies were issued to former 3425 using offices REGINA and MOOSE JAW, plus first use of a polio related slogan at SASKATOON. These three offices used the slogan, randomly reissued in each year, from 1957 until 1962.

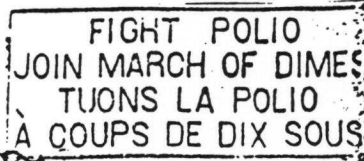


The 3430, although with primary use in the Maritimes, had no area designation and appears to have been no more than replacement dies of 3425 with "AID" altered to "JOIN". Three non-separable dies were issued in 1957 at HALIFAX, ST. JOHN and SYDNEY, and thereafter were randomly reissued until 1962 to three or four of a group of five offices, the original three plus CHARLOTTETOWN and HALIFAX-DARTMOUTH.

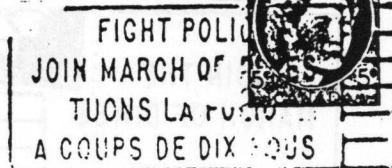
In summary, therefore, the 1957 English use was at fifteen offices (SASKATOON having been added) using fifteen dies of five differently worded related slogans, without any rotations. The fifteen dies were the six of 3425, two of 3427, three of 3430, three of 3432 and one of 3436.

Also in 1957 it became necessary to replace the obsolete P die of 3425-A used at MONTREAL. It was replaced by a single PB die of a somewhat differently worded version, slogan 3431, FIGHT POLIO JOIN MARCH OF DIMES TUONS LA POLIO A COUPS DE DIX SOUS. It is interesting to note that there does not seem to be a French equivalent to "DIMES", so the French wording translates as "TEN CENTS".

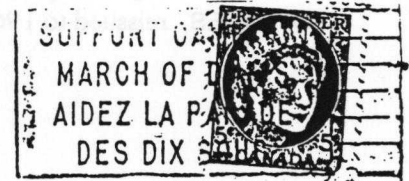
The 1957 die was in a large lettered format A, but a second format B die, with the same wording in narrower letters, was added in 1958. The format A die was used at QUEBEC in 1958, with the format B used at MONTREAL. The two dies were randomly reissued to the two offices in 1959-61, but format B was damaged during its MONTREAL 1961 use, so QUEBEC had no usage of this slogan in 1962, but MONTREAL used the format A die for a final time. However, in 1962 an additional die of slogan 8873, reading SUPPORT CAMPAIGN MARCH OF DIMES AIDEZ LA PARADE DES DIX SOUS, was also used at MONTREAL.



Slogan 3431 - format A - one die



Slogan 3431 - format B - one die - damaged state



Slogan 8873 - one die

No new dies were added in 1958, leaving the same 15 offices using the same 15 dies, although the dies without provincial designation were somewhat randomly reissued. CHARLOTTETOWN and HALIFAX-DARTMOUTH used dies of 3430 instead of 3425, EDMONTON used the prior ST. JOHN'S die of 3436 and ST. JOHN and SYDNEY reverted to 3425 dies from 3430. ST. JOHN'S is unseen in 1958, but by elimination can be assumed as using the unrecorded 6th die of 3425.

In 1959 one of the original 3425 dies required replacement, but in this case with the same wording as slogan 3425, rather than some related wording as previously. However, the number of dies and of using offices remained the same, although once again the random reissue altered the slogan numbers used by some offices. The three Saskatchewan and two B.C. offices continued to use their provincially designated dies through 1961-62, and ST. JOHN'S reverted to use of its normal slogan 3436 die, continuing use of it through 1962. This left nine of the fifteen established using offices to employ various combination of the six 3425 dies and the three 3430 dies.

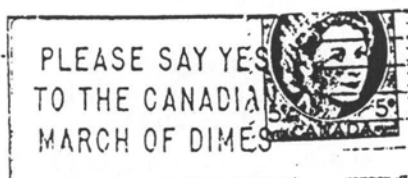
In 1959 slogan 3425 was used by CHARLOTTETOWN, EDMONTON, HALIFAX-DARTMOUTH, OTTAWA, TORONTO and WINNIPEG, while 3430 was used by HALIFAX, ST. JOHN and SYDNEY. In 1960 the usage was exactly the same.

In 1961 two of the slogan 3425 dies became unserviceable, and were replaced by two non-separable dies of slogan 3428, FIGHT POLIO GIVE TO THE MARCH OF DIMES. The random reissue for the same nine offices altered the usage somewhat to the following. The four remaining dies of slogan 3425 were used by CHARLOTTETOWN, HALIFAX DARTMOUTH, TORONTO and WINNIPEG, the three dies of 3430 by EDMONTON, HALIFAX and ST. JOHN, and the two new dies of slogan 3428 by OTTAWA and SYDNEY. The slogan 3428 die is illustrated below.

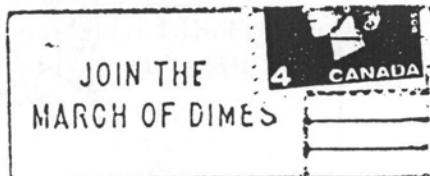


In 1961 one of two dies of slogan 3427 was damaged, but not replaced, so only VANCOUVER used the remaining die in 1962, and VICTORIA use was omitted. In 1962 OTTAWA, SYDNEY, the three Saskatchewan offices and ST. JOHN'S continued their 1961 use of 3428, 3432 and 3436. However, at least two dies of 3425 and/or 3430 must have been damaged in 1961, since two replacement dies of 7055, PLEASE SAY YES TO THE CANADIAN MARCH OF DIMES, were used by EDMONTON and TORONTO in 1962.

In 1962 there was continued use by OTTAWA and SYDNEY of 3428, by the three Saskatchewan offices of 3432, by ST. JOHN'S of 3436 and by VANCOUVER of 3427, but there was no use at VICTORIA, since there had been 1961 damage to one of the two B.C. dies. Although only TORONTO is recorded as using 3425, it is probable that another die was still serviceable, and used at CHARLOTTETOWN. HALIFAX and ST. JOHN are recorded as using 3430, but the third die may have still been serviceable, and could have been used by HALIFAX-DARTMOUTH. last related two die slogan was added, 7055, PLEASE SAY YES TO THE CANADIAN MARCH OF DIMES, used at EDMONTON and TORONTO. TORONTO also used a die of 3425, but it was not unusual for this office to use two or more related slogans in one year.



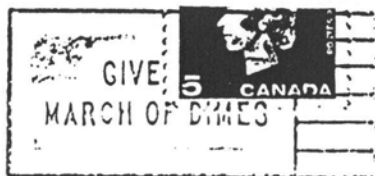
Possibly as a replacement of a damaged die of 3425, WINNIPEG used a die of slogan 4990, JOIN THE MARCH OF DIMES, reissued to 1965.



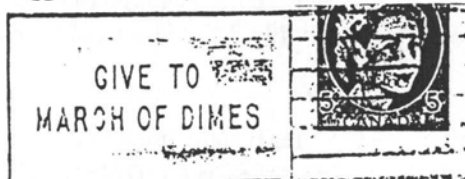
The overall use of this group of fifteen related slogans, English and bilingual, was by twenty-seven English and two province of Quebec offices, as shown in Appendix B, a listing by office, by slogan, by die (if separable) by year. Since this listing would require a second page in normal sized type, it has been condensed in order to fit on one page.

There is an indication that the national sponsoring group either dissolved, or just ceased sponsoring postal advertising, after 1962, since all polio related usage thereafter was proprietary by nature, with a single die reissued to the same office over several years. Some of these have been seen, but others are only catalogued, though the Proulx material on hand does not confirm them. In the order of their reported earliest use, they are the following.

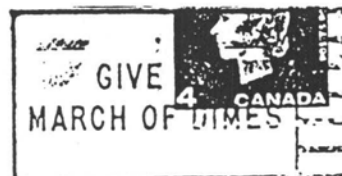
There is somewhat similar use of two dies of slogan 3896, GIVE TO MARCH OF DIMES, at HAMILTON and BURLINGTON. Although issued prior to 1962, it is unlikely that these were part of the national sponsorship, since neither office had used 3245, and the word "Polio" is omitted. Proulx list HAMILTON use as 1960-65 use, borne out by his material, but the original die was replaced in 1964-65. He lists BURLINGTON use as 1954-65, but his own material and reports cover only 1960-65, so the earlier use is very doubtful. Also, the original HAMILTON and BURLINGTON dies are so similar as to suggest that they were issued simultaneously.



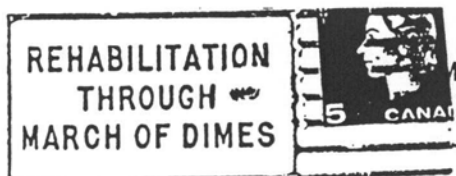
BURLINGTON use



HAMILTON original die

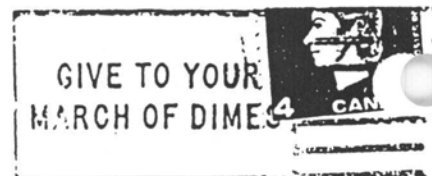


HAMILTON replacement die



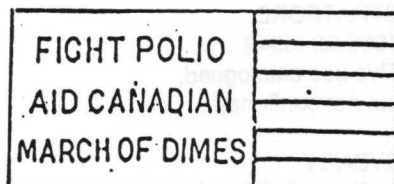
SARNIA used a single die of slogan 7530, REHABILITATION THROUGH MARCH OF DIMES, in 1966, reissued in 1967.

KITCHENER used a single die of slogan 3942, GIVE TO YOUR MARCH OF DIMES, in 1966, reissued in 1967-69. This wording is also catalogued as being used at several other offices, STRATFORD in 1966-69, WATERLOO in 1967 only, GUELPH in 1967-68, GALT in 1969 and OWEN SOUND in 1971, but none have been seen, so they cannot be illustrated and their usage is not confirmed.



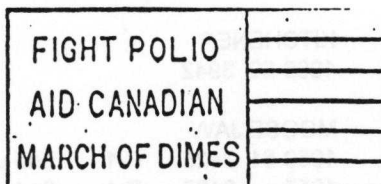
In 1950-51 and 1955-56 (there being no 1952-54 use) some dies were rotated to two or even three offices
A year date suffixed 1 indicates first issue for that year - suffixed 2 second issue - suffixed 3 third issue

Pitney Bowes die 1



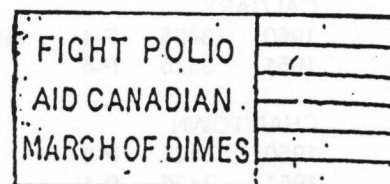
1950-1 EDMONTON	1957 WINNIPEG
1950-2 REGINA	1958 ST. JOHN
1950-3 EDMONTON	1959 CHAR'TOWN
1951 EDMONTON	1960 CHAR'TOWN
1955 EDMONTON	1961 CHAR'TOWN
1956 HALIFAX-DART	

Pitney Bowes die 2



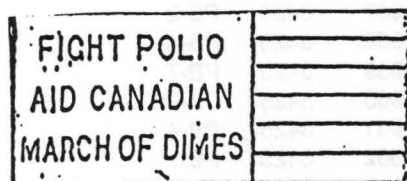
1950 ST. JOHN'S	1957 TORONTO
1951-1 TORONTO	1958 SYDNEY
1951-2 OTTAWA	1959 EDMONTON
1955 OTTAWA	1960 TORONTO
1956 EDMONTON	1961 use possible

Pitney Bowes die 3



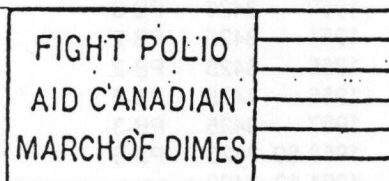
1950-1 TORONTO	1956 WINNIPEG
1950-2 LONDON	1957 OTTAWA
1950-3 OTTAWA	1958 WINNIPEG
1951 ST. JOHN'S	1959 HALIFAX-DART
1955 REGINA	Retained use to at least JULY 10 1960 HALIFAX-DART 1961 use possible

Pitney Bowes die 4



1950-1 VANCOUVER	1957 CHAR'TOWN
1950-2 VICTORIA	1958 TORONTO
1951 WINNIPEG	1959 WINNIPEG
1955 WINNIPEG	1960 WINNIPEG
1956 REGINA	1961 TORONTO
	1962 CHAR'TOWN

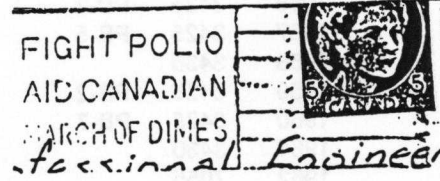
Pitney Bowes die 5



1950 WINNIPEG	1956 TORONTO
1951-1 VANCOUVER	1957 EDMONTON
1951-2 VICTORIA	1958 ST. JOHN'S
1955 TORONTO	

Replaced by PB-7 in 1959

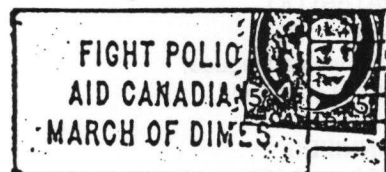
Pitney Bowes die 6



1955 HALIFAX-DART	1959 OTTAWA
1956 OTTAWA	1960 OTTAWA
1957 HALIFAX-DART	1961 use possible
1958 OTTAWA	

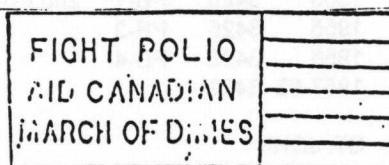
Confirmed 1961 use at HALIFAX-DARTMOUTH was from die PB 2, 3 or 6

Pitney Bowes die 7



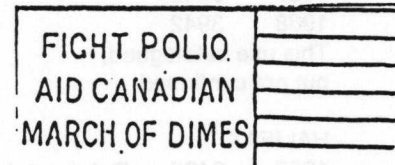
1959 TORONTO	1961 WINNIPEG
1960 EDMONTON	Damaged by JAN. 30

Perfect die 1



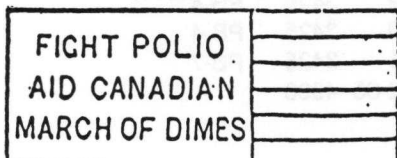
1950-1 CALGARY	1951-2 MOOSE JAW
1950-2 MOOSE JAW	1955 MOOSE JAW
1951-1 CHAR'TOWN	1956 CHAR'TOWN

Perfect die 2



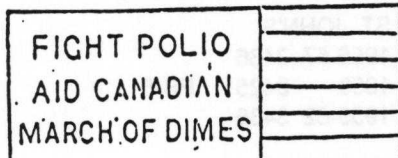
1950 CHAR'TOWN	1955 CHAR'TOWN
1951-1 ST. JOHN	1956-1 SYDNEY
1951-2 FREDERICTON	1956-2 HALIFAX

Perfect die 3



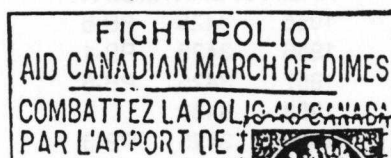
1950-1 ST. JOHN	1951-2 SYDNEY
1950-2 FREDERICTON	1955 ST. JOHN
1951-1 HALIFAX	1956 ST. JOHN

Perfect die 4



1950-1 HALIFAX	1955-1 SYDNEY
1950-2 SYDNEY	1955-2 HALIFAX
1951 CALGARY	1956 MOOSE JAW

Bilingual Perfect die 1



1950 MONTREAL	1955 MONTREAL
1951-1 MONTREAL	1956 MONTREAL
1951-2 QUEBEC	

POLIO AND MARCH OF DIMES RELATED SLOGANS

BURLINGTON
1960-65 3896

CALGARY
1950 3425 P-1 1st use
1951 3425 P-4

CHAR'TOWN
1950 3425 P-2
1951 3425 P-1
1955 3425 P-2
1956 3425 P-1
1957 3425 PB-4 1st use
1958 3430
1959-61 3425 PB-1
1962 3425 PB-4

EDMONTON
1950 3425 PB-1 1st use
1950 3425 PB-1 3rd use
1951 3425 PB-1
1955 3425 PB-1
1956 3425 PB-2
1957 3425 PB-5
1958 3436
1959 3425 PB-2
1960 3425 PB-7
1961 3430
1962 7055

FRED'TON
1950 3425 P-3 2nd use
1951 3425 P-2 2nd use

GALT
1969 3942
This use catalogued,
but not confirmed

GUELPH
1967 3942
1968 3942
This use catalogued,
but not confirmed

HALIFAX
1950 3425 P-4 1st use
1951 3425 P-3 1st use
1955 3425 P-4 2nd use
1956 3425 P-2 2nd use
1957-62 3430

HALIFAX-DARTMOUTH
1955 3425 PB-6
1956 3425 PB-1
1957 3425 PB-6
1958 3430
1959 3425 PB-3
1960 3430

Unusual Nov-Dec use additional
to Jan-Feb use

1961 3425 PB-?
1962 3430

HAMILTON
1960-63 3896 PB-1
1964-65 3896 PB-2

KITCHENER
1966-69 3942

MOOSE JAW
1950-51 3425 P-1 2nd use
1955 3425 P-1 2nd use
1956 3425 P-4
1957-63 3432

LONDON
1950 3425 PB-3 2nd use

MONTREAL
1950-52 3425-A
1955 3425-A
1956-62 3431

OTTAWA
1950 3425 PB-3
1951 3425 PB-2
1955 3425 PB-2
1956 3425 PB-6
1957 3425 PB-3
1958-60 3425 PB-6
1961-62 3428

OWEN SOUND
1971 3942
This use catalogued,
but not confirmed

QUEBEC
1951 3425-A
1957-61 3431

REGINA
1950 3425 PB-1 2nd use
1955 3425 PB-3
1956 3425 PB-4
1957-62 3432

ST. JOHN
1950 3425 P-3 1st use
1951 3425 P-2 1st use
1955-56 3425 P-3
1957 3430
1958 3425 PB-1
1959-62 3430

ST. JOHN'S
1956-57 3436
1958 3425 PB-5
1959-62 3436

SASKATOON
1957-62 3432

STRATFORD
1966-69 3942
This use catalogued,
but not confirmed

SYDNEY
1950 3425 P-4 2nd use
1951 3425 P-3 2nd use
1955 3425 P-4 1st use
1956 3425 P-2 1st use
1957 3430
1958 3425 PB-2
1959-60 3430
1961-62 3428

TORONTO
1950 3425 PB-3 1st use
1951 3425 PB-2 1st use
1955-56 3425 PB-5
1957 3425 PB-2
1958 3425 PB-4
1959 3425 PB-7
1960 3425 PB-2
1961 3425 PB-4
1962 3425 PB-7
1962 7055

VANCOUVER
1950 3425 PB-4 1st use
1951 3425 PB-5 1st use
1955-62 3427

VICTORIA
1950 3425 PB-4 2nd use
1951 3425 PB-5 2nd use
1955-61 3427

WATERLOO
1967 3942
This use catalogued,
but not confirmed

WINNIPEG
1950 3425 PB-5
1951 3425 PB-4
1955 3425 PB-4
1956 3425 PB-3
1957 3425 PB-1
1958 3425 PB-3
1959 3425 PB-4
1960 3425 PB-4
1961 3425 PB-7
1962-65 4990

While this single-year multi-office slogan is of no real significance, its staggered periods of usage are of some interest. The slogan was issued in early February of 1954, well before the July-August event dates, with five PB separable dies for use at EDMONTON, OTTAWA, TORONTO, VANCOUVER and WINNIPEG, plus one Perfect die for use at MONTREAL. However, rather oddly, the usage at VANCOUVER was delayed by about a month. Cecil Coutts has suggested the following explanation. "*VANCOUVER was the host city, but to date we do not have any February usage. Perhaps it was more important to advise outlying cities of the coming event, rather than in VANCOUVER itself, where the media would keep locals advised of the games.*"

It appears from recorded use that a decision was made to designate a period of introductory use of about three weeks, probably Feb. 9-Feb. 27-28, followed by one week using periods in March, April, May and June, the a final longer period from about July 26 until the Games closed on August 7.

Since the dies are separable, it can be established that they were retained by each office, rather than returned to OTTAWA and randomly reissued each month. However, there is evidence that the EDMONTON die must have suffered damage at some time after its last recorded use of use in mid-March, requiring a replacement die which was not yet available for the April rotation. Some attempt was made to compensate for this, since EDMONTON's May use from the replacement die is about a week earlier than that of the other offices.

The approximate periods of designated use, derived from seen or reported impressions, is as follows.

Initial February use - February 9-February 27-28

March use - March 9-16

April use - April 12-19

May use - May 9-16

June use - June 7-14

Final use - July 26 - August 7

The two EDMONTON dies are illustrated below.

