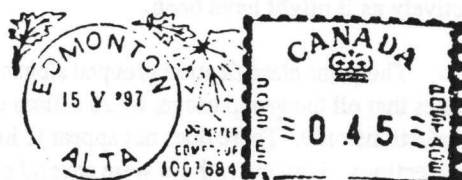


# THE SLOGAN BOX



Edmonton  
salutes  
Leduc #1  
SE:JDEK



## Newsletter of the BNAPS Slogan Cancel Study Group

Whole Number 47

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Volume 10 Number 3

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Dear fellow slogan collectors:

### Hand Stamp Hand Book

The chair explains the lateness of this issue of *The Slogan Box* as due to hard work. I have been investing a great deal of my discretionary time in the hand stamp hand book. The hand book has just been finished and returned from the printer. I am certainly glad that this project has reached a "completion". As this is a Study Group project, each member of the Slogan Cancel Study Group will receive a copy of the hand book. While there will be no charge for the 130 plus page hand book, members are asked if they would make an extra contribution to the study group to cover the cost of printing and postage (or more if you are willing) to refresh the groups bank account. Contributions are welcome as what ever you think it is worth.

We will not leave the hand stamps high and dry, now that there is a reference work. New finds will be included in *The Slogan Box* as they are found. However, this issue of *The Slogan Box* will contain no illustrations of the hand stamps reported here as they are all included in the hand book.

### New Project

The chair would like to propose a new project for the group. That is, a listing of meter slogans. Again, I am willing to take upon myself the work, if members and others will

send photocopies of meter slogans. I will attempt to make some contacts with meter collecting groups to ensure that this has not already been done and/or if a joint project is of interest. Again, I would appreciate your comments on this project. If I hear none I will assume that you agree and support the project and I will proceed at my own pace.

### Registered Slogan Covers

Over the years that I have been collecting slogan cancels I have noticed that slogan cancels on registered covers just do not seem to exist. Well, I finally found one. It is a 1942 HELP THE RED CROSS from Edmonton. It is illustrated on page 14 of this issue. If any of you have other registered slogan covers I would appreciate seeing photocopies and showing them in the Slogan Box.

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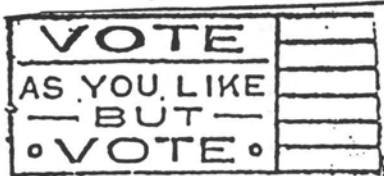
HAVE A GREAT SUMMER

This subject was treated quite fully five years ago in Issue 22 of January 1992, but as is now frequently the case, the publication of the Coutts Catalogue indicates that the coverage was by no means complete and it was probably not organized as effectively as it might have been.

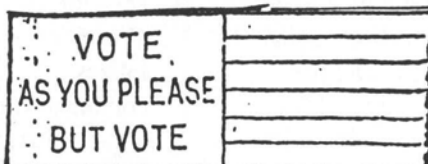
The prior classification grouped slogans with the same wording as though they were multi-office uses, but further research indicates that all the group usage, by 25 offices using 22 differently worded slogans, was proprietary and most probably referenced local elections only. There does not appear to have been any national organization that sponsored slogans urging voting in country-wide elections. However, there were several cases where different local organizations adopted the exact wording of prior slogan use, giving the appearance of a multi-office sponsorship. In a few cases, the same die was used at more than one office. Normally the Post Office would not permit a die paid for by a sponsor be used by another organization, but an exception seems to have been made in the case of VANCOUVER and WINNIPEG Perfect dies that had been obsoleted at their original office by machine changes

This being the case, slogans in this classification will now be presented by office usage, in the chronology of their earliest issue. In many instances, a given office used only one voting slogan wording, either for a single year or over several years, but some of the more major offices used two or more different wordings over a period of years. Usage by a given office could be somewhat erratic, since it depended on the frequency of local elections, which varied from office to office, and also some offices appear to have held two elections in a given year, since in a few cases impressions have been seen in mid-year and also late in the year. Using offices of this group are listed below in the order of their earliest usage.

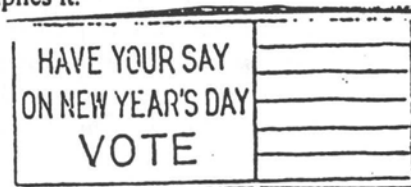
TORONTO - 1925 use of a Universal die of V-810 - 10289, VOTE AS YOU LIKE BUT VOTE, reissued in 1926. TORONTO never used this exact wording again, but it was later adopted at six other offices. No further voting related slogan was used at TORONTO until use of a PB die of V-820 - 10291, VOTE AS YOU PLEASE BUT VOTE in December of 1945, with use into January of 1946. In December of 1946 a PB die of H-230 - 4270, HAVE YOUR SAY ON NEW YEAR'S DAY VOTE was used. The concept of an election on New Year's Day is rather odd, but the wording implies it.



V-810 - 10289 - 1925-26  
TORONTO - U die

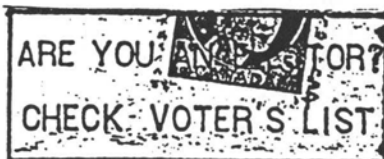


V-820 - 10291 - 1945-46  
TORONTO - PB die



H-230 - 4270 - 1946  
TORONTO - PB die

TORONTO had no further usage of voting slogans for another ten years, but in October of 1956 three different related wordings had concurrent use from PB dies of A-475 - 250, ARE YOU AN ELECTOR? CHECK VOTER'S LIST, A-480 - 255, ARE YOU ON THE VOTER'S LIST and I-20 - 4725, IF QUALIFIED BE A VOTER. The emphasis implied by three concurrent wordings suggests that there may have been a general election in that year, in addition to the local one.



A-475 - 250 - 1956  
TORONTO - PB die

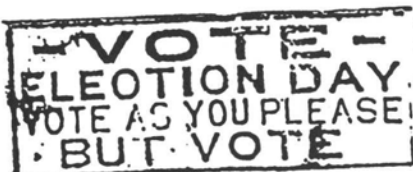


A-480 - 255 - 1956  
TORONTO - PB die

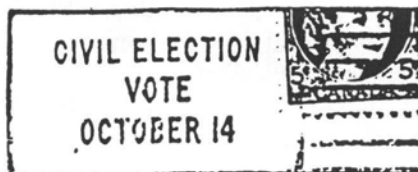


I-20 - 4725 - 1956  
TORONTO - PB die

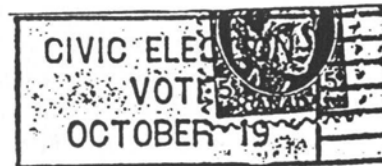
CALGARY - 1926 use of a Universal die of V-825 - 10295, VOTE ELECTION DAY VOTE AS YOU PLEASE BUT VOTE, reissued in 1929. CALGARY did not use a voting slogan again until the 1959 issue of a PB die of C-1095 - 1713, CIVIC ELECTION VOTE (date), which was reissued in 1960 with the date altered. It can be noted that the original die read CIVIL, with use for a few days in 1959 before being replaced by a new die reading CIVIC.



V-285 - 10295 - 1926, 1929  
CALGARY - U die



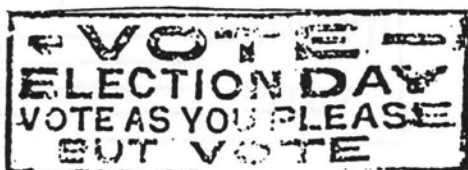
C-1095 - 1713 - 1959  
CALGARY - PB die - Spelling error



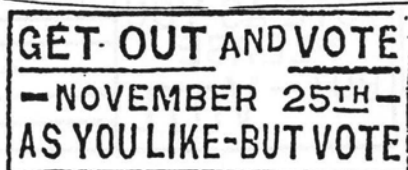
C-1096 - 1713 - 1959-60  
CALGARY - PB die - Spelling corrected

WINNIPEG - 1926 use of a Universal die of V-825 - 10295, VOTE ELECTION DAY VOTE AS YOU PLEASE BUT VOTE, exactly the same wording as used at CALGARY in that year, but certainly with a different sponsor, and the dies are separable. It was replaced by other wordings in 1927 and 1928, but reissued in 1929, and then had annual usage through 1933, after which year WINNIPEG converted to Perfect machines.

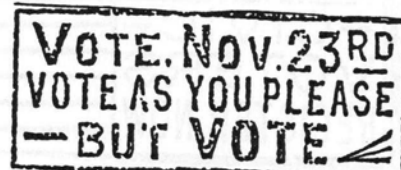
The replacement die used at WINNIPEG in 1927 was a Universal G-40 - 3755, GET OUT AND VOTE NOVEMBER 25TH AS YOU LIKE-BUT VOTE. The 1928 replacement was also a Universal, V-830 - 10300, VOTE NOV. 23RD VOTE AS YOU PLEASE-BUT VOTE.



V-825 - 10295 - 1926, 1929-33  
WINNIPEG - U die



G-40 - 3755 - 1927  
WINNIPEG - U die



V-830 - 10300 - 1928  
WINNIPEG - U die

The WINNIPEG V-825 Universal die was replaced in 1934 by a new Perfect die V-805 - 10285 reading VOTE!. This was reissued annually through 1940, but use of a voting slogan was discontinued during the war years 1941-44. When use was revived in 1945 WINNIPEG had converted to Pitney-Bowes machines, so a new PB die of V-805 was required. This 1945 die was reissued in 1946, omitted in 1947, but revived again in 1948-51. It can be noted that the Perfect die of V-805 was sent to BRANTFORD in 1945, since that office still used a Perfect machine.



V-805 - 10285 - 1934-40  
WINNIPEG - P die  
BRANTFORD - 1945

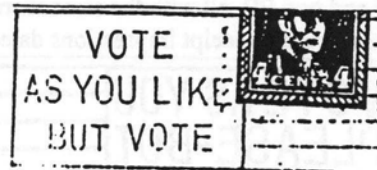


V-805 - 10285 - 1945-46, 1948-51  
WINNIPEG - PB die

OTTAWA - 1928 use of a Universal die of B-280 - 610, BE SURE TO VOTE EARLY, reissued in 1929, but not later because OTTAWA converted to a Perfect machine in 1930. There was no further voting slogan use at OTTAWA until 1944 use of a PB die of V-810 - 10289, VOTE AS YOU LIKE BUT VOTE, which was not reissued.



B-280 - 610 - 1928-29  
OTTAWA - U die



V-810 - 10289 - 1944  
OTTAWA - PB die

QUEBEC - Somewhat oddly, MONTREAL never used a voting related slogan, so the only bilingual version of this group was QUEBEC use in 1932 only of a Perfect die of V-835 - 10293, VOTEZ COMME VOUS VOUDREZ MAIS VOTE AS YOU WISH, BUT VOTE.

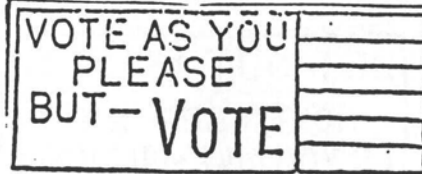


V-835 - 10293 - 1932  
QUEBEC - P die

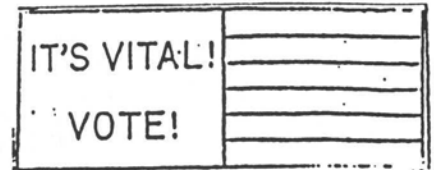
VANCOUVER - 1934 use of a Universal die of C-1110 - 1720, CIVIC VOTERS REGISTER NOW, but the die could not be reissued because VANCOUVER converted to Perfect machines in 1935. However, the Universal die was sent to NEW WESTMINSTER in 1948 for use in its PB machine, probably with the VANCOUVER sponsor's permission, since the die could also have still be used in VANCOUVER. VANCOUVER resumed use of the group in 1940 with a Perfect die of V-820 - 10291, VOTE AS YOU PLEASE BUT VOTE. This die was reissued in 1941, but use of the group was discontinued there during the later war years 1942-45. However, after the war use of the group was resumed with the issue of a PB die of I-345 - 4938, IT'S VITAL! VOTE! This was reissued in 1947, 1949, 1956 and 1958. The obsoleted P die of V-820 - 10291 was later reissued to three different offices still using P machines.



C-1110 - 1720  
VANCOUVER - 1934 - U die  
NEW WESTMINSTER - 1948

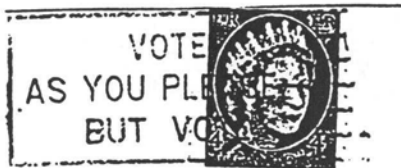


V-820 - 10291 - 1940-41  
VANCOUVER - P die  
SWIFT CURRENT - mid-1945  
MOOSE JAW - late 1945  
BRANTFORD - 1949



I-345 - 4938 - 1946-47, 56, 58  
VANCOUVER - PB die

The I-345 die was probably unserviceable after 1958, since a new PB die was used at VANCOUVER in 1960 and 1963. This did not replace the wording of I-345, but rather reverted to the wording of V-820 - 10291, VOTE AS YOU PLEASE BUT VOTE. The final VANCOUVER use of the group was the 1965 use only of a PB die of F-440 - 3500, 5 YEAR PLAN VOTING DAY SEPTEMBER 29.

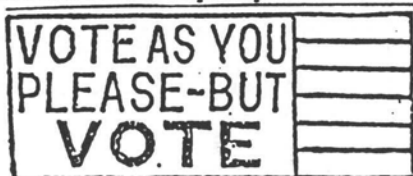


V-820 - 10291 - 1960, 1963  
VANCOUVER - PB die

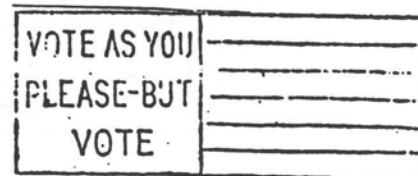


F-440 - 3500 - 1965  
VANCOUVER - PB die

SASKATOON - 1939 use of a P die of V-820 - 10291, VOTE AS YOU PLEASE-BUT VOTE in 1939, reissued in 1940 and 1943-47, replaced by a new P die with the same wording in 1948, replaced by a PB die with the same wording in 1955 and this in turn was replaced by a second PB die with the same wording in 1956 and reissued in 1958. SASKATOON used four different dies, two P and two PB, all with the same wording, between 1939 and 1958. SASKATOON appears to have held two elections in 1945, since there are receipt impressions dated June 1 and November 19.



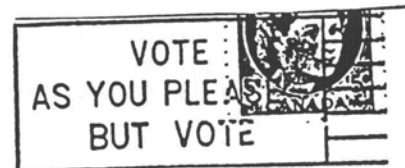
V-820 - 10291 - 1939-40, 1943-47  
SASKATOON - P die



V-820 - 10291 - 1948  
SASKATOON - P die



V-820 - 10291 - 1955  
SASKATOON - PB die



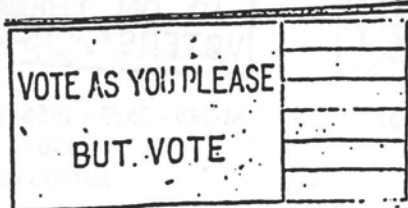
V-820 - 10291 - 1956, 1958  
SASKATOON - PB die



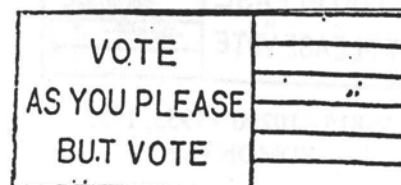
A total of eight offices initiated use of the group in 1945, and their use is described in alphabetic order.

BRANTFORD - which in 1945 still used a Perfect machine, in some manner received permission to make use of the Perfect die of V-805 - 10285. VOTE!, that had been sponsored by a WINNIPEG organization for use in 1934-40. In 1949 it again made use of a previously sponsored P die of V-820 - 10291, VOTE AS YOU PLEASE BUT VOTE, which had been sponsored by a VANCOUVER organization in 1940-41.

By 1951 BRANTFORD had converted to a PB machine, so it used a new PB die with the same wording, but in two lines, which was reissued in early 1953. However, BRANTFORD appears to have had a second election in mid 1953, and for some reason this required another new PB die, with the same wording, but in three lines. This last die was reissued in 1954. The first two dies mentioned above are illustrated under the listing of the original sponsoring office, and do not need to be repeated.



V-820 - 10291 - 1951 and early 1953  
BRANTFORD - PB die

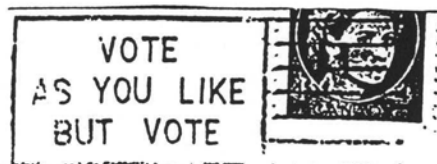


V-820 - 10291 - late 1953 and 1954  
BRANTFORD - PB die

HAMILTON - 1845 use of a PB die of V-810 - 10289, VOTE AS YOU LIKE but VOTE, differing from most other dies with this wording in that the slogan box is the entire width of the die, without a grid, and the word "but" is in lower case. It was reissued in 1946, but not thereafter. In 1956 it was replaced by a new PB die with the same wording, but of a more normal appearance. This second die was reissued in 1957-58.



V-810 - 10289 - 1945-46  
HAMILTON

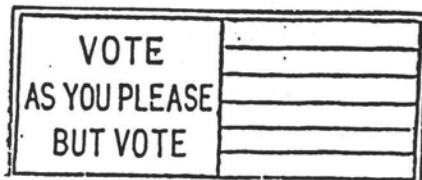


V-810 - 10289 - 1956-58  
HAMILTON

MOOSE JAW - late 1945 use of a Perfect die of V-820 - 10291, VOTE AS YOU PLEASE BUT VOTE, which had been used at VANCOUVER in 1940-41 and at SWIFT CURRENT in mid 1945. The same die was later sent to BRANTFORD in 1949. It is illustrated under its VANCOUVER use.

SARNIA - 1945 use of a PB die of V-820 - 10291, VOTE AS YOU PLEASE BUT VOTE, reissued in 1946 and again in 1949.

SWIFT CURRENT- mid-1945 use of a P die of V-820 - 10291, VOTE AS YOU PLEASE BUT VOTE, which had been used at VANCOUVER in 1940-41. This die was sent to MOOSE JAW in late 1945, then to BRANTFORD in 1949. It is illustrated under its VANCOUVER use.

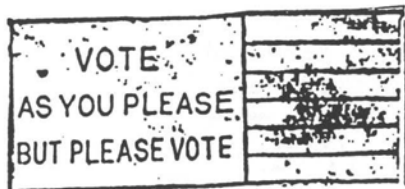


V-820 - 10289 - 1945-46, 1949  
SARNIA

EDMONTON - 1955 use of a PB die of V-815 - 10290 - VOTE AS YOU PLEASE BUT PLEASE VOTE, reissued in 1957.

FORT WILLIAM - 1956 use of a PB die of T-260 - 9490, THINK THEN VOTE!, reissued in 1957.

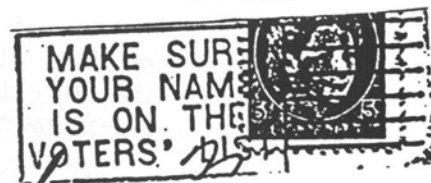
KINGSTON - M-140 - 5585 - 1956 use of a PB die of M-140 - 5585, MAKE SURE YOUR NAME IS ON THE VOTERS LIST, reissued in 1958-60, 1962 and 1964.



V-815 - 10290 - 1955, 1957  
EDMONTON



T-260 - 9490 - 1956-57  
FORT WILLIAM



M-140 - 5585 - 1956, 1958-60, 1962,  
1964  
KINGSTON

BURLINGTON - 1957 use of a PB die of V-840 - 10303, VOTING IS A PRIVILEGE USE IT!, reissued in 1961.



V-840 - 10303 - 1957, 1961  
BURLINGTON

For Trade or Sale by John Robertson 10 Pergola Road Rexdale Ontario M9W 5Y5

B 385 (Dedication Cover)

B 635 (1938)

B 550 (1913, 1914)

B 770 (Hamilton)

B 790 (Brant., Kingst, Lond, Mont,  
St. John, Toro, Vic)

C 170 (1913, 1915)

C 525 (Die 1)

C 915 (1920)

C 1520 (\$465,000)

D 230

E 35

E 645

F 665 (1913)

G 10 (1914)

Several attempts were undertaken in the past to classify the English version of these two related slogans, but none had been very successful, because of the magnitude of the issue and the absence of truly comprehensive reports. Now, with the publication of the Coutts Catalogue, his listing of offices by years appears to have come very close to indicating the usage pattern in its entirety.

Some time ago, member Jean-Guy Dalpe had prepared a very detailed classification of the bilingual version, including the two machine types and several formats, but publication of it was delayed in the hope that it could be put together with a reasonably correct classification of the English version, and that now appears to be possible. With the exception of the later POSTAL CODE CODE POSTAL slogan, the combined issue of the above two usages was the largest ever attempted in Canada, having presently recorded use of the English version at 153 offices (including English use in error at two province of Quebec offices), and bilingual use at 61 offices (including three offices in New Brunswick and two in Ontario), indicating use at 212 offices during the major twelve year use period 1957-68. This in turn suggests that there were approximately 2,500 collectable combinations by office and year.

Dalpe had determined that the sponsor of this massive advertising program was the National Department of Labor, with the intent of encouraging Canadians to give temporary work in and around their homes early in the year, rather than waiting for the more traditional "spring cleaning", thereby alleviating in some degree the usual unemployment in the early months of each year. The dies were normally issued about January 15th of each year, and were retained for at least a month, although some usage has been seen as early as late December of the prior year and as late as mid-spring.

All of the usage was in the post-1955 period, when multiple dies were produced from a master die, so simultaneously issued dies cannot be separated, but when additional or replacement dies were required over the twelve year period of issue, new master dies were employed, resulting in a variety of separable Formats. There appear to have been an identifiable nine different Formats of the English version and eight of the bilingual. Therefore, if all of the reliably reported material had been seen, and classified by Format, a very clear picture would have emerged. However, this is not the case, and the Editor is only capable of Format identifying the English use to the extent of his own collection, as Dalpe has done for the bilinguals. The unseen, but reliably reported material is identified for the bilinguals by a "?" and for the English by an "X". This listing includes illustrations of all Formats, with their usage periods and their approximate number of dies, as presently known.

Original English use in 1957 is recorded from 19 offices, all using format A dies. The CPSGB Slogan Group also reports two additional offices, NANAIMO and ST. JOHN'S, which is possible, but as some of their reports have proven unreliable in the past, these additional usages are questionable, and will not be included. The 1957 original bilingual use has been recorded at three offices only, CHICOUTIMI, MONTREAL and QUEBEC, but as many as seven Format A uses are recorded in 1958. This suggests that MONTREAL used three dies in 1957 and that at least two other offices had unrecorded 1957 use, very possibly SHERBROOKE and TROIS RIVIERES.

The initial 1957 program must have been considered very successful, as usage was greatly expanded in 1958, to a presently confirmed total of 108 English using offices, with a few more possible, and at least 39 bilingual using offices. All English use, and the original 1957 bilingual use, was from Pitney-Bowes dies, but from 1958 on at least seven small Quebec offices were added with use of Perfect dies, since they still retained their Perfect machines after the normal withdrawal of Perfects in mid-1955. Most of the Perfect using offices converted to PB machines during the usage period of these slogans.

At first glance, both English and bilingual 1958 dies appear as in the same Format as those of 1957, but closer examination indicates discernable differences in letter placement between the originals and the 1958 Format B additional dies, as can be seen in the illustrations. Later replacement formats differ clearly in type and often in the presence or absence of punctuation.

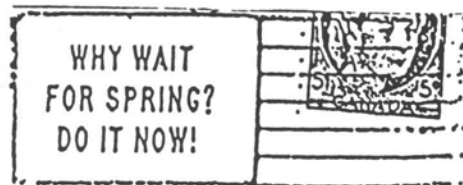
However, it is probable that the bilingual PB Format B and P Format A dies were produced together in 1958 from one master die, but some then fitted to P working dies and the balance to PB working dies. They cannot be readily separated by appearance, but the P usage can be separated from the PB usage by the difference in the spacing between the dater and the slogan box.

Note that at least by 1959, when third Formats were in use, it can be determined that both TORONTO and MONTREAL used three dies in each year, so this multiple use may well have existed in 1957-66. All 1967 use dropped very sharply because of the introduction of slogans advertising the 1967 MONTREAL EXPO. The 1968 use was greater than that of 1967, but much less than in the peak years of 1961-66. The usage appears to have ceased after 1968, but rather oddly WELLAND is recorded as using the English version in 1969.

Nine English PB Formats



Format A - usage 1957-68  
at least 19 dies - possibly 23



Format C - usage 1959-63  
at least 4 dies



Format D - usage 1960-68  
at least 3 dies



Format E - usage 1961-64  
at least 7 dies



Format F - usage 1962-65  
at least 5 dies



Format G - usage 1963-68  
at least 2 dies



Format H - usage 1964-68  
at least 6 dies

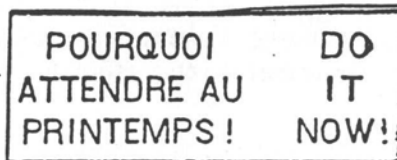


Format I - usage 1965-67  
at least 6 dies

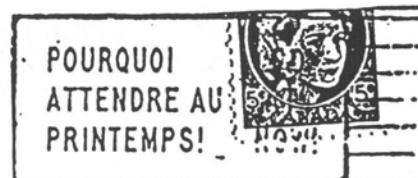
Eight bilingual Formats in two machine types



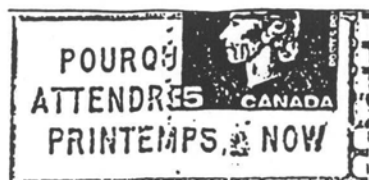
Format PB-A - usage 1957-68  
at least 7 dies



Format PB-B - usage 1958-68  
at least 32 dies



Format PB-C - usage 1959-64  
at least 2 dies



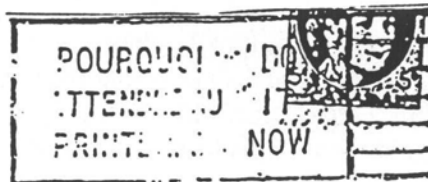
Format PB-D - usage 1960-68  
at least 9 dies



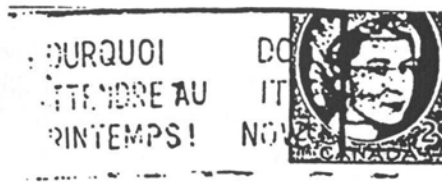
Format PB-E - usage 1961-68  
at least 7 dies



Format P-A - usage 1958-66  
at least 6 dies



Format P-B - usage 1960-63  
probably only one die



Format P-C - usage 1961 - possibly  
no further use - probably only one die



	Slogan W-235 - 10530 - WHY WAIT FOR SPRING (?) DO IT NOW (!)													
	1957	58	59	60	61	62	63	64	65	66	67	68	69	
AGINCOURT			B	X	X	X	X	B	X	X		B		
AJAX		X		X	X				H					
AMHERST		B	B	B	B	B	B	H	A	X	B	B		
AURORA					X	X	B	B	X	H				
BARRIE		B	B	B	B	A	B	B	X	B				
BELLEVILLE		B	A	B	B	A	B	B	X	X	B	B		
BRAMPTON		B	B	B	B	B	B	B	A	B				
BRANDON		B	B	B	B	E	B	B	X	B	B	B		
BRANTFORD		B	B	B	C	B	B	B	X	B		B		
BRIDGEWATER											A			
BROCKVILLE		B	B	B	B	B	B	B	B	X		B		
BURLINGTON	A	X	B	B	B	B	D	F	B	B				
CALGARY	A	B	C	C	E	B	B	G	B	B		H		
CAMPBELLTON		A	B	B	B	E	X	X		B	B			
CAMROSE												B		
CHARLOTTETOWN		B	B	B	B	B	B	B	G	B	B	B		
CHATHAM		B	B	B	A	B	B	X	B	H		X		
CHILLIWACK		B	B	B	B	B	B	G	B	B				
CLARKSON								H	H	X		B		
COBOURG		B	B	D	B	B	B	B	B	B		B		
COLLINGWOOD		B	B	A	B	X	B	H	B	B	X	A		
COOKSVILLE						A	B	B	F	A				
CORNER BROOK		X	B	B	D	B	A	D	X	X	X	B		
CORNWALL	A	B	B	B	B	X	B	X	X	X		X		
COURTENAY											A			
DARTMOUTH						X	X	X	X	X		X		
DAUPHIN							X	X	F	X	F			
DAWSON CREEK			B	B	B	B	B	B	B	H		X		
DON MILLS		X	X	X	B	B	F	X		X				
DOWNSVIEW		B	B	B	X	X	B	H	X	X				
DUNCAN												A		
DUNDAS		B	B	B	B	B	C	H	X	X		X		
EDMONTON	A	B	B	B	E	B	B	B	B	B		I		
ELLIOT LAKE				X	A	X	X	X	X	X	X			
ESTEVAN												B		
ETOBICOKE							X	X	X	X				
FLIN FLON		B	B	X	C	X	X		B	B				
FORT ERIE		B	X	X	X	B	B	B		X				
FORT FRANCES		B		X	B	X	F	X	H	X				
FORT WILLIAM		B	B	B	A	X	B	X	X	B		B		
FREDERICTON		A	B	X	X	X	B	X	X	X		X		
GALT		B	B	B	B	B	B	X	X	X		X		
GEORGETOWN				X	B	B	A	B	B	X				
GLACE BAY		X	X	X	X	X	X		X	X				
GODERICH									X					
GRANDE PRAIRIE					B	X	X	X	B	X		X		
GRIMSBY					X	B	B	H	X	X				
GUELPH		B	X	A	A	B	X	E	X	X		X		
HALIFAX	A	B	B	X	B	X	B	B	A	X		H		
HAMILTON	A	B	B	A	B	X	X	B	B	B		X		
HANEY						B	X	B	B	B				
INGERSOLL									X	X		X		

	Slogan W-235 - 10530 - WHY WAIT FOR SPRING (?) DO IT NOW (!)													
	1957	58	59	60	61	62	63	64	65	66	67	68	69	
ISLINGTON				B	X	B	B	X		X				
KAMLOOPS		B	A	B	B	B	A	B	X	B				
KAPUSKASING						X	X	X		X		X		
KELOWNA		B	A	X	B	B	B	F	B	B	B	B		
KENORA		X	X	X		X	X	X	X	X		X		
KENTVILLE		B	B	X	X	X	X	X		X	X	X		
KINGSTON		B	B	B	D	B	D	B	X	A				
KIRKLAND LAKE		B	B	X	B		X	X	X	G				
KITCHENER		B	B	B	D	B	B	B	B	B				
LEAMINGTON		B	X	X	X	X	X	X	X	X		X		
LETHBRIDGE		B	X	B	B	A	X	X	A	A		I		
LINDSAY		B	B	D	B	X	X	X	X	X		X		
LLOYDMINSTER											B	A		
LONDON		B	B	B	D	A	D	B	B	B				
MEDICINE HAT	A	B	B	X	X	B	X	X	B			X		
MIDLAND		X	X	X	X	X	X	B	X	X	X			
MONCTON	A	Use from 1958 was of the bilingual version												
MOOSE JAW	A	B	B	B	B	X	B	B	B	B		A		
NANAIMO		B	B	B	B	B	A	B	B	B				
NELSON		B	B	B	B	B	B	B	B	B				
NEWCASTLE											X			
NEW GLASGOW		B	B	A	X	X	B	B	X	X	X			
NEWMARKET			X	X	X	X	X	B	X	X				
NEW WESTMINSTER		B	A	B	B	B	B	B	B	B				
NIAGARA FALLS		B	B	E	E	B	B	A	X	B		X		
NORTH BATTLEFORD		B	X	X	B	X	B	X	B	B	A	G		
NORTH BAY		B	B	B	D	B	X	X	X	X				
OAKVILLE		B	X	B	D	B	E	B	X	X		X		
ORANGEVILLE												X		
ORILLIA		B	B	A	B	X	X	X	X	X		X		
OSHAWA		B	B	B	B	B	A	B	X	X		X		
OTTAWA	A	A	X	B	X	X	X	X	B	X		X		
	Also used a bilingual die in 1965-66 and 1968													
OWEN SOUND		B	X	X	B	B	X	B	X	X	B	X		
PARIS												X		
PARRY SOUND											X			
PEMBROKE		B	X	X	X	X	X	X	X	X		X		
PENTICTON		B	B	B	B	B	B	B	X	X	X	B		
PETERBOROUGH		B	B	A	D	X	X	A	X	B		X		
PORTAGE LA PRARIE		X	X	X	B	X	X	X	B	B		X		
PORT ALBERNI		B	B	B	B	B	X	X	I	I				
PORT ARTHUR	A	B	B	B	B	X	B	X	X	I		X		
PORT COLBORNE		A	X	B	X	X	B	B	X			X		
PORT CREDIT		A	A	B	B	B	B	X	B	X				
PORT HOPE		A	B	X	B	X	B	F	B	I		B		
POWELL RIVER						X	B	X	X	X		X		
PRESTON		X	X	B	X	F	X	X				X		
PRINCE ALBERT		B	B	B	B	X	E	F	G	B	B	B		
PRINCE GEORGE		B	B	B	B	X	B	B	B	B		B		
PRINCE RUPERT		B	B	B	B	X	B	B	H	B		X		
RED DEER	A	B	B	A	B	X	X	X	H	X		X		
REGINA	A	B	B	B	E	B	B	X	B	B		B		

Slogan W-235 - 10530 - WHY WAIT FOR SPRING (?) DO IT NOW (!)													
	1957	58	59	60	61	62	63	64	65	66	67	68	69
RENFREW		B	X	X	B	X	X	F	X	X		X	
REXDALE			X	X	X	F	B	X	X	X		X	
RICHMOND HILL		X	X	X	X	X	X	X	X	X		X	
ROXBORO										X			
Early 1966 use of an English die in error - corrected after short use													
all other use is bilingual													
ST. CATHARINES		B	B	B	B	F	A	B	B	I		X	
ST. JOHN	A	B	A	X	B	B	B	A	X	X		X	
ST. JOHN'S		B	B	X	X	X	X	X	X	X	X	B	
ST. STEPHEN											X		
ST. THOMAS		A	B	D	B	F	D	X	A				
SARNIA		X	B	B	B	F	A	B	X	X		A	
SASKATOON		A	A	A	E	X	G	B	B	B		B	
SAULT STE. MARIE		A	X	A	B	F	B	X	X	X		X	
SCARBOROUGH		A	B	X	B	B	B	B	X	G		X	
SELKIRK												B	
SIMCOE		A	B	B	X	D	B	B	X	X		X	
SMITHS FALLS		A	X	X	A	X	X	X	X	X		X	
STONEY CREEK				B	X	B	A	B	X	X			
STRATFORD		A	X	X	X	X	X	B		X			
STRATHROY												X	
SUDBURY		B	A	A	B	B	B	X	B	X		X	
SUMMERSIDE							X	X	X		X	X	
SUSSEX											X		
SWIFT CURRENT	A	B	A	B	G	B	B	B	G	B		B	
SYDNEY		B	B	X	X	X	B			X	X	X	
THOROLD		B	X	X	X	B	B	X	X				
TILLSONBURG					X	X	X	X	X	A		X	
TIMMINS		B	X	X	B	X	X	B	X	X		X	
TORONTO	A	B	B	B	B	B	B	X	F	F		B	
TORONTO			C				F		H				
TORONTO									I				
Known to have used two or three dies in several years													
TRAIL		B	B	B	B	B	X	B	B	X		B	
TRENTON		X	X	X	A	B	X	X					
TRURO		B	X	B	X	A	X			X	X	X	
VANCOUVER	A	B	C	B	E	B	B	B	X	B		B	
VERNON		B	A	B	B	B	A	B	X	G	I	X	
VICTORIA		B	C	X	E	A	B	B	X	A		B	
VICTORIAVILLE							X						
Early 1963 use of an English die in error - corrected after short use													
all other use is bilingual													
WALLACEBURG		B	X	X	X	X	X	X	X				
WATERLOO		B	B	B	B	X	G	X	X	X			
WELLAND		B	X	B	A	B	B	B	X	X		X	B
WEST HILL					X	X	X	X	X	X		X	
WESTON				B	B	B	E	G	X	B			
WEYBURN												X	
WHITBY				X	X	X	X	X	X	X			
WHITE ROCK		B	B	B	A	B	X	B	B	A		X	
WILLOWDALE		B	B	X	B	A	B	B	X	B		B	
WINDSOR	A	B	B	A	A	X	B	X	G	I		X	
WINNIPEG	A	X	B	B	X	X	B	X	B	B		X	
WOODSTOCK N.B.											X		
WOODSTOCK ONT.		B	X	B	B	X	F	X	G	X	X	X	
YARMOUTH		B	B	X	X	X	X						
YORKTON		B	X	X	B	B	F	X	X	I	X	A	



	Slogan	P-580	7145 -	PORQUOI ATTENDRE AU PRINTEMPS(I)	DO IT NOW(I)							
	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968
ALMA			PB-7	PB-B	PB-B	PB-E	PB-E	PB-B	PB-B	PB-A		PB-E
ARVIDA		PB-B	PB-B	PB-B	PB-A	PB-B	PB-B	PB-B	PB-7	PB-B		PB-B
ASBESTOS		PB-B	PB-B	PB-A	PB-A	PB-C	PB-B	PB-B	PB-7	PB-7	PB-7	
BAIE-COMEAU											PB-7	
BATHURST N.B.		PB-A	PB-B	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	
BEAUHARNOIS					PB-B	PB-7	PB-E	PB-B	PB-7	PB-7		
BELOEIL					PB-B	PB-7	PB-A	PB-E	PB-B	PB-7		
CAP DE LA MADELEINE		PB-B	PB-B	PB-B	PB-B	PB-B	PB-B	PB-B	PB-7	PB-7		
CHATEAUGUAY					PB-B	PB-7	PB-B	PB-B	PB-B	PB-B	PB-7	PB-7
CHICOUTIMI	PB-A	PB-A	PB-B	PB-B	PB-B	PB-B	PB-B	PB-A	PB-7	PB-B	PB-D	
VILLE JACQUES-CARTIER became		PB-B										
CITE DE JACQUES CARTIER			PB-B	PB-B	PB-B	PB-B	PB-B	PB-B	PB-B	PB-A		
COWENSVILLE												PB-B
DOLBEAU											PB-B	
DORION-VAUDREUIL								PB-B	PB-7	PB-A		
DRUMMONDVILLE		PB-B	PB-B	PB-B	PB-7	PB-B	PB-B	PB-B	PB-B	PB-B		
EDMUNDSTON N.B.		PB-A	PB-B	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	
GASPE												PB-B
GRANBY		PB-B	PB-A	PB-B	PB-B	PB-E	PB-D	PB-E	PB-B	PB-D		PB-B
GRAND'MERE		PB-B	PB-B	PB-B	PB-B	PB-A	PB-D	PB-B	PB-B	PB-7		PB-B
HAWKSBURY ONT.								PB-7				
HULL		PB-B	PB-B	PB-C	PB-B	PB-B	PB-B	PB-B	PB-B	PB-A		PB-A
JOLIETTE		P-A	P-A	P-A	P-7	P-B	P-A	P-A	PB-E	PB-7		PB-D
JONQUIERE-KENOGAMI		PB-B	PB-B	PB-7	PB-B	PB-E	PB-E	PB-B	PB-A	PB-7	PB-B	
LACHINE		PB-B	PB-B	PB-B	PB-E	PB-B	PB-B	PB-B	PB-D	PB-E		
LACHUTE		PB-B	PB-B	PB-B	PB-E	PB-B	PB-B	PB-D	PB-E	PB-E		
LAC MEGANTIC											PB-E	
LA TUQUE		P-A	P-7	P-7	P-A	P-A	PB-B	PB-B	PB-7	PB-B	PB-7	
LAVAL-DES-RAPIDES						PB-B	PB-B	PB-B	PB-D	PB-B		PB-7
LEVIS		PB-B	PB-B	PB-A	PB-B	PB-B	PB-B	PB-A	PB-B	PB-E		PB-B
MAGOG		PB-B	PB-B	PB-B	PB-B	PB-B	PB-A	PB-B	PB-B	PB-E		
MATANE											PB-B	PB-7
MONCTON N.B.		PB-A	PB-C	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7	PB-7
MONTMAGNY											PB-B	PB-D
MONTREAL	PB-A	PB-B	PB-A	PB-B	PB-B	PB-B	PB-B	PB-B	PB-B	PB-D		PB-B
MONTREAL			PB-B	PB-C	PB-E	PB-E	PB-C	PB-B	PB-7	PB-7		
MONTREAL			PB-C	PB-7	PB-7	PB-7	PB-E	PB-B	PB-7	PB-7		
NORANDA		PB-B	PB-B	PB-B	PB-B	PB-A	PB-B	PB-7	PB-7	PB-7		PB-B
OTTAWA ONT.									PB-7	PB-D		PB-7
POINTE-AU-TREMBLES					P-7	P-A	P-C	P-A	P-7	P-A		P-7
QUEBEC	PB-A	PB-B	PB-B	PB-B	PB-7	PB-B	PB-D	PB-E	PB-A	PB-B		PB-B
REPENTIGNY							PB-B	PB-7	PB-7	PB-7		
RIMOUSKI		PB-A	PB-B	PB-7	PB-B	PB-A	PB-E	PB-B	PB-B	PB-B	PB-B	PB-B
RIVIERE-DU-LOUP		PB-B	PB-B	PB-7	PB-B	PB-B	PB-A	PB-C	PB-E	PB-7	PB-7	PB-B
ROBERVAL											PB-7	
ROUYN		PB-B	PB-A	PB-B	PB-B	PB-B	PB-B	PB-B	PB-7	PB-7		
ROXBORO	Brief 1966 English use in error							PB-D	PB-B	PB-D		
STE-ANNE-DE-BELLEVUE		P-A	P-7	P-A	P-C	P-A	P-A	P-7	P-A	P-A		
ST. EUSTACHE			P-A	P-7	P-A	P-7	P-A	P-A				
STE GENEVIEVE				P-A	P-A	P-C	PB-B					
ST. HYACINTHE		PB-B	PB-B	PB-B	PB-D	PB-B	PB-B	PB-D	PB-7	PB-E		
ST. JEAN		PB-B	PB-B	PB-B	PB-B	PB-E	PB-B	PB-B	PB-7	PB-B		PB-B
ST. JEROME		PB-B	PB-B	PB-A	PB-B	PB-D	PB-B	PB-B	PB-B	PB-B		PB-E
STE. ROSE								PB-B	PB-E	PB-D		
STE.THERESE-DE-BLAINVILLE		P-A	P-7	P-7	P-A	P-A	P-A	P-7	P-A	P-A		
SEPT-ILES					PB-A	PB-B	PB-A	PB-B				
SHAWINIGAN FALLS became		PB-B										
SHAWINIGAN		PB-B	PB-7	PB-B	PB-B	PB-B	PB-B	PB-D	PB-D	PB-B	PB-B	PB-7
SHERBROOKE		PB-A	PB-B	PB-B	PB-B	PB-A	PB-A	PB-D	PB-B	PB-B		
SOREL		P-A	P-C	PB-A	PB-B	PB-A	PB-E	PB-D	PB-7	PB-D		
THETFORD MINES		P-A	P-A	P-C	P-A	P-A	PB-B	PB-D	PB-A	PB-7		PB-B
TROIS RIVIERES		PB-B	PB-B	PB-B	PB-C	PB-B	PB-B	PB-D	PB-B	PB-B		
VAL D'OR		PB-B	PB-B	PB-D	PB-A	PB-B	PB-E	PB-D	PB-B	PB-B	PB-7	PB-7
VALLEYFIELD		PB-A	PB-A	PB-B	PB-B	PB-E	PB-D	PB-E	PB-B	PB-7		
VICTORIAVILLE		PB-B	PB-B	PB-B	PB-B	PB-B	PB-D	PB-B	PB-A	PB-D		
Brief 1963 English use in error												



In Issue 34 of June, 1994 two odd 1951 covers from Vancouver were illustrated to show use of a peculiar slogan marking, reading RETURNED FROM VANCOUVER B.C. FOR BETTER DIRECTION. These raised the question of why letters addressed to a major Vancouver newspaper at its long time location should require "Better Direction". It was also very unusual that the blank dater appeared at the right of the obliterator, rather than as normally to the left, and that it read VANCOUVER/BRITISH COLUMBIA, while normal Vancouver daters of this period read VANCOUVER B.C./CANADA. That they both happened to be inverted was also somewhat odd, but by no means so unusual.

No response to these questions was ever received from members, but the Editor had sent a copy of the article to William Topping, Editor of the British Columbia Postal History Research Groups's Newsletter, since he is a foremost authority on Vancouver Postal History. He kindly replied some time ago, but other priorities prevented earlier publication of his interesting additional information.

The two covers are again illustrated below, and it can be noted that one of them shows an additional Vancouver wavy line cancel dated 11:30 P.M. May 7, 1951 on the front, but the other has the identical wavy line cancel and dating on the reverse, so the two covers, although from different sources, were processed together. These daters are in the conventional format used at Vancouver in this period.

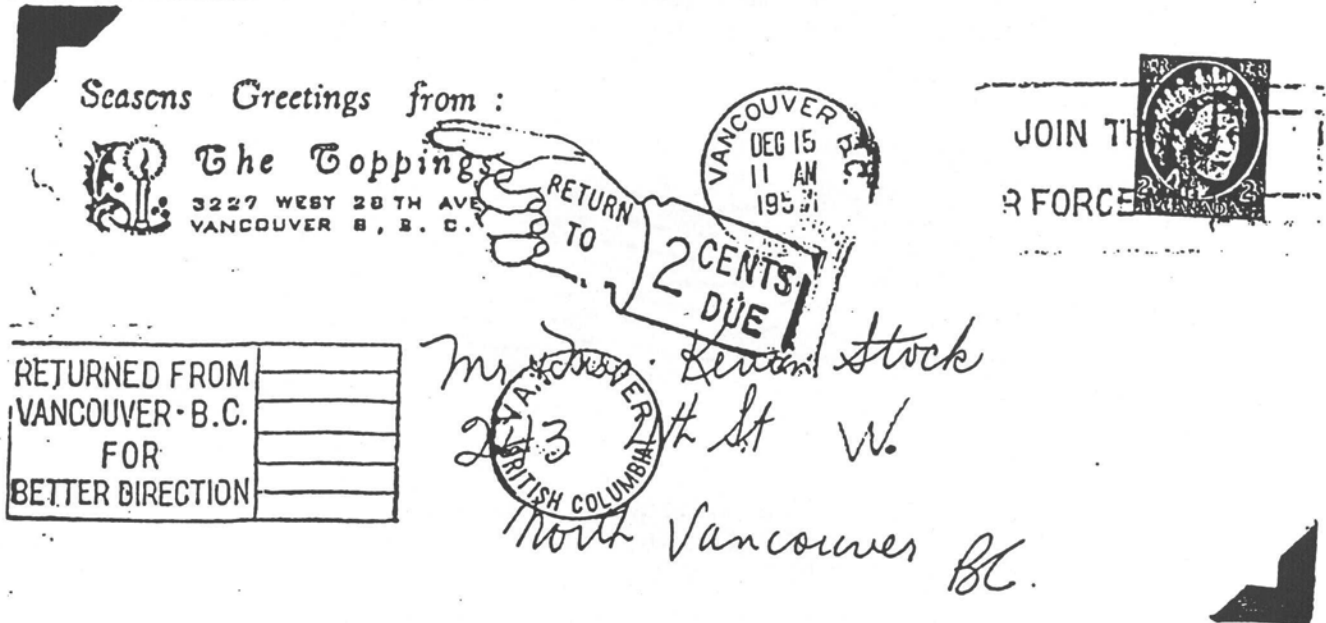


Mr. Topping's response reads in part as follows:

"The 'Returned from ...' cancel appears to have been used on a Pitney-Bowes machine located at the Dead Letter Office in Vancouver Main Post Office. The cancel was used from at least 1951 to 1957.

In 1951 the Vancouver Sun moved to a new building at 2250 Granville Street, and since the envelopes had the old 500 Beatty Street address and were sent to the DLO for redirection."

Mr. Topping enclosed a copy of a 1957 usage of the same slogan, with the same blank dater at the right, which is illustrated below, but in this case the usage is questionable, since there was nothing wrong with the address that would warrant sending it to the Dead Letter Office. It was therefore returned to the sender not for "Better Direction", but because the two cent stamp was not adequate for the postage rates of the time.



The information that the Newspaper had recently moved its plant certainly accounts for the request for "Better Direction", although one would have thought that normal forwarding arrangements would have been in effect for the substantial amount of mail that was received by the paper each day.

Since the slogan was impressed at the Dead Letter Office, it is very reasonable that there was a special machine in use there, which took the dater at the right of the obliteration, rather than at the left as in all normal machines. It would also account for the use of a dater with different wording than those used at the regular Post Office, and it is also reasonable that this dater would be used in a blank manner.

There still remains the interesting question of how and when it finally dawned on the Dead Letter Office that covers addressed to 500 Beatty St. should be forward to the Vancouver Sun at its new office, rather than returned to the sender, since there is ample evidence that George Potts, who sold his collection to Proulx, had retrieved these covers from the newspaper's waste material, rather than from the holdings of the Dead Letter Office or from the original senders.

Sincere thanks are extended to Mr. Topping for this example of how one specialist's knowledge can eventually filter down to answer the questions raised in a different specialized field.

# TAX NOTICE

<b>R</b>	EDMONTON, ALTA.
	ORIGINAL No.
	3289



# SLOGAN, COMMEMORATIVE AND PICTORIAL HAND STAMPS

Steve Friedenthal

The following are the hand stamps received from Slogan Cancel Study Group members and others since publication of issue 46. Thanks to Cecil Coutts, Dan Rosenblat, Mike Street, MJR Stamps and covers, and Jerome Jarnick. Again, the rest are from Friedenthal's findings primarily at the Edmonton Stamp Club show in March 1997.

<u>Number</u>	<u>Slogan</u>	<u>Town</u>	<u>Date</u>
HA-	AIR-CANADA TORONTO-ZURICH NON-STOP (maple leaf)	Toronto	1972 05 01
HB-	BELPEX 74 PHSO 1874 1974 (old telephone) Source: Street	Brantford	1974 07 26, 27, 28
HB-	BRANT PEX : 77 (old telephone) Source: Street	Brantford	1977 06 24, 25, 26
HB-	BALTPEX XII (Map of Estonia, Latvia and Lithuania) MARCH 30-31 1996 Source: Coutts	?	1996 03 30-31
HB-	B.C. PHILATELIC SOCIETY VANPEX Source: Coutts	Vancouver	1972 03 04
HB-	Beausejour, Manitoba 50 <sup>th</sup> Jubilee Aug. 2 to 5 1962	Beausejour	1962 ? 27
HB-	BLACK CREEK B.C. 50 <sup>TH</sup> ANNIVERSARY Source: Coutts	Black Creek	1986 06 01
HB-	BCPEX (maple leaf) Source: Coutts	Vancouver	1977 06 23
HC-	CENTENNIAL CELEBRATION AUG. 4-5-6-7 1850 - 1950 Source: Rosenblat/proof	?	1950 08 ?
HC-	CENTENNIAL CELEBRATION 30 JULY - 6 AUG. Source: Rosenblat/proof	Cayuga	1950 05 04?
HC-	COME TO NEEPAWA HALF CENTURY CELEBRATION Source: Rosenblat/proof	(Winnipeg or Neepawa)	1933 02 28
HC-	COME TO KENORA TRANS-CANADA HIGHWAY OPENING Source: Rosenblat/poof	Kenora	1932 05 26
HC-	CALGARY STAMPEDE (cowboy with lasso)	Calgary	1989 07 11
HD-	THE DISCOVERY TRAIN (locomotive and maple leaf) Source: Coutts	Red Deer	1979 07 14
HD-	DON'T MISS FAIR DAYS Sept. 6, 7, & 8 DRAYTON VALLEY	Drayton Valley	1963 08 9
HF-	50 <sup>th</sup> Anniversary 1934 1984 Source: Coutts	King Kirkland	1984 12 4

HL-	LEDUC.1 1947-1997 SPRING NATIONAL (oil pump)	Edmonton	1997 03 14
HL-	LEDUC #1 SPRING NATIONAL 1947-1997 (oil drums)	Edmonton	1997 03 15
HL-	LEDUC #1 SPRING NATIONAL 1947-1997 (oil rig)	Edmonton	1997 03 16
HL-	LIONS INTERNATIONAL (Lion's symbol) Source: MJR Stamps and covers	Montreal	1979 06 23
HL-	(Lighthouse) Source: Coutts	Peggy's Cove	1993 06 28
HM-	(Menorah and maple leaf) (Source: Slogan Box 25:27)	Hull	1990 04 05
HN-	NEWFOUNDLAND PROGRESS (map of Newfoundland) Source: Rosenblat/proof	?	?
HO-	OLD HOME WEEK LUNENBURG, N.S. SEPTEMBER 10 <sup>TH</sup> . - 17 <sup>TH</sup> . Source: Rosenblat/proof	Lunenburg	1934 04 24
HP-	POSTAL CONFERENCE 1996 (bilingual) (matrix) Source: Jarnick	Toronto	1995 11 02
HP-	PIPEX 1975 (partial flag) Source: Coutts	Victoria	1975 05 30
HP-	PHILATELIC EXHIBITION SILVER JUBILEE	Winnipeg	1935 05 18
HS-	(Satellite Receiving Dish) Source: Jarnick	Glance Bay	1982 12 15
HS-	75 <sup>th</sup> ANNIVERSARY ROTARY INTERNATIONAL (Rotary symbol) Source: Coutts	Yellowknife	1980 11 23
HS-	7 <sup>th</sup> BRITISH COLUMBIA. YUKON JAMBOREE (wagon, mountains, Scout symbol) Source: Coutts	Prince George	1995 07 15
HT-	(Teddy Bear and Heart) Source: Coutts	Love	1993 11 15
HV-	VANPEX (British Columbia stamp and beaver) Source: Coutts	Vancouver	1996 11 03
HV-	VICTOPICAL (map of Vancouver Island) Source: Coutts	Victoria	1991 09 26
HV-	VICPEX (map of Vancouver Island) Source: Coutts	Victoria	1991 09 26
HY-	YORK-TORONTO-1833 Source: Coutts	Toronto	1983 12 15
HV-	VICTORIA 82 (maple leaf stamp)	Victoria	1982 09 02