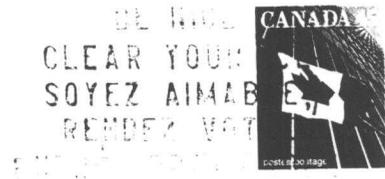


THE SLOGAN BOX

THE *British North America*
Philatelic Society LTD.



Newsletter of the BNAPS Slogan Cancel Study Group

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Fellow slogan collectors:

My apologies for getting Issue 53 out late. So many things happening and the weather so beautiful during May that the time flew by without being able to get to the Slogan Box.

Some time ago a new member of the study group requested a complete set of back issues of the Slogan Box. The study group did not have a complete set of originals from which to photocopy a set and respond to the request. During Edmonton's March show your chairman made an arrangement with Saskatoon Stamp Centre to reprint complete sets of back issues of the Slogan Box (from issues 1-52). Permission was given to reproduce up to 12 sets. These will be sold as sets only and available to any who wish to purchase them. I believe that the cost will be about \$150 Cdn. which represents about twice to cost of photocopying as there are over 1500 pages. This will also relieve the chair of the burden of extensive photocopying and up front costs.

Since preparing of issue 52 the chair has received new hand stamp material from Bill Topping (Vancouver; along with suggestions for improvement to the hand stamp book), Bill Bartlett (Saanichton, BC), Robert Frost (Victoria, BC), member Bob Thorne and from several others. These sendings with recent purchases total enough new material for a second supplement. This will appear in a later issue this year or early next year.

A beginning article on meter slogans will appear in issue 54. I have decided to organize these

listings topically for interest. The first listing will be about food and drink. Further articles will include: health, automotive, financial, patriotic, community services and others.

Our editor Daniel Rosenblat has prepared a number of very interesting articles for the current issue of the Slogan Box. I still don't know how Daniel is able to produce so much new, useful and interesting material for us.

Auctioneer Bob Lee informs me that the 1914 Fort George Fair hand stamp (HF-100) on post card cancelling the stamp was hammered down for \$500. plus purchasers fee plus GST. Shows that our collections are getting more valuable by the hour. (Too bad I only have this one on 2x4.)

If you have not submitted your dues for 1998 (\$10) this is the last issue that will be sent to you. So, please send them in to obtain uninterrupted important collecting information.

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RETARDED CHILDREN RELATED SLOGANS

Slogans H-395 - 4415 - H-396 & H-397 - 4415-A - R-285 - 7618

This subject was treated in issue 37, but further study of the 416 page file from the National Postal Archives, dated from 1957 to 1966, suggests that a revision is in order, although much of the detail in the earlier version need not be repeated. These slogans differ significantly from the usual national fund raising usages, in that for the first seven years of their considerable use all sponsorship was by local or provincial groups. It was not until 1963 that the Canadian Association For Retarded Children, with which the local organizations had been affiliated for some time, undertook to issue their own dies and eventually pool them with the many proprietary dies still serviceable and direct their distribution on a national basis.

The earliest documented usage is that sponsored by a local branch in Winnipeg, the "Association for Retarded Children in Greater Winnipeg" asked to sponsor a die in connection with their coming campaign in September of 1957, and 58 the Association requested reissue of the die during the same September period in 1958, which was granted.

In 1958 the "Association for the Help of Retard Children (Quebec)" requested a bilingual die for use at MONTREAL from Nov. 16 to 27, to coincide with a governmental declared "Canadian Retarded Children Week" The wording of this slogan H-369 -4415-A was HELP RETARDED CHILDREN AIDEZ LES ENFANTS ARRIERRES, Therefore, 1958 saw the second use of the single English die and first use of the single bilingual, each sponsored by a different local group.

In 1959 the use of the slogan increased dramatically to 47 offices, as several provincial and local Associations undertook sponsorship of slogans, always with the same short English wording, and also reissue of the bilingual version at MONTREAL.

It was in 1959 that the "Association For Retarded Children - B.C. Branch" first undertook a most extensive postal advertising campaign with rotating usage of five dies between no less than 30 B.C. offices, VANCOUVER using a die for an entire month, with the other offices using a die for between ten days and two weeks. This concept of rotating a few dies between many offices had evolved in B.C. in 1957-58 when the province celebrated its Centennial, and the documentation indicates that this was the inspiration for the B.C. multiple use of the RETARDED CHILDREN dies.

Also in 1959, both MONTREAL and WINNIPEG were reissued 1958 dies, and 14 local groups sponsored similar worded slogans at CALGARY, CHATHAM, CORNWALL, DRUMHELLER, GRANDE PRAIRIE, LETHBRIDGE, LLOYDMINSTER, MOOSE JAW, NEWMARKET, OWEN SOUND, RED DEER, ST. JOHN, SASKATOON and SWIFT CURRENT. Also, the "Nova Scotia Association for Retarded Children" asked for issue of 6 dies for use at HALIFAX, HALIFAX-DARTMOUTH, NEW GLASGOW, PICTOU, SYDNEY and YARMOUTH. Through a P.O. error, all six dies were sent to PICTOU, which used one and subsequently forwarded the balance to HALIFAX, but too late to use during the campaign.

Most of the dies initiated in 1959 were reissued to 33 offices in 1960, with sharply declining use in 1961-62. However, in 1963, for the first time, the national Association undertook sponsorship of new dies of this slogan, seven English and two bilingual. They gave the P.O. a listing of where they wanted the dies used, but appear to have been unaware that some of these offices were using proprietary dies. This caused confusion, and prompted the P.O. to more or less insist from 1964 that the national group preempt the local groups and present a single listing of desired use by all the dies available.

This practice was continued thereafter, although the national group did not hold a campaign in 1965, but 1966 use was from 30 offices, but then declined to only 6 in 1971. In 1972 five new bilingual dies were introduced, so the final use in that year was from five remaining English dies and five new bilinguals, all used at English offices..

The prior article devoted considerable space to illustrations of various formats seen, differing in letter thicknesses and the width of the slogan box. However, since so many of these dies were ordered individually, rather than in multiple lots, there were probably a great many more fractionally different formats than are obvious, so the concept of format differentiations has been abandoned. The following listing of using offices by slogan and by year is greater than that of the prior article, but is still probably not totally complete, since the documentation did not extend to the 1967-72 period, and usage in those years is only as seen or reported, and probably omits several offices in each of these years.

One related die was used at KINGSTON in 1967 only, slogan R-285 - 7618, reading RETARDED CHILDREN NEED YOUR HELP NOW.

Slogans H-395 - 4415, H-396 - 4415-A, H-397 - R-285 - 7618 - RETARDED CHILDREN related

ABBOTTSFORD 395 1959	DUNCAN 395 1959 395 1966-69	KINGSTON R-285 1967	NELSON 395 1959-60 395 1962-63	QUESNEL 395 1959	TRAIL 395 1959-60 395 1962-63
BATHURST 395 1966-67	EDMONTON 395 1963	KITIMAT 395 1959 395 1962 395 1966	NEW GLASGOW 395 1960	RED DEER 395 1959-60 395 1961-62	TRURO 395 1966-67
BRANDON 395 1966-67 395 1970	FREDERICTON 395 1966-67 395 1970	LADNER 395 1959 395 1964	NEWMARKET 395 1959-60 395 1964 395 1966-67	REGINA 395 1963-64 395 1966-71 396 1972	VANCOUVER 395 1959-60 395 1962-64 395 1966-70
CALGARY 395 1959 395 1961 395 1963 395 1966-71 397 1972	GRANDE PRAIRIE 395 1959 395 1966	LANGLEY 395 1959	NEW WESTMINSTER 395 1959-60 395 1962-63 395 1968-70	ST. CATHARINES 395 1966-67	VERNON 395 1959-60
CAMPBELL RIVER 395 1959-60	HALIFAX 395 1960 395 1963 395 1966-67 395 1969 397 1970	LETHBRIDGE 395 1959-61 395 1966-69	OWEN SOUND 395 1959	ST. JOHN 395 1959-64 395 1966 397 1972	VICTORIA 395 1959-60 395 1962 395 1971 396 1972
CHARLOTTETOWN 395 1964-67	HALIFAX-DARTMOUTH 395 1960 395 1966 Became DARTMOUTH 395 1967	LLOYDMINSTER 395 1959-60 395 1966-70	PENTICTON 395 1959-60 395 1964	SASKATOON 395 1959 395 1963 395 1966-71 397 1972	VILLE DE LAVAL 397 1972
CHATHAM 395 1959-62 395 1964-66	HAMILTON 395 1964 396 1972	LONDON 395 1966-67 395 1969 396 1972	PICTOU 395 1959-60	SUDBURY 395 1964	WHITE ROCK 395 1959-60 395 1964
CHILLIWACK 395 1959-60 395 1962-63	HAMILTON 395 1964 396 1972	MISSION CITY 395 1959	PORT ALBERNI 395 1959-60 395 1962	SUMMERSIDE 395 1966	WILLIAMS LAKE 395 1959
CORNWALL 395 1959 395 1966	HANEY 395 1959	MONCTON 396 1963 395 1964 395 1966-67	POWELL RIVER 395 1959-60	SWIFT CURRENT 395 1959	WINNIPEG 395 1957-63 395 1966-69 395 1971 396 1972
COURTENAY 395 1959-60	KAMLOOPS 395 1959-60 395 1962	MONTREAL 396 1958-69 395 1963 397 1963-64 397 1966	PRINCE ALBERT 395 1964	SYDNEY 395 1960-61 395 1964-66	YARMOUTH 395 1960
CRANBROOK 395 1959	KELOWNA 395 1959-60 395 1962	MOOSE JAW 395 1959	PRINCE GEORGE 395 1959-60 395 1962 395 1966	TERRACE 395 1959	
DAWSON CREEK 395 1959	KENTVILLE 395 1960		PRINCE RUPERT 395 1959-60	TORONTO 395 1963-64 395 1966-68 395 1970	
DRUMHELLER 395 1959-60 395 1963 395 1966		NANAIMO 395 1959-60 395 1962	QUEBEC 397 1964 397 1971-72		

INTERNATIONAL DRY FARMING CONGRESS

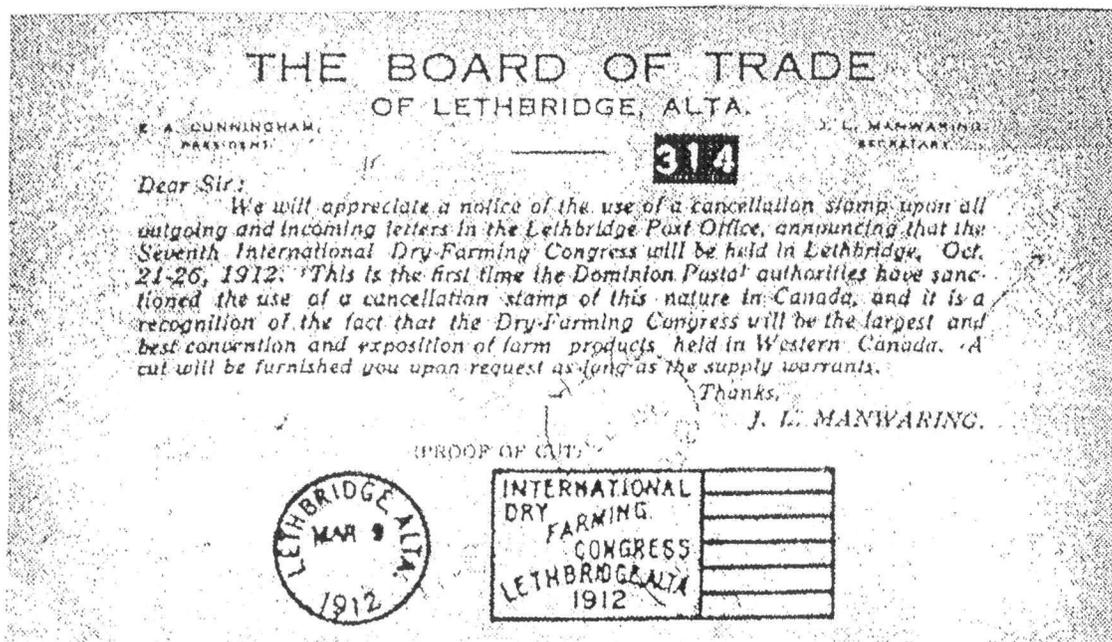
SLOGAN I-165-4835

There are several oddities pertaining to this slogan and its use. It may appear somewhat odd to us today that the honour of using the first post 1911 slogan, following the Post Office's adoption of its new policy encouraging such postal advertising, should have devolved on an office as relatively small as LETHBRIDGE must have been in 1912. However, it apparently did not appear to be at all odd to the Lethbridge Board of Trade, probably the sponsor of the slogan, who proudly informed a considerable number of people with an illustrated card that for "*the first time the Dominion Postal Authorities have sanctioned the use of a cancellation stamp of this nature in Canada.*"

It can be noted that their cards were numbered, in the case of the one illustrated below the number was 314, suggesting that there were probably about 500 sent out, but their survival rate was probably minimal, so these notices must be quite scarce. The proof impression of the slogan die, with dater, may well be one of the clearer impressions to be seen, as recorded impressions are rarely sharp and often obscured by the stamp. The date shown, March 9, was probably one day before the die was put into use, since it has been seen used from March 10, 1912.

A further oddity of this slogan is that it omits the event dates, which were almost invariably shown in later slogan use, but the notice card indicates that the dates of the Congress were October 21-26, 1912, so the slogan had use for something over seven months before the event, much longer than was later allowed for events of this nature. Not only was the pre-event use lengthy, but so was the post-event use, since it has been seen used as late as January 30, 1913, indicating a total use of ten months and some weeks. It can be assumed that the Lethbridge Post Office was rather proud of the slogan, and having nothing to replace it with except the conventional wavy line obliterator, it was retained, as at that time Ottawa did not have enough experience with slogans to enforce its later policy of returning a die very shortly after the event closed.

A final oddity is that the use of this slogan was never entered in the official Post Office Distribution Lists, although most other 1912 slogan issues are so recorded.



BUY CHRISTMAS STAMPS NOW

BUY CHRISTMAS STAMPS NOW ACHETEZ VITE VOS TIMBRES DE NOEL

ACHETEZ VITE VOS TIMBRES DE NOEL BUY CHRISTMAS STAMPS NOW

SLOGANS B-735 - 860 - B-736 - 681 - A-50 - 35

Canada introduced special Christmas Stamps in 1964, and simultaneously the Post Office issued Postal Directive slogans to promote their sale. Two of the slogans, B-735, BUY CHRISTMAS STAMPS NOW, and A-50, ACHETEZ VITE VOS TIMBRES DE NOEL BUY CHRISTMAS STAMPS NOW, were introduced in 1964 as the English and the French-over-English bilingual versions. Most had use to 1968 only, and most were replaced throughout the country in 1969-70 by B-736, BUY CHRISTMAS STAMPS NOW ACHETEZ VITE VOS TIMBRES DE NOEL.

Nevertheless, all three are essentially the same slogan, differing only in format, and should be classified as a single entity. Presently recorded data suggests that dies of either B-735 or A-50 were issued to at least 19 offices in 1964, with six more offices added with B-735 dies in 1965, all using the slogans in one format or the other through 1970. It is possible that one of the 1965 beginning offices may had unrecorded use in 1964, since 20 original dies and five additional is somewhat neater than 19 and 6.

In 1969 the P.O. began implementing its bilinguals only policy, and the majority of the B-735 and A-50 dies were withdrawn and replaced by the English-over-French bilingual B-736. At the same time as this transition took place, 21 more offices were added, with 1969-70 use only, so the total of using offices was eventually 46.

It can be noted that the correct translation of the English word NOW would be "*maintenant*", but the bilingual versions both used the term "*vite*", which translates as "quickly", probably in the interest of saving space.

In some cases offices are catalogued as using two dies in 1969-70, the retained early version and the new bilingual replacement. This is possible, but is somewhat doubtful until fully confirmed.

Although complete usage has not been recorded, the usage pattern strongly suggests that once an office was added to the list, it had continuous use through 1970. Therefore, unrecorded use is indicated in the following classification as "probable."

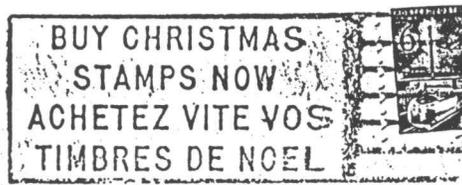
The three formats are illustrated below.



Slogan B-735 - 860 - English only



Slogan A-50 - 35 - French-over-English

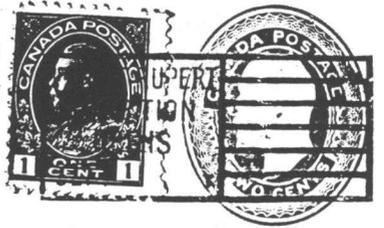


Slogan B-736 - 861 - English-over-French

Slogan B-735 - 860 - B-736 - 860-A - A-50 - 35 - BUY CHRISTMAS STAMPS NOW + two bilingual versions

BELLEVILLE B-736 - 860-A 1969-70	LACHINE B-736 - 860-A 1969-70	PETERBOROUGH B-736 - 860-A 1969-70	SUDBURY B-735 - 860 1964-65 B-735 - 860 1966 Prob. B-736 - 860-A 1969-70
BRANDON B-736 - 860-A 1969 Prob. B-736 - 860-A 1970	LETHBRIDGE B-735 - 860 1965 Prob. B-735 - 860 1966 B-735 - 860 1967 Prob. B-735 - 860 1968 B-736 - 860-A 1969-70 Prob.	POINTE-CLAIRE-DORVAL B-736 - 860-A 1969-70	SURREY B-736 - 860-A 1969-70
BRANTFORD B-736 - 860-A 1969-70	LONDON B-735 - 860 1964-65 B-735 - 860 1966 Prob. B-735 - 860 1967-68 B-736 - 860-A 1969-70	PRINCE GEORGE B-736 - 860-A 1969-70	SYDNEY B-736 - 860-A 1969-70
BURLINGTON B-736 - 860-A 1969-70	LONGUEUIL B-736 - 860-A 1969-70	QUEBEC A-50 - 35 1964-66 A-50 - 35 1967 Prob. A-50 - 35 1968-69 B-736 - 860-A 1969-70 Two dies reported in 1969	THUNDER BAY B-736 - 860-A 1970
CALGARY B-735 - 860 1964-68 B-736 - 860-A 1969-70	MONCTON A-50 - 35 1964-66 A-50 - 35 1967 Prob. A-50 - 35 1968-69 B-736 - 860-A 1969-70 Two dies reported in 1969	REGINA B-735 - 860 1964-65 B-735 - 860 1966 Prob. B-735 - 860 1967-70 No B-736-860-A usage	TORONTO B-735 - 860 1964-65 B-735 - 860 1966-68 Prob. B-735 - 860 1967-68 B-736 - 860-A 1969-70
CHARLOTTETOWN B-736 - 860-A 1969-70	MONTREAL A-50 - 35 1964-68 B-736 - 860-A 1969-70	ROXBORO B-736 - 860-A 1969-70	VANCOUVER B-735 - 860 1964-70 B-736 - 860-A 1969-70 Two dies reported in 1969-70
CORNWALL B-736 - 860-A 1969-70	MOOSE JAW B-736 - 860-A 1969-70	ST. JOHN B-735 - 860 1965-68 B-736 - 860-A 1969-70	VICTORIA B-735 - 860 1964-70 No B-736-860-A usage
EDMONTON B-735 - 860 1964-68 B-736 - 860-A 1969-70	NEW WESTMINSTER B-735 - 860 1964-65 B-735 - 860 1966 Prob. B-735 - 860 1967-68 B-736 - 860-A 1969-70	ST. JOHN'S B-735 - 860 1965 B-735 - 860 1966 Prob. B-735 - 860 1967-68 B-736 - 860-A 1969 Prob. B-736 - 860-A 1970	VILLE DE LAVAL B-736 - 860-A 1969-70
FREDERICTON B-735 - 860 1965 B-735 - 860 1966-67 Prob. B-735 - 860 1968-69 A-50 - 35 1970	NIAGARA FALLS B-735 - 860 1965-67 B-735 - 860 1968 Prob. B-736 - 860-A 1969-70	SASKATOON B-735 - 860 1964-68 B-736 - 860-A 1969-70	WATERLOO B-736 - 860-A 1969-70
HALIFAX B-735 - 860 1964-65 B-735 - 860 1966 Prob. B-735 - 860 1967-68 B-736 - 860-A 1969-70	OTTAWA A-50 - 35 1964-68 B-736 - 860-A 1969-70	SCARBOROUGH B-735 - 860 1964-68 B-736 - 860-A 1969-70	WILLOWDALE B-736 - 860-A 1969-70
HAMILTON B-735 - 860 1964-69 B-736 - 860-A 1969-70 Two dies reported in 1969	NORTH BAY B-736 - 860-A 1969-70	SHERBROOKE A-50 - 35 1965-66 A-50 - 35 1967 Prob. A-50 - 35 1968-69 B-736 - 860-A 1969-70 Two dies reported in 1969	WINDSOR B-735 - 860 1964-65 B-735 - 860 1966 Prob. B-735 - 860 1967-68 B-736 - 860-A 1969-70
HULL B-736 - 860-A 1969-70			WINNIPEG B-735 - 860 1964-68 B-736 - 860-A 1969-70
KAMLOOPS B-736 - 860-A 1969-70			

PRINCE RUPERT, B.C.
SEP 9
12:30 AM
1915



Mr A. J. Stebbins

Lowell

Ont.
U.S.A.

Printed in Britain

POST
MAY 3 1919

POST CARD

STAMPS AND HELP

REC'D
Address only to be
Written Here



KOTARY PHOTOGRAPHIC SERIES

Dear Hazel;

I thought I would write
you a line to let you know
I have not forgotten you
& to wish you many happy
returns of the day. Hope
you are well as we are
all well but Elmer & he
has a very bad cold, he
has started to school & like
it fine. Sorry I am so neglectful
writing but will try to do better
next time bye bye & love

Miss Hazel Keyes,
Walsingham Centre
Ont.



MAIL EARLY AND OFTEN THROUGHOUT THE DAY

MAIL EARLY AND OFTEN BREAK THE 5 P.M. HABIT

MAIL EARLY AND OFTEN THROUGHOUT THE YEAR POSTEZ TOT ET SOUVANT DURANT L'ANNEE

M-30 - 5530 - M-35 - 5532 - M-40 - 5533

These three Postal Directive slogans share the same initial wording and are clearly related, two having concurrent use, so they should be classified together. M-30 - 5530 had use at two offices in 1962-71, M-35 - 5532 at six offices in 1961-80 and the M-40 - 5533 was a bilingual afterthought in 1980-81. The Proulx catalogue listing was somewhat incomplete, but the Couatts catalogue gives a clearer picture.

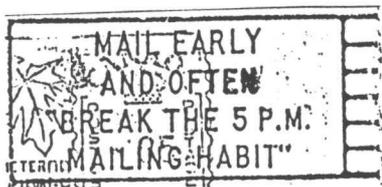
M-30 - 5530 usage

This use, reading MAIL EARLY AND OFTEN "BREAK THE 5 P.M. HABIT" was restricted to LONDON and WINDSOR, both of which offices were issued non-separable PB dies, with the quotation marks, in 1962. Both offices are catalogued as having intermittent use through 1971, and in fact the use may have been consistent in each year, as in both cases the original die required a later replacement, with the same wording, but omitting the quotation marks.

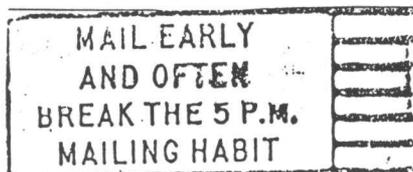
LONDON usage - The original die use has been seen or reliably reported as 1962-65, 67, 70 and from a replacement die without quotation marks in 1971. Note that the P.O. exempted itself from the policy of having all dies issued from 1970 on in a bilingual format. The replacement die has been seen used as late as Oct. 15, 1971, so use extending to early 1972 is possible.

WINDSOR usage - The original die use has been seen or reliably reported as 1962-65 and from a replacement die without quotation marks in 1966-68 and 1970-71, so unrecorded 1969 use is very possible.

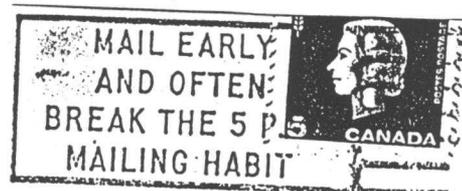
The two replacement dies, having been issued five years apart, are separable.



Non-separable original dies



LONDON replacement die



WINDSOR replacement die

M-35 - 5532 usage

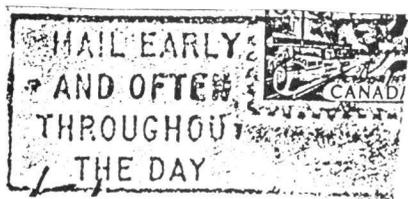
This use, reading MAIL EARLY AND OFTEN THROUGHOUT THE DAY, began with the issue of five non-separable dies to KINGSTON, LETHBRIDGE, ST. CATHARINES, SARNIA and VICTORIA in February of 1961. The dies were obviously intended to be retained indefinitely at the office of issue, for use when no other specifically designated slogans were employed. They were therefore subject in time to considerable wear, as four of the five eventually required one or more replacements, and the other shows worn lettering well before its withdrawal. It is somewhat odd that the first four replacement dies, issued in 1963, 1964 and 1968, all appear as from a single master die, but not from the original master die of 1961

KINGSTON usage - The initial 1961 use has been seen, but no further use has been seen or reported until 1965, possibly because the office had sufficient use of priority slogans in 1962-64 to preclude either any use of M-35, or so little as not to have been seen. The 1965-66 revived use has been seen. The 1967 use has been seen as from the original die, damaged as of May 28, 1967, but a similar, though separable die, has been seen as of May 5, 1968 to mid 1970. This replacement die has been seen in 1969-70, showing lettering wear from late 1969 to the final use seen on June 16, 1970. No post 1970 use has been seen or reported, so the die can be assumed as having become unserviceable and not replaced.

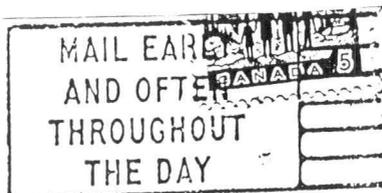
LETHBRIDGE usage - The original die use from 1961 to March 20, 1964 has been seen. From November 19, 1964 a replacement die has been seen in 1965-69, reported in 1970, seen in 1971 and 1974-75, and catalogued, but not seen or otherwise reported in 1976. There was neither seen nor reported use in 1972-73, although such use is probable. The Editor has a very extensive holding of the 1967 use, which covers almost every day in January, February, April and August, indicating the usage was continuous for various months, but probably completely omitted in others.

MAIL EARLY AND OFTEN RELATED SLOGANS

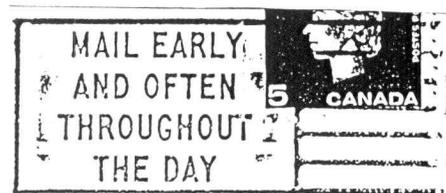
ST. CATHARINES usage - The original die use from 1961 to June 10, 1963 has been seen undamaged, but the slogan box was badly damaged by June 30 and a replacement die has been seen on November 7, 1963. The replacement die has been seen to 1967, but worn from 1966 and no post 1967 use has been seen, so the die can be assumed as having become unserviceable and not replaced.



KINGSTON replacement die

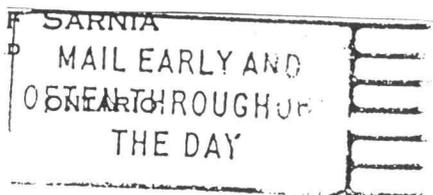


LETHBRIDGE replacement die

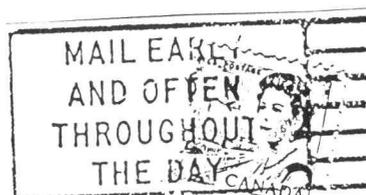


ST. CATHARINES replacement die

SARNIA usage - The original die use from 1961 to March 8, 1968 has been seen with progressive wear, but no breakage. A replacement die, very different from other replacements in having the wording in three lines rather than four, has been seen from June 24, 1968 to July 11, 1969, appearing quite worn, even after only a year of use. However, a further replacement die, matching other replacements in a four line format, has been seen as early as January 8, 1969, indicating concurrent use of two very different replacement dies from January until July of 1969. The 1970-71 use of the second replacement die has been seen, and the catalogue lists further usage in 1973-74 and 1979-80, but only 1974 use has been seen and 1979 use reliably reported. Therefore 1972 and 1975-78 unreported use is possible.



*1st three line replacement die
July 1969 worn state*



*2nd four line replacement die
January 1969 first use*

VICTORIA usage - The original die has been seen in 1961-62, 1965 and 1967-71. It is catalogued as used in 1966, not confirmed, but probable. The 1963-64 use is not seen, reported or catalogued, although it is possible. The "N" of OFTEN shows progressive wear from 1965, but the die was still in reasonably good condition by 1971, so later usage may have simply been discontinued.

WELLAND usage - The total usage seen or reported is all in the three day period of November 11-13, 1966. The appearance is identical to that of the normal four line replacement dies, but shows marked wear of the "N" of "OFTEN", so it was unlikely to have been a new die, but rather a re-issue of a die previously used elsewhere. Both of the replacement dies issued prior to 1966 to LETHBRIDGE and ST. CATHARINES had use beyond 1966, so neither could have been re-issued to WELLAND on a permanent basis, but either could have been loaned for a short period and then returned. The very limited WELLAND use lends itself to this theory.

M-40 - 5539 usage

This use, reading MAIL EARLY AND OFTEN THROUGHOUT THE YEAR POSTEZ TOT ET SOUVENT DURANT L'ANNEE, is catalogued as having use at LETHBRIDGE in 1980-81. Since LETHBRIDGE used a die of M-35 until at least 1976, it suggests that this similar wording was a belated replacement. It has not been seen, and therefore cannot be illustrated.

Questions arise over Aero Club of Canada lab

The British North America Philatelic Society (BNAPS) Slogan Cancel Study Group has published a special issue of *The Slogan Box* in recognition of the 50th issue of the society's journal. This issue is a much expanded one, and offers an exhaustive listing (with appropriate illustrations) of proprietary slogans issued in Canada during the period 1912 to 1953. The listing is alphabetical and includes other information such as dates the slogan cancel was used.

During the period covered, slogan cancels were used at 131 post offices, with the larger ones having more than one slogan. A somewhat similar listing of slogan cancels was contained in the study group's handbook, published by BNAPS several years ago. But, as editor Daniel G. Rosenblat of Byron, California points out in his Editor's Message, many updates have been made. The illustrations are largely from the postal service's Archive Proof Book. He also notes that it would be useful to extend the compilation beyond 1953, but since the Proof Books ceased to be retained after that year, there would be no source of illustrations or usage data beyond his own collection.

There are 121 pages in the 8.5 x 11 inch format, and the publication is three-hole punched for binders. The cover is of heavier stock than the interior pages. No price is listed since the publication is part of membership. For information, contact Rosenblat at 5300 Edgeview, Byron, CA 94514.

Theo Van Dam has been busily working on a new update and companion for his earlier work, *A Century of WAR DATES and more! 1859-1959*. The new volume, is in the same format, 8.5 x 11 inch size, coated stock card cover and spiralbound, and is titled *WAR DATES 1839-1859, 1959-1979*.

The companion book consists of two sections. The first covers the period from 1839 to 1859 and lists the British colonial wars, mainly in India (including the Sepoy Rebellion), the French ventures in Algeria, the Spanish-Moroccan War, the Opium Wars in China, the U.S.-Mexican war, including the short-lived California and Texas republics, the Danish-German War, the struggle between Austria and Prussia for hegemony in the German Confederation, the war between Piedmont-Sardinia and Austria, the Hungarian Revolution, the war of Chile and the Bolivia-Peru Confederation and more.

The second section covers the 1959-1979 period and includes the Vietnam War, the unsuccessful secessions of Biafra, Katanga and Sud Kasai, the "Six Day" and "Yom Kippur" war of Israel and her Arab neighbors, the rising in Czechoslovakia, the Bangladesh war, the "soccer war" between Salvador and Honduras, the Chinese invasion of Vietnam and others.

This section also lists the dates when the new nations in Africa, Asia and the Pacific became independent and other major political changes of the period. The book is 110 pages with 200 country listings, more than 3,000 items, 10 maps, 17 page index and a bibliography. The cost is \$23 postpaid in the U.S. and Canada. For ordering information, write to Theo Van Dam, P.O. Box 8809,

Anaheim, CA 92812-0809.

On August 25, 1919, the Aero Club of Canada issued white and blue stamp (label) to be used on covers flown New York-Toronto air race. There are a number of questions about the stamp and how it was distributed. John H. Bloor presents a fine overview of the subject, and illustrated it in color in a issue of the British North America Philatelic Society (BNAPS) Air Mail Study Group journal.

Among questions waiting to be answered is how many remain, whether the vignettes were printed in sheets of 20 in panes of 10, and whether booklets were made. The journal is 8.5 x 11 inches, stapled at upper left. For information, write to Basil Burrell, 911 Huckleberry Lane, Glenview, IL 60025.

Postmarks and postal cards of the Czechoslovak Workers' stamps from 1921 to 1934 and the Soviet Army field post in Czechoslovakia in 1968 were discussed in articles in a recent issue of *Czechoslovak Specialist*, a journal of the Society for Czechoslovak Philately. There are numerous other articles and columns in the 6 x 9 inch journal.

A nice addition, particularly for newcomers to the society and newcomers to the hobby

is a beginner's column by Phillips B. Freer called "Some Stories from Czechoslovakia and the Stories They Tell."

For information, write to the secretary, R.T. Cossaboom Jr., Box 25332, Scott AFB, IL 62225.

A recent issue of *The Penny Post*, journal of the Carrier Locals Society contained articles on the Charlestown, Massachusetts carrier service from the 1800s, pioneer hand-drawn local carrier covers, and a review of carriers and locals at U.S. international philatelic exhibitions from 1913-1976.

The quality journal is typeset and printed on coated stock (glazed paper) in the 6.75 x 10 inch format with card cover. Photo reproduction is excellent and there is considerable attention to detail. For information, contact secretary/treasurer Martin Richman, P.O. Box 1574, Dayton, OH 45401.

A recent issue of *The Petro-Philatelist* offers guidelines for classifying petro-related stamps. There is also a questionnaire for members asking about a classification system. The journal is published in the 8.5 x 11 inch format with card cover.

For information, write to the treasurer, Feitze Papa, 922 Mader Dr., Walnut Creek, CA 94598-4239.

The Elizabethan II Study Group publishes *Corgi Times*. Its members are involved in study of Canada's QEII stamps and philatelic history. A recent issue contained information on a new variety of the caricature and landscapes issue and much more. For information, write to chairman Harry C. Machum, Box 123, Littleton, ON PP 1KO, Canada.

That's it for this time. Remember that review copies are solicited of books, monographs, society journals and other philatelic literature. The address is: Everett L. Parker, HC 76, Box 32, Greenville, ME 04441-9727. E-mail is: eparker@moosehead.net.

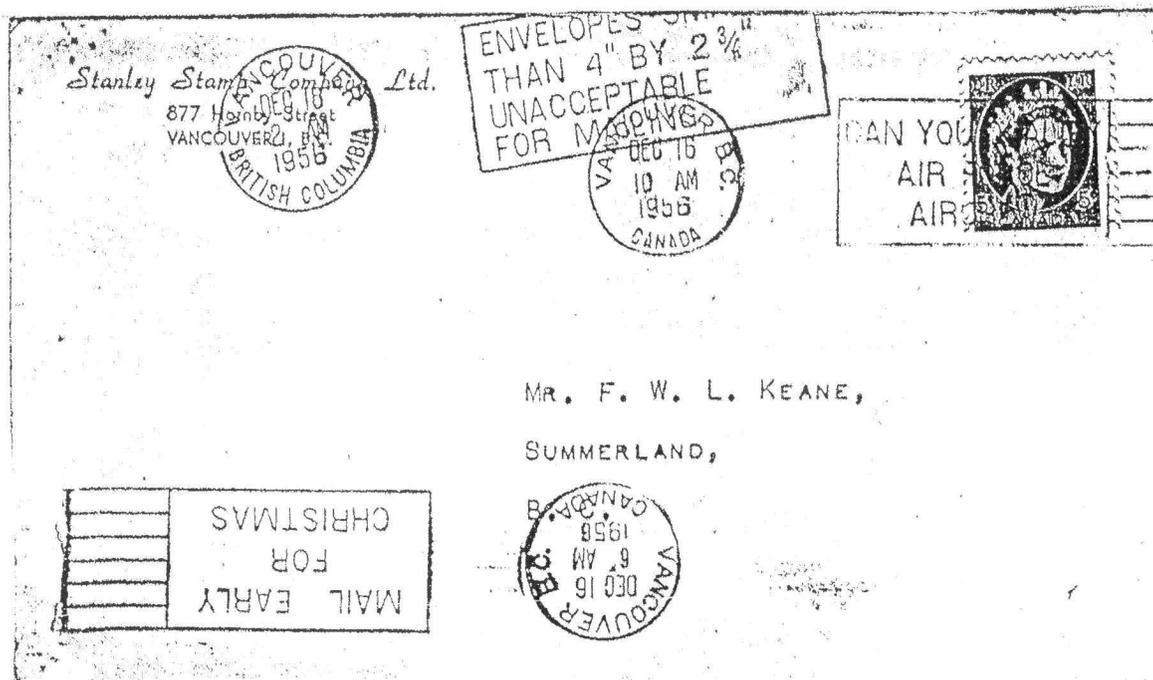


HEAVY SLOGAN USAGE

This illustrated cover was mailed in 1956 by the Stanley Stamp Co. at that time operated by Lt. Col. Fred Eaton, to the late Fred W.L. Keane, one of Canada's most distinguished philatelists, later to become an authority on the Centennial of Confederation usage first issued in 1967. At the time of mailing, Keane was an agricultural engineer, working at the government's Agricultural Station at Summerland, B.C., where he appears to have been sufficiently well known to require a minimal address.

The cover was apparently mailed late in the day on December 15th, since the first postal marking, with the slogan ENVELOPES SMALLER THAN, is timed at 2:00 A.M. on the 16th. It clearly had a problem in the machine since it was at an odd angle and missed the stamp completely. Because of this, it was culled from the outgoing mail and sent back for a second canceling at 6:00 A.M., in a different machine use the slogan MAIL EARLY FOR CHRISTMAS. This time the angle was correct, but the envelope had been inserted upside down, so again the stamp was not canceled, and it was again culled out of outgoing mail for a third attempt.

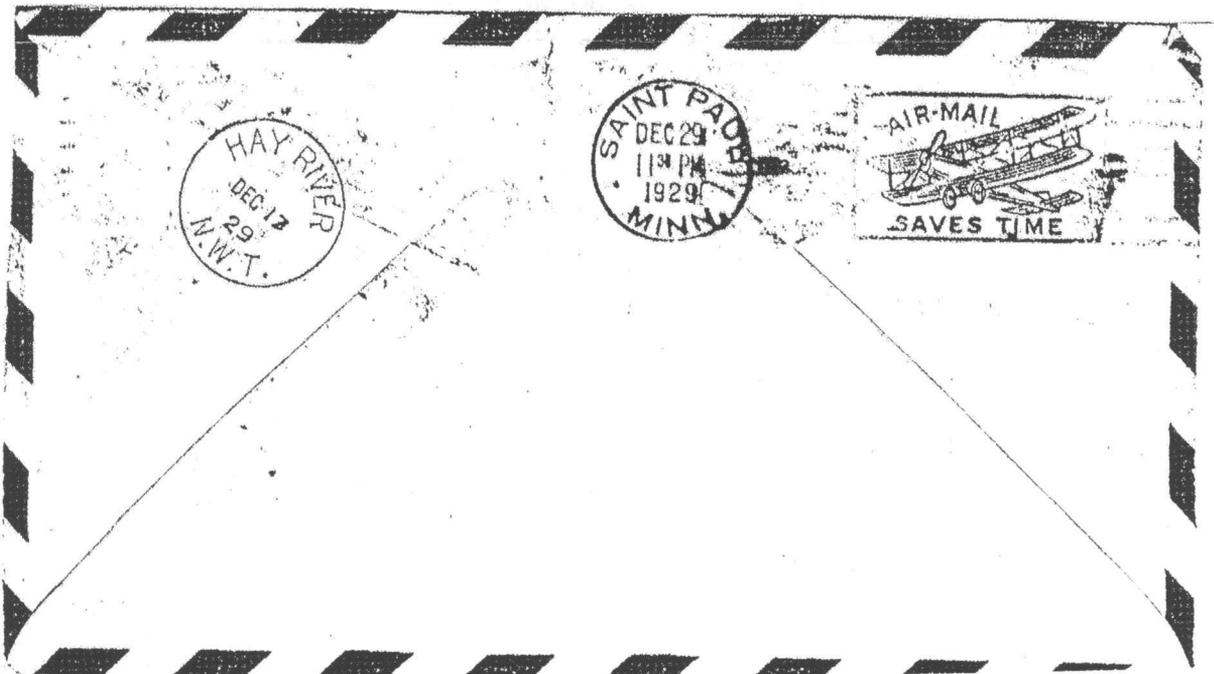
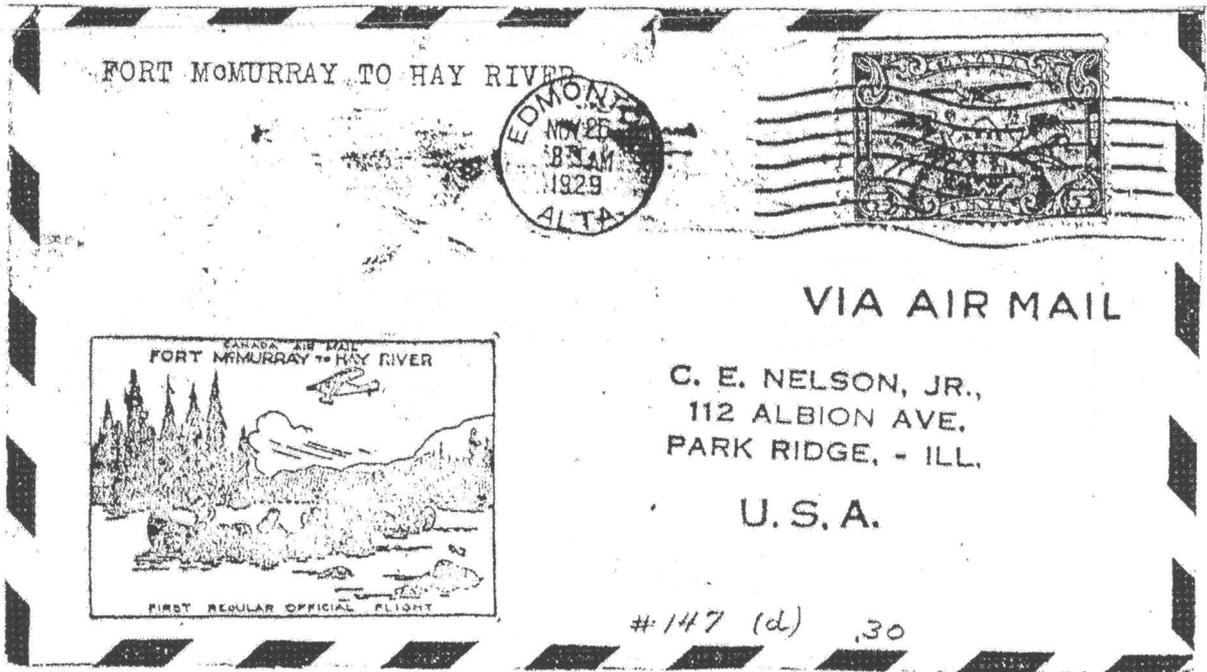
This third, and finally successful, attempt was done by a third machine, using the slogan CAN YOU QUALIFY FOR AIR FORCE AIR CREW, at 10:00 A.M. on the 16th. It can be noted that in addition to three different slogans, there were also three distinguishable daters, first VANCOUVER/BRITISH COLUMBIA, second VANCOUVER B.C./CANADA, CANADA in medium letters, and finally VANCOUVER B.C./CANADA, CANADA in small letters.



THE BEAUTY OF AIR MAIL

The cover illustrated below was mailed from Edmonton to a small town in Illinois, but intended to take a rather roundabout rout by being flown from Fort McMurray to Hay River, in the MacKenzie District of the North West Territories, just north of Alberta. The air mail stamp was canceled at Edmonton on November 26, 1929, but by a wavy line cancel, rather than an air mail slogan. The records indicate that Edmonton had received a die of the newly issued air mail slogan S-255 - 7879 SAVE TIME USE AIR MAIL, shortly before this mailing on November 7th, 1929, and one would have thought that this slogan would certainly be used on these newly organized air mail routes, but such was not the case.

There is no clear record of when the Fort MacMurray-Hay River flight was scheduled to take place, but the reverse of the cover shows a Hay River receiving mark dated December 17, 1929, two weeks after the Edmonton mailing date. It can be assumed that the cover may have been flown back to Fort MacMurray on the return flight, but even if so it was scheduled for rail transport thereafter. Twelve days after the Hay River receiving date, the cover arrived at St. Paul, Minnesota, from which it can be assumed that it was forwarded to its ultimate Illinois destination. The beauty of the cover is that, having been denied an air mail slogan at Edmonton, it obtained one as a receiving mark at St. Paul. By the time it got to Illinois, it had to have been at least five weeks in transit.



HELP THE HAMILTON MOUNTAIN SANATORIUM FOR CONSUMPTIVES

HELP THE SAN! BUY HEALTH STAMPS

SLOGANS H-445-4450 AND H-640-4515

Slogan H-445 was first issued in late 1913, at the same time as slogan H-485, HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES, but it had nothing like the longevity of the latter, although the wording and purpose of both was much the same. The Hamilton Sanatorium had been established in 1906 by the Hamilton Health Association, who also sponsored the postal advertising in 1913 with a single International die which was issued in mid-December of 1913 and, since there was so little slogan competition for machine time, was retained until mid-April of 1914.

It was then withdrawn in order to permit use of a Hamilton Horse Show slogan, followed by a slogan for the Hamilton Industrial Exhibition between mid-April and mid-July, but was reissued from late July of 1914 until mid-March of 1915. In spite of this very considerable early use, it was not reissued in late 1915 for retained use into early 1916, but has been recorded for the last time in February of 1917, which suggests that it was probably reissued in late 1916 and retained into 1917.

In November of 1924 the Hamilton Health Association asked to revive the use during the Christmas season. The original International die was still available in serviceable condition, but since Hamilton has adopted Universal machines since 1919, the old die required replacement. It is interesting to note that considerable effort was made to match the new Universal die with the older International die so that the differences are only minor letter placements.



The 1913-17 International die



The 1924 Universal die

While in 1913-17 the die could be retained in use for several months, the situation had changed by 1924, as by then the Post Office had recognized the value of advertising its own services by slogan, and only rather grudgingly permitted privately sponsored slogan use for limited periods. Accordingly, when the Secretary of the Post Office informed the Hamilton Postmaster that a new die would be forwarded to him with permission to use it, a stern injunction was added to the letter of November 25, 1924. This read in part as follows.

"It is, of course, essential that our own postal dies be given every publicity, and especially at this season, but as you have two machines in use it is assumed that the operation of such a die as is desired need not interfere with this postal publicity, and on this understanding we are willing that the request of the Hamilton Health Association should be granted."

The Hamilton Health Association did not request use of its new die after 1924, but another organization entered the picture in 1926. A rather grandly named organization, with a somewhat overcrowded letter-head, but apparently not equipped with a typewriter, wrote a hand written letter to the Hamilton Postmaster, stating that they, the St. Elizabeth Chapter of the Imperial Order Daughters of the Empire and Children of the Empire, supplied all the linen used in the Mountain Sanatorium and had suffered heavy losses there during a fire in August.

They were attempting to recoup this loss by selling "Health Stamps", and wished to advertise this effort with a postal slogan to be used in December of 1926. Their suggested wording was "HELP THE SAN BUY HEALTH STAMPS ST. ELIZABETH CHAPTER I.O.D.E." The Postmaster forwarded this letter to the Postal Authorities in Ottawa with a recommendation that it be allowed.

The Secretary's response to this request stated that there was no objection to the use of a slogan for the benefit of the Sanatorium, but that any advertisement of the I.O.D.E. itself was unacceptable, and added that "while the abbreviation "SAN" might be quite understood locally, it would be preferable to use the full word "SANATORIUM" in an impression on the mail matter passing through Hamilton." Further, he pointed out that the Hamilton Health Association had an available die, which if they chose to reissue it would preclude any new die, so "it might be desirable to get them and the I.O.D.E. in agreement on the matter of the slug to be used."

To this the good ladies responded that they would accept the wording HELP THE SAN! BUY HEALTH STAMPS without any mention of their organization, but wanted to keep the abbreviation "SAN", although following it with an exclamation mark. They added "We assure you we have the support and cooperation of the President of the Hamilton Health Association." This satisfied the Post Office and instructions were issued to prepare a die. At this time the Post Office was experimenting with a new style of slogan, with the wording extending across the entire die, without a grid at the right as had been the prior practice since 1912, so the resulting die was somewhat garish in appearance. It has been reported used from November 17, 1926 to January 11, 1927, which was somewhat longer than the originally requested month of December.

The Coutts Catalogue affords it a \$5.00 value, since in spite nearly eight weeks of use, it is quite scarce and The Editor has never seen an impression other than that in the Proof Book. The proof impression and the letterhead of its sponsor are illustrated below.



ONE FLAG
ONE THRONE
ONE EMPIRE

St. Elizabeth Chapter, Hamilton Ontario
**The Imperial Order Daughters of the Empire
 and Children of the Empire (Junior Branch)**

HEAD OFFICE NATIONAL CHAPTER OF CANADA

238 BLOOR STREET EAST, TORONTO

HON. PRESIDENT
HER EXCELLENCY LADY BYING OF VIMY

PRESIDENT
MISS R. M. CHURCH

ECHOES SEC-TREAS.
MISS LILIAN MAULE, 71 TRANBY AVE., TORONTO

Officers of the Provincial Chapter of Ontario:

HON. VICE-PRESIDENTS

MISS W. GORDON

MISS MARGARET EDWARDS

SECRETARY

MRS. M. B. MORDEN

ORGANIZING SECRETARY

MRS. R. V. BRAY

ECHOES SECRETARY

MRS. W. B. HILL

TREASURER

MRS. OSCAR MAIN

EDUCATIONAL SECRETARY

MISS E. T. RAYMOND

STANDARD BEARER

MRS. GORDON HENDERSON

PRESIDENT
MRS. H. F. BURKHOLDER

VICE-PRESIDENTS
 MRS. H. B. GRIFFIN
 MRS. A. H. MALCOLMSON
 MRS. W. R. JACKSON
 MRS. A. E. MILLAR
 MRS. A. F. HATCH
 MRS. OSGOODE McVEAN

ALL OFFICIAL COMMUNICATIONS TO BE ADDRESSED TO PROVINCIAL OFFICE, Y.W.C.A. BLDG., HAMILTON, ONT.

*Mrs. J. Webber,
 Postmaster
 Hamilton*

1916

WESTERN FAIR LONDON CANADA SEPT 8-16 1916

BUFFALO BILL (HIMSELF)
AND THE
101 RANCH SHOWS
COMBINED WITH THE MILITARY PAGEANT
"PREPAREDNESS"
136 WEST 52ND ST., NEW YORK

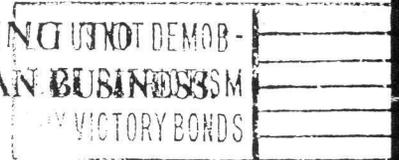


J. Frank & Nellie Coody
93 Stanley St
Chatham
London
Ont
Canada
"% Hotel Savita"

1912 Die with Altered Dates
Used during period: March 10 - September 16, 1916
[Envelope addressed by Buffalo Bill ,himself]

VICTORY LOAN 1919

Headquarters Island of Montreal
263 ST. JAMES STREET
MONTREAL



Mr. Robert W. Menzies,
1223 Shaw Street,
Toronto, Ont.