

THE

SLOGAN BOX

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SLOGAN BOX EDITOR

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Dear fellow slogan collectors:

The following is a statement of income and expenditures for the study group for 1998. It represents cash payments and income but does not represent assets such as postage, supplies, back issues or accounts receivable.

1998 Expenditures

Photocopying	\$248.30
Postage	\$342.86
Supplies	\$22.74
Total	\$613.90

1998 Income

Dues	\$243.87
Book Sales	62
BNAPS Subsidy	174
Total Income	\$479.87

Balance carried forward from 1997	\$513.99
Excess of expenditures over income	(-\$134.03)
Total	\$379.96

Balance carried forward to 1999 \$379.96

Receipts and the Study Group bank book are available for any member to see. We have

been lucky and been able to provide a special issue (#55B) to members because of a "special" on photocopying. I hope that we will be able to do this in 1999. I am putting together the Supplement 2 to the Hand Stamp Book and this is why it has taken so long to get this issue out even though I have not authored any part of it.

Thanks to Daniel Rosenblat, our editor, for a great first issue for 1999. The Chair would also like to draw to members attention the wonderful articles on slogan cancels by our editor in BNA Topics (#477 p.15) regarding the Help Retarded Children slogans and in the Postal History Society of Canada Journal (#96 p.24) on the Help the Red Cross slogans.

If you have not already sent your dues, please do so. Dues are \$10 for 1999 in either currency. Please make cheque payable to "Slogan Study Group" and send to the Chair (address above). THANK YOU.

Contents

Postal Zone Related Slogans	2
Christmas Seals -Tuberculosis Related Slogans	10

POSTAL ZONE RELATED SLOGANS

There is a close relationship between a considerable number of individually catalogue-numbered slogans that all pertain to the system of numbered Postal Zones at major offices, used as a sorting device prior to the eventual adoption of the National Postal Code. The major usage was of proprietary slogans at six large offices, reading MAIL FOR (office name) REQUIRES POSTAL ZONE NUMBER in English, and additionally in French as POUR (office name) INDIQUEZ LA ZONE POSTALE, for use at MONTREAL and QUEBEC. This use began in early 1961 and extended in some cases for ten years, but although separately numbered, they can all be considered as one multi-office postal directive that included a designation of the using office.

Additionally to these, some of the six offices also employed one or more other proprietary zonal related slogans prior to, after and concurrent with their use of the major slogan, and from 1968 there was some true multi-office related slogan use of a single wording at several further offices, first zoned in that year. The combined use of the MAIL FOR slogans and any other proprietaries used by one of the six offices will be listed by office alphabetically, rather than by slogan number, the six offices being MONTREAL, OTTAWA, QUEBEC, TORONTO, VANCOUVER and WINNIPEG.

All the original MAIL FOR and the French versions were issued together and intended to have continuous use. This continuous use in offices with massive mail flow consistently encountered wear and damage, so use over the 1961-70 period often required replacements for dies at various times, the replacement dies being prepared individually as required. As the paired originals used at four of the offices were non-separable when first issued, they can only be separated when one eventually showed distinguishable evidence of wear or damage, which sometimes happened shortly after issue.

The original dies were issued early in 1961, either late January or early February depending on their distance from the Ottawa distribution point of the dies. There is no documentation referencing the number of dies originally sent to each office, but research suggests that two English dies were sent to TORONTO, VANCOUVER and WINNIPEG, one English and two French to MONTREAL and one English and one French die to QUEBEC. It seems probable from its limited usage that OTTAWA received only one English die. The original nine English dies appear as manufactured from a single master die, with the office name blank, and the appropriate office name then entered by hand. The same process appears to have applied to the three original French dies.

It can be noted from some limited historical documents that postal zones were inaugurated at certain major offices earlier than any attempt to advertise them with slogans in most cases, although considerable funds and effort were expended following the earlier inaugurations in producing and distributing directories, leaflets, postal zone maps, paid advertisements in newspapers and even the appearance of a Postmaster on T.V. The six using offices are listed below alphabetically.

MONTREAL use - slogans P-570-7140 and M-85-5550

Historical data indicates that Zones were inaugurated at MONTREAL in August of 1944, but there was no slogan use until 1961. Two French dies 1 and 2 of P-570-7140, POUR MONTREAL INDIQUEZ LA ZONE POSTALE, were issued by Feb. 13, 1961. These two dies were non separable until die 2 suffered damage in mid-1961. Die 1 was retained relatively undamaged to at least April 11, 1967, but by June 22, 1961 the upper left corner of the box of die 2 was broken and the lower frame line under POSTALE had disappeared. It was withdrawn and replaced by July 18, 1961 with a new die 3, having the same wording but in three lines rather than four. This die 3 was quite short-lived, recorded only to August 18, 1961, then replaced by a three line die 4 with a narrower slogan box. Die 4 was also short-lived, being replaced by Nov. 15, 1961 with a final three line die 5, reverting to a wider box, recorded to Feb. 14, 1962. It was not replaced and all French usage thereafter to 1967 was from die 1 only.



Damaged original four line French die 2 in mid-1961



Three line replacement French die 3, July-Aug. 1961



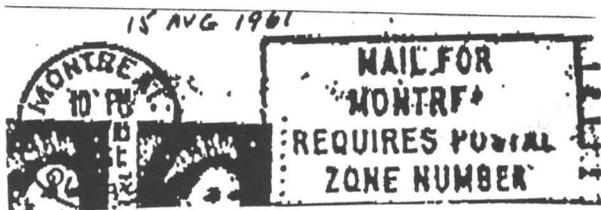
Three line replacement French die 4, Sept.-Nov. 1961



Three line replacement die 5 - Nov. 1961-Feb. 1962

MONTREAL use continued

The English die 1 of slogan M-85-5550 was put into use in early February and retained to at least August of 1961, when there was wear on the EAL of MONTREAL and the top of POSTAL. A replacement die 2 with a slightly narrower slogan box is recorded in Nov. 1961-Jan. 1962, when it shows much the same, although not as severe wear as die 1. It was probably withdrawn in early 1962 without replacement, as a French die was still available.



Original English die 1 - Feb.-Oct. 1961



Replacement English die 2 - Nov. 1961 - Feb. 1962

MONTREAL use was included in one of the later 1968-72 multi-office slogans issued largely at other than the original six offices, listed later in this article. This was slogan U-235-9875, USE ZONE NUMBERS, SPEED YOUR MAIL INDIQUEZ LE NUMERO DE ZONE used in 1968-73, and MONTREAL's inclusion appears to be a replacement for the P-570 use.

OTTAWA use - slogan M-90-5551

Historical data indicates that Postal Zones were inaugurated at OTTAWA on July 9, 1951. OTTAWA use of this slogan was in 1961 only, and Sept. 7, 1961 is the last recorded, though undamaged. It probably suffered later damage and was not replaced, as OTTAWA was smaller than the other users, so it was not considered necessary to continue the use over several years.



QUEBEC use - slogan I-80-4775

Historical data indicates that Postal Zones were inaugurated at Quebec on June 1, 1953 and by at least Nov. 1953 the office began use of a bilingual slogan I-80-4775 reading INDIQUEZ-VOTRE ZONE POSTALE MENTION YOUR POSTAL ZONE. There is no indication that more than one die was used from late 1953 to early 1956. As it was a Perfect die, it became obsolete in mid 1956.



QUEBEC use - slogans P-575-7143 and M-95

A French die 1 was issued in early February of 1961, but by March 27, 1962 an impression shows a broken upper left corner of the slogan box. It was replaced by a die 2 with a somewhat wider slogan box, recorded from May 5, 1962 to at least June 18, 1964 without evident damage other than an inverted V bulge in the bottom frame under the T of POSTALE. There is no recorded 1965-67 usage, which may not exist, but an impression of March 28, 1968 is clearly a replacement die 3, with heavier lettering and a narrower slogan box. This suffered a break in the upper frame from June 17, 1968 until at least Oct. 31, 1968. Finally, an impression of Feb. 5, 1969 is die 4, with a somewhat wider box than die 3, recorded to Jan. 27, 1972.



Damaged original French 1961 die 1



Replacement French die 2 - wide box - 1962-64



Replacement French die 3 - short box - 1968



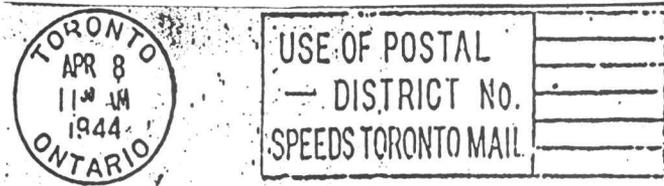
Replacement French die 4 - wider box - 1969

QUEBEC use continued

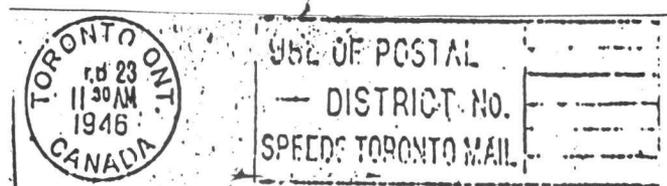
English use of M-95 is catalogued as 1961 only. The Editor has no examples, so it cannot be illustrated. It probably suffered early damage, last recorded Oct. 27, 1961, but was not replaced because a French die was available. As QUEBEC much disliked using English only slogans, the English die may simply have been retired as undesirable, and it has been suggested that the withdrawal was probably for political reasons.

TORONTO use - slogan M-100-5553

Historical data indicates that postal districts or zones were inaugurated for TORONTO as early as June of 1943, and this probably accounts for the use of slogan U-150-9830, USE OF POSTAL DISTRICT NO. SPEEDS TORONTO MAIL, with one die issued in 1944 for continuous use, replaced by a new die in 1946 with use to 1947. The earlier designation "Postal District" was later replaced by the more favored "Postal Zone." TORONTO had actually introduced and postally advertised the use of Postal District numbers as early as 1925, when two Universal dies of slogan A60-40, ADD POSTAL DISTRICT NUMBER TO TORONTO ADDRESS were issued for continuous use until obsoleted in 1931 by the advent of Perfect machines. However, as this use was well prior to the 1943 inauguration indicated by the documentation, this slogan is not included.



U-150-9830 original die 1 - 1944-46



U-150-9830 replacement die 2 - 1946-47

There was no Postal District or Postal Zone slogan use at TORONTO in 1948-60, but three four line dies 1, 2 and 3 of M-100-5553 are recorded from January 20, 1961 with a 44+mm box. They cannot be separated during the early to mid-1961 period, but the recorded appearance of a replacement die 4 on July 18, 1961 indicates that the designated die 1 was replaced by this die 4, while the designated dies 2 and 3 continued in non-separable use until at least Nov. 5, 1962.

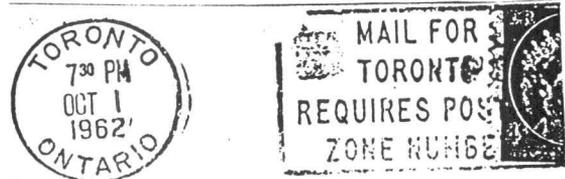


Non-separable original dies 1, 2 and 3 - early 1961



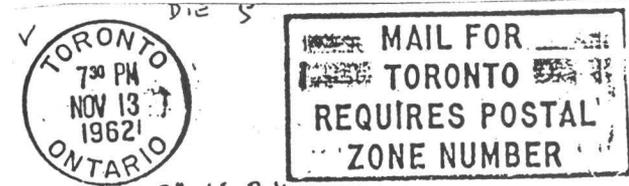
Replacement die 4 - first recorded July 18, 1961

The four line replacement die 4, with a much shorter 36mm box, is recorded from July 18, 1961 to October 1, 1962 when the upper left corner of the box is broken. Evidence of this break is reported seen as early as Aug. 14, 1962.



Replacement die 4 - broken state - Oct. 1, 1962

An undamaged four line die 5 with a 44+mm box is recorded from Nov. 13, 1962, suggesting that it replaced die 2, last recorded shortly before. By March 21, 1963 it is recorded with a clear break at 3:00 o'clock on the first "O" of TORONTO, so the "O" appears as a "C". This broken "O" is very constant on more than a dozen impressions until last recorded Aug. 1, 1963.



Replacement die 5 with unbroken "O" - Nov. 13, 1962



Replacement die 5 with broken O - Mar. 21, 1963

An undamaged four line die 6 with a 44mm box is recorded from March 6, 1963, suggesting that it replaced die 3, last recorded shortly before. It soon began to show heavy wear on the last "O" of TORONTO, and is last recorded on Apr. 20, 1964 with the last "O" a black oval. It is illustrated on the following page.



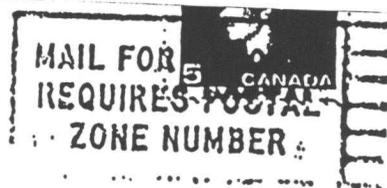
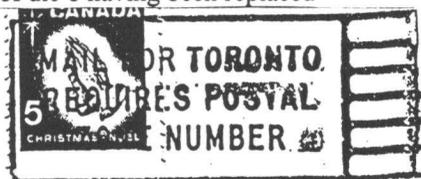
Early undamaged use of die 6, June 19, 1963

Late use of die 6 with damaged final "O" - Jan 22, 1964

An undamaged three line die 7 with a 43mm box is recorded from Oct. 7, 1963, suggesting that it replaced die 5, last recorded somewhat earlier. It is probable that the three line format was adopted because the six prior four line format dies had all suffered early damage, and it was hoped that this less crowded wording might fare better. This appears to have been somewhat the case, as the die is recorded relatively undamaged for about a year, but both TORONTO and POSTAL begin to show some wear from early 1965 until the end of the use, last recorded Jan. 5, 1967.

Somewhat oddly, neither Coutts nor the Editor have any impressions of this die between mid-1965 and Dec. of 1966, suggesting that it may have been withdrawn at least partially if not totally for some time. However there is one impression of Dec. 22, 1966 and a second of Jan. 5, 1967 that show very heavy wear of POSTAL.

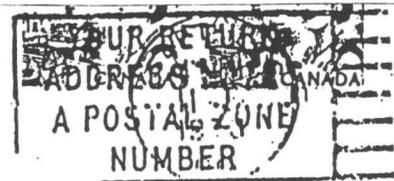
As die 6 is not recorded beyond early 1964, some replacement of it must have existed, and this appears to have been replacement die 8, a 3 line format very similar to die 7, but showing a slight damage to the A of MAIL. Only a few examples of this have been recorded between Dec. 1, 1964 and June 20 of 1965, but its true usage was probably somewhat longer. As a replacement of die 6, last recorded April 20, 1964, it was probably issued no later than mid-1964 and may well have survived some time after its last recorded use in mid 1965. However, it is probable that at least in 1966 the usage dropped to that of only die 7, as there is no evidence of die 8 having been replaced



Replacement die 7 - three lines - late use - Dec. 22, 1966

Replacement die 8, with damage to A/MAIL - Dec. 1, 1964

By late 1968 TORONTO resumed some related zonal postal advertising with the issue of slogan Y-105-10810, YOUR RETURN ADDRESS NEEDS A POSTAL ZONE NUMBER. This appears as a somewhat belated single die replacement of M-100, which was withdrawn by mid-1967 at the latest. It was issued in Dec. of 1968 but as early as Jan. 16, 1969 has been seen with considerable wear of the word NEEDS. The progressive deterioration of NEEDS practically wiped out the S by late 1969, but it was still retained, and by early 1971 is reported as having a break at the top of the left side of the box, and has been seen from Dec. 1971 with a second break at the bottom. but retained until at least Nov. of 1972. However, by late Jan. of 1973 a replacement die is recorded, although even then with a break in the lower left. This die has been reported as retained until early 1974.



Y-105 with one and then two breaks - Apr. 1971- Nov. 1972

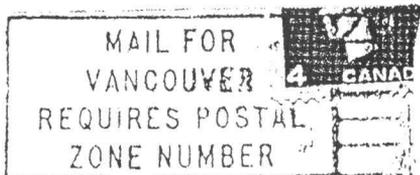
Y-105 replacement die, already broken by Jan. 1973

VANCOUVER use - slogan M-105-5554

Historical data indicates that postal zones were inaugurated at VANCOUVER on August 13, 1951. VANCOUVER's later use of these slogans is unique in that the wording was subsequently altered from NUMBER to NUMBERS. There is evidence of six dies used in all, two original dies that can be designated die 1 (1961-65) and die 2 (1961-64), a die 3 (1964-67) replacing die 2 from 1964, a die 4 (1966-67) replacing die 1 from 1966, a die 5 (1967-68) with NUMBERS rather than NUMBER replacing die 4 in 1967 and die 6 (1968-70) with NUMBERS replacing die 5 in 1968. Therefore, VANCOUVER like TORONTO used multiple dies concurrently for several years, but ended the usage with only one die.

Also as at TORONTO, these dies were subject to massive use, resulting in wear or even damage from quite shortly after issue. Five of the six dies were only serviceable for two or three years. Die 1 was actually retained for nearly five years, but in the last two years was in a severely damaged state that fully warranted replacement.

Initial use of dies 1 and 2 is recorded from Jan. 30, 1961, and they are only non-separable because neither showed evidence of wear or damage until mid-Feb. of 1961. From Feb. 16, 1961 a weakness amounting to a small break appears on die 1 in the lower horizontal line of the box, under the NE of ZONE. This is recorded through July 15, 1964, but on July 16, 1964 the die appears with an indication of a break and by July 24 a distinct break-off of the upper left corner of the box. This combination of weakness under the NE and a corner break is recorded until at least Feb. 15 of 1965, when a second major break in the lower left corner of the box appears, and this double break condition is recorded to Nov. 18, 1965. This indicates that the die was retained in a broken state from mid-1964 to late 1965, but was probably withdrawn very shortly after Nov. 18, 1965.

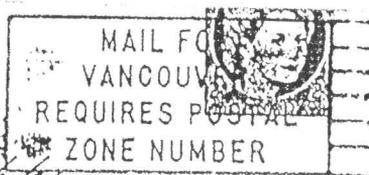


Die 1 - weakness under the NE - no further damage - 1961-64 Die 1 - weakness under the NE and a broken corner - 1964-65

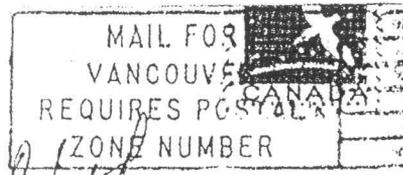
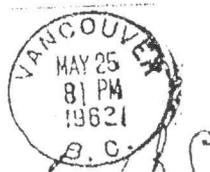


Die 1 - weakness under the E and two corner breaks - 1965

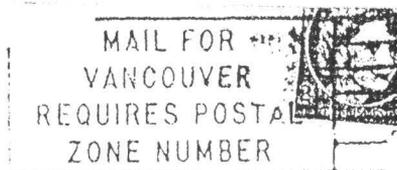
Die 2 in its undamaged state can be established as one of two original dies by being later than the Feb. 16, 1961 weakness under the NE of die 1. It developed a weakness amounting to a small break in the lower horizontal line of the box, but under the MB of NUMBER, by at least May 25 of 1962. This continues until Dec. 12, 1962, when it also shows a break in the upper left corner of the slogan box, continuing to be recorded in this state until Dec. 17, 1963. The impression of Dec. 17, 1963 suggests but does not clearly establish a second break in the lower left corner. The upper corner breaks on both die 1 and 2 are similar, but they can be separated by the different location of the weakness in the lower horizontal line.



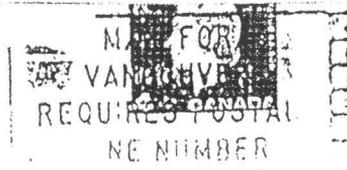
Die 2 - hint of a break under upright of the B - Dec. 21, 1961



Die 2 - weakness under the MB - Jan. 11-Sept. 28, 1962



Die 2 - weakness under MB and a broken corner Dec. 13, 1962-May 12, 1963



Die 2 - weakness under MB, broken upper left corner possible second break in lower right - Dec. 17, 1963

Based on the premise of the probable withdrawal of the original dies 1 and 2, there must have been two replacement dies without damage, a die 3 after Dec. 17, 1963, replacing die 2, and a die 4 after Nov. 18 of 1965, replacing die 1. Unfortunately, the material without damage that would be these replacement dies does not include anything dated earlier than Oct 16, 1964, although there must have been a die 3 from very early 1964 and a die 4 from late 1965. However, it can be assumed that undamaged impressions from early 1964 to late 1965 must be from replacement die 3, and the earliest of these, dated Dec. 15, 1964, is illustrated as die 3, with earlier 1964 use certainly existing.

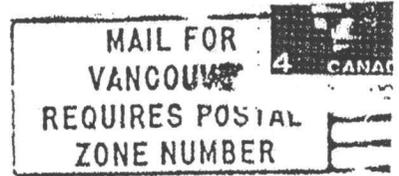
Impressions of die 3 indicate that by late 1965 the ER/VANCOUVER shows wear, progressively worsening. By Feb. 24, 1967 the R had almost disappeared, the E was a smudge and the tops of the AL of POSTAL had worn away, as illustrated. However, the die was still retained, but by Mar. 28, 1967 there is evidence of the beginning of a break in the upper left corner, and a remarkable Coutts holding on the same day and hour shows that the die broke, as evidenced by a second impression of Mar. 28, 7:00 p.m., 1967 that shows the die with a clear break. A June 10, 1967 example shows how badly damaged it became, but it was still retained until a final July 8, 1967 impression, after which it was retired with more than three years of constant use.



Die 3 - earliest recorded of Oct. 16, 1964 - undamaged



Die 3 - Feb. 24, 1967 use showing heavy wear on ER



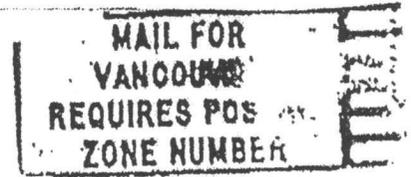
START OF BREAK



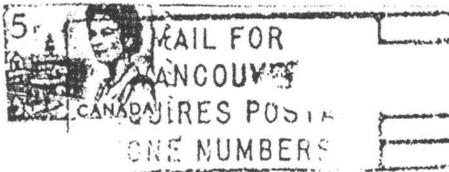
Die 3 - the beginning of a break - Mar. 28, 1967



Die 3 - completion of the break - Mar. 28, 1967

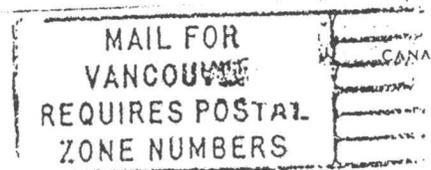


Impressions of an undamaged and unworn replacement die 4 die are recorded in Nov. 1966-Apr. 1967. As there must have been a replacement for the badly damaged die 1, which was withdrawn a year earlier in Nov. of 1965, these impressions are the only possibility. It must have been replaced in mid 1967 by die 5 with "NUMBERS" but earlier use in 1966 can be anticipated.



On June 27, 1967 a replacement die is recorded with NUMBER altered to NUMBERS, designated as die 5. Within two weeks of its issue the R of VANCOUVER shows wear, and this quickly progresses to the E and by the last recorded use of Feb. 22, 1968 even to the second V. There is also a broken right side to the slogan box and two of the grid lines had disappeared, so it was probably withdrawn by early March.

A die 6, also with NUMBERS rather than NUMBER, replaced die 5 and is recorded from March 28, 1968, but shortly after its issue there is heavy wear on the R of VANCOUVER, which increases to where the R has almost disappeared, the E is badly smudged and the TAL/POSTAL is broken. Its final recorded use is to May 7, 1970. A request for its replacement was made, but could only be granted with a different wording. See use of P-520 below.



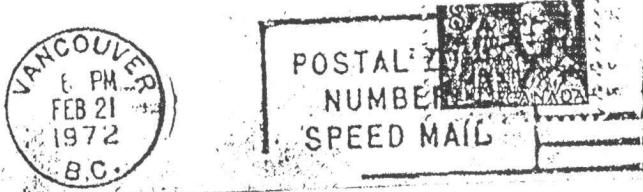
In Issue 35 of Sept. 1994 the Editor had a short article on this slogan, implying several very incorrect concepts about its use, specifically that the final use of die 3 was at 12:30 p.m. July 7, 1967 and the earliest use of its replacement with NUMBERS was at 8:00 p.m. July 7, 1967. Since then it has been established that die 3 has use until at least July 8, 1967, and perhaps even a few days later, and that the earliest die 5, with NUMBERS, is recorded from June 27, 1967. However, it should be pointed out that there appears to have been a period between early July of 1967, when die 3 was withdrawn, and March of 1968 when die 6 is first recorded, that die 5 was the only postal zone slogan in use at VANCOUVER.

A single die of slogan U-185-9841, USE POSTAL ZONE NUMBERS INDIQUEZ LA ZONE POSTALE has been recorded from Mar. 1970 to Sep. 1970. By May it had a break in the upper left corner of the box which wiped out the US of USE, and this break enlarged to wipe out all of USE by July.

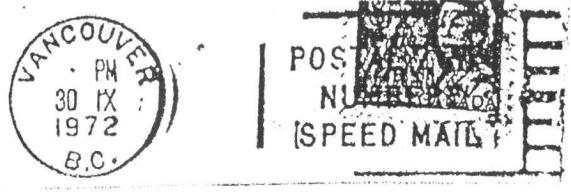
Slogan P-520-7093, POSTAL ZONE NUMBERS SPEED MAIL. A memo of June 1, 1970 from Ottawa addressed to the PM VANCOUVER reads in part, "Since we have been asked not to have new zoning dies made and to rely upon stock for these, we are unable to send you a die reading "Mail for Vancouver requires postal zone number" we are sending from stock a die reading "Postal zone numbers speed mail." This explains why this replacement was not bilingual, as was U-185, in accordance with a P.O. policy requiring all dies manufactured from early 1970 to be bilingual, but does not explain why this wording was in stock and where it may have had prior use.

VANCOUVER use continued

It is first recorded June 19, 1970, partially concurrent with slogan U-185, and had continuous use until late 1972, when it was withdrawn after suffering two major corner breaks. The use of the single die was undamaged to Jan. 1972, but by Jan. 14, 1972 its lower left corner was broken and by Aug. 28, 1972 the upper left also broke..



P-520 - Broken lower left corner - Feb. 21, 1972

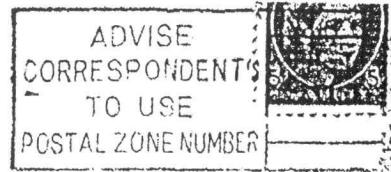


P-520 - Two broken corners - Sept. 30, 1972

In 1970 Vancouver used four different zonal related slogans, M-105 to at least May 7, 1970, U-185 in Apr.-Sept., 1970, U-235 in June-July, 1970 and P-520- 7093 in 1970-72.

WINNIPEG use - slogan A-80-58

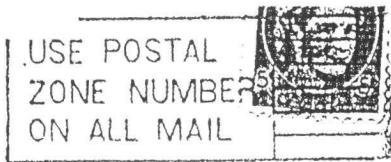
Historical data indicates that postal zones were inaugurated at WINNIPEG on July 27, 1954 and the Postmaster appeared on an eight minute T.V. program to announce it. Immediately thereafter WINNIPEG began use of a slogan reading ADVISE CORRESPONDENTS TO USE POSTAL ZONE NUMBERS, and this use continued through 1963. It appears as withdrawn in 1964-67, but reappears in 1968-69. There was probably only a single die, as multiple dies manufactured prior to mid-1955 precede the Master Die system and would have been separable, but there is no evidence of this.



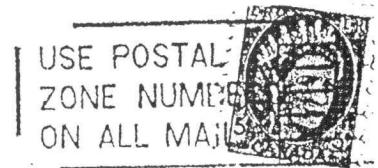
WINNIPEG use - slogan U-180-9840

Two years later, in 1956, WINNIPEG began to also postally advertise its postal zones with the issue of what appears to have been two non-separable dies reading USE POSTAL ZONE NUMBER ON ALL MAIL. However, the use of this appears to have been somewhat erratic. It is catalogued as having use in 1956-62, 1966 and 1969-71. No usage has been seen in 1963-65, but it resumed in 1966, is unrecorded in 1967, but has been seen in early 1968, late 1969 and 1970-71, with the latest recorded on Mar. 12, 1971. so it can be assumed that in some years there were enough other demand on WINNIPEG's machines to limit the zonal advertising to mainly M-110 only.

Although the dies were initially non-separable, one suffered a break in the upper left corner not later than Feb. 24, 1959, but was retained and is recorded as late as late as March of 1971, and the other suffered two breaks on the left side of the slogan box by Oct. 30, 1962, but was again retained and has been seen on Nov. 6, 1970. It can be stressed that the double break was not a second break in the first broken die, as the upper breaks of the two dies differ.



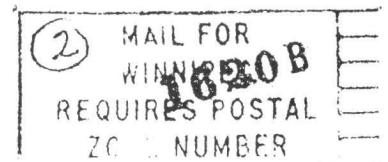
Oct. 23, 1959 use of the single break die from Feb. 24, 1959



Nov. 2, 1962 use of the double break from Oct. 30, 1962

WINNIPEG use - slogan M-110-5556

This WINNIPEG use differs from the others in that no die damage or use of replacement dies is evident, and at one point it was thought that WINNIPEG had one die only which survived with some wear but no major damage from 1961 until 1970. That this was not the case was subsequently evidenced by the appearance of a Pritchard-Andrews proof annotated ②, which clearly indicates that two non-separable dies were issue simultaneously, and further confirmed by documentation indicating two dies received on Jan. 19, 1961.



WINNIPEG use continued

As WINNIPEG had some concurrent use of its other four zonal related dies, the two M-110 dies were not called on to carry the full burden of the usage and could have been periodically withdrawn for various time periods, which appears as a reasonable explanation of how the dies survived without the damage that was evident at the other major offices.

The earliest recorded use is Feb. 3, 1961 and use is recorded in all subsequent years to Dec. of 1970.

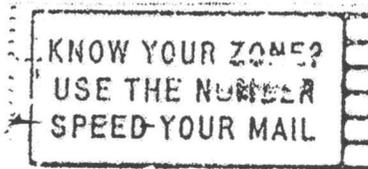
Other related slogans

In addition to the major MAIL FOR slogan group, there are an number of other postal zone related slogans that fall into several categories. Firstly, there are the four proprietary related slogans used at four of the six major MAIL FOR offices in addition to their MAIL FOR use. These are I-80 included with the prior QUEBEC listing, Y-105 included with the prior TORONTO listing, U-185 included with the VANCOUVER prior listing and A-80 included with the prior WINNIPEG listing.

Secondly there is a proprietary slogan used at CALGARY, which office was not included with the MAIL FOR usage.

CALGARY proprietary use

In 1968 CALGARY began continuous proprietary use of slogan K-195-5175, KNOW YOUR ZONE ? USE THE NUMBER SPEED YOUR MAIL. While CALGARY was quite capable of using multiple dies of a given slogan, there is no indication that there was more than one original die with this wording, as all examples seen between March of 1968 and May of 1969 show a uniform progressing deterioration of the word NUMBER, with the "B" almost obliterated from May of 1968 and "MBER" in extremely poor condition by the later 1969 use. It is documented as to be used from March 8 to April 8 of 1968, and for the balance of the year when otherwise unoccupied machines were available.



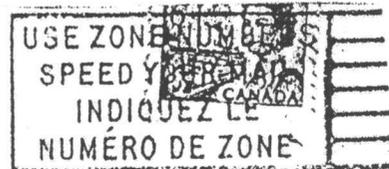
Multi-office use

A P.O. document dated Sept. 6, 1968, states in part, "In the fiscal year 1968/69 the cities of Windsor, Hamilton, Edmonton and Montreal Island will be either zoned or re-zoned." This terse announcement resulted in considerable slogan activity in late 1968, although other documentation indicates that one die manufactured as a result of it in late 1968 was never actually put into use. This read THE LETTER WITH THE POSTAL ZONE NUMBER IS THE FAST LETTER.

However, issued results include U-235-9875, USE ZONE NUMBERS SPEED YOUR MAIL INDIQUEZ LE NUMERO DE ZONE, which other documentation indicates had been ordered in a total of twelve die as early as March of 1968, although not issued until September. Six of these non-separable dies were issued in late mid-1968 to MONTREAL and to four smaller Quebec offices located on Montreal Island as suburbs of the city of Montreal, but with their own post offices, and to WINDSOR. The smaller offices, with their catalogued usage, were LACHINE with 1968-72 use, POINTE-AUX-TREMBLES with 1968-70 use, POINTE-CLAIRE-DORVAL with 1968-69 use and STE.-ANNE-DE-BELLEVUE with 1968-72 use. These four usages originated in 1968 and the length of their use was probably dictated by the serviceability of the die. They do not exhibit the extensive wear evidenced at the major offices and it is unlikely that any attempt was made to replace them when they eventually wore out. The use of the major offices is catalogued use as MONTREAL in 1968-73 and WINDSOR in late 1968 only.

The documentation also indicates that one die was issued to ROXBORO, Que. and one to OTTAWA, but no usage of either of these has been recorded, although brief unrecorded use may exist. The other four dies do not appear to have been ever put into use.

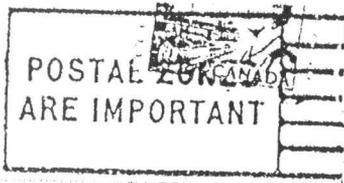
It can also be noted that one of these dies, most probably that used in 1968-69 only at POINTE-CLAIRE-DORVAL, was re-issued to VANCOUVER in late 1970, probably as a replacement for the final usage of VANCOUVER die 6 of M-105, last recorded in May of 1970.



Also in late 1968. Slogan P-515-7090. POSTAL ZONES ARE IMPORTANT, was issued to EDMONTON, HAMILTON and WINDSOR, but oddly not as three non-separable dies. The EDMONTON and HAMILTON dies are in a three line format, but the WINDSOR use was originally in a two line format, indicating that it was issued separately. This suggests that the WINDSOR die of slogan U-235 suffered early damage and was replaced with P-515 rather with its original wording. In any event, by late 1969 the WINDSOR two line die was replaced by the EDMONTON three line format die, last recorded in Feb. of 1969. This known to have been the EDMONTON die because the HAMILTON die has been recorded on Sep. 19, 1969 with a broken upper left box corner. A memo of Sept. 31, 1961 to PM HAMILTON indicates that a bilingual replacement was to be forwarded there shortly. This was P-515-7090-A, POSTAL ZONES ARE IMPORTANT LA ZONE POSTALE C'EST IMPORTANT, recorded from Jan. 7, 1970, but documented as issued in late 1969 and recorded to mid 1971 with major lettering wear from March of 1971.



EDMONTON and HAMILTON - 3 line

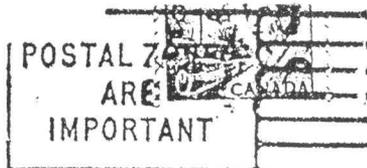


WINDSOR - 2 line



HAMILTON - bilingual 4 line

However, these issues did not complete the slogan activity produced in late 1968 by the notice quoted above. Apparently concurrent with the issue of P-515 to EDMONTON, HAMILTON and WINDSOR, each of these three offices also began use of slogan A-335-190, ALWAYS SHOW POSTAL ZONES IN RETURN ADDRESSES. The EDMONTON use appears to have been quite short, as it is only recorded in late 1968 to early 1969. The WINDSOR use is recorded to Feb. of 1970 and the HAMILTON use is recorded undamaged to Sep. 16, 1970, but by Oct. 27, 1970 it is recorded with severe breaks in both the upper and lower left corners of the box. The usage of these three dies was documented as "when no sponsored dies were in use." The documentation indicates that a die reading RETURN ADDRESSES NEED A ZONE NUMBER was ordered in January of 1970 with the notation "Use to replace damaged dies of ALWAYS SHOW POSTAL ZONES IN RETURN ADDRESSES," but there is no indication that this die was ever issued.



The damaged state of the HAMILTON die in Oct. of 1970

Researching this material has been a very intense and almost exhausting process, but nevertheless of great interest, as the extremely massive continuous use so frequently resulted in heavy wear and damage. It is therefore quite fascinating to attempt to trace the successive replacement die usages, which can only be accomplished if considerable amounts of material are available for examination.

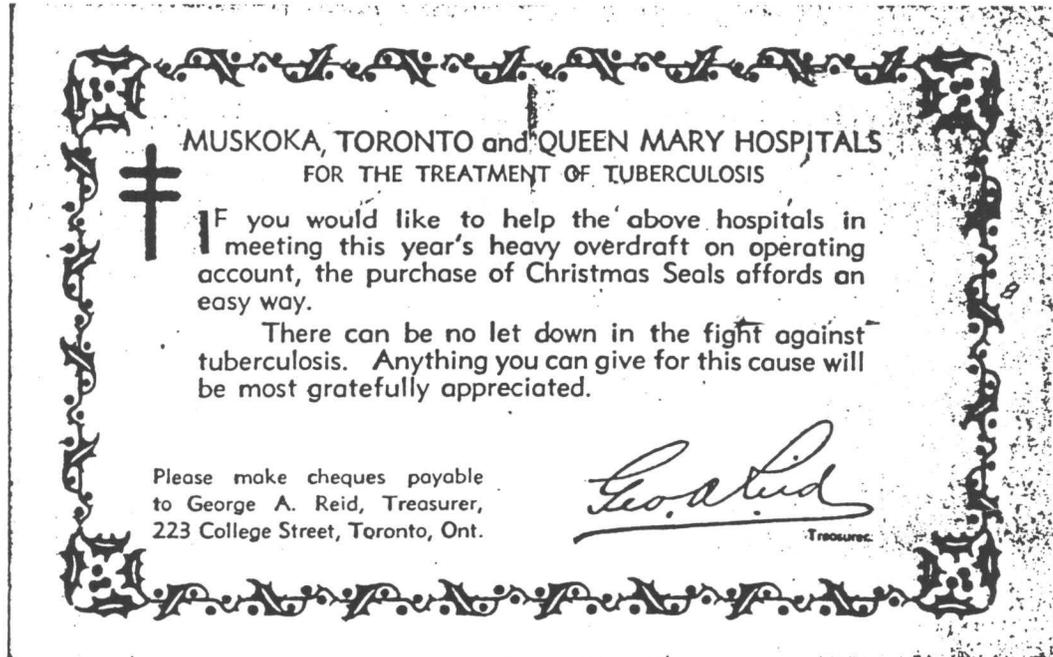
The Editor's own collection was adequate in some cases, but not so in many others. As a result, this classification is probably still incomplete, but it would have been much more so had it not been for the assistance of Cecil Coumts and Robert Thorne in all cases, of William Topping in the case of the VANCOUVER use and Jean-Guy Dalpe in the case of MONTREAL and QUEBEC. All of them made their considerable holdings available and thereby much enhanced the amount of material that could be researched. Their assistance is gratefully acknowledged. As there is only somewhat sparse P.O. documentation for this group, the listing is based mainly on material seen or reliably reported, but it is a considerable accomplishment as it stands.

As much of the usage is very common, all members are likely to have considerable quantities, but it is most unlikely that they have been able to organize it into a cohesive whole without considerable research effort. Attempting to so organize it with the aid of this article should therefore provide them with some interesting and productive results.

CHRISTMAS SEALS - TUBERCULOSIS RELATED SLOGANS

THE LONG SLOGAN ROAD FROM CONSUMPTION TO TUBERCULOSIS (T.B.) TO RESPIRATORY DISEASES TO LUNG DISEASES

In 1912, the first year of real Canadian slogan use, a Toronto group sponsored four I dies of slogan H-470-4470, HELP THE KING EDWARD MEMORIAL FUND FOR CONSUMPTIVES, and in 1913 a Hamilton group sponsored one I die of slogan H-455-4450, HELP THE HAMILTON MOUNTAIN SANATORIUM FOR CONSUMPTIVES. Also in 1913, one of the participants in a National Sanitarium Association of several specialized hospitals undertook to sponsor multiple I dies of a postal slogan H-485-4485, HELP THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES, for use at the Toronto Post Office over the Christmas Holidays and into the New Year. While these slogans made no reference to Christmas Seals, a contemporary advertising card issued by the Toronto Association is illustrated below, indicating that what was meant by "Help" was the purchase of Christmas Seals.



The MUSKOKA slogan usage was continued through early 1944, but in late 1944 the Association changed the wording to read HELP MUSKOKA HOSPITAL FIGHT TUBERCULOSIS, replacing the original term referencing Consumption for the first time. In 1946 another change was undertaken and the slogan wording was again altered to BUY T.B. CHRISTMAS SEALS FIGHT TUBERCULOSIS. This had use to 1956, emphasizing for the first time in this Association's slogan usage the importance of the sale of Christmas Seals to their efforts, although other organizations had done so long before, the earliest use of the term having been used at MONTREAL in 1924.

By at least 1927, a national organization called the Canadian Tuberculosis Association began sponsoring dominion-wide use of slogan S-1375-8670, STAMP OUT TUBERCULOSIS BUY CHRISTMAS SEALS, as evidenced by their letter of Oct. 18, 1927, illustrated on the following page, and they continued to do so with various other replacement or additional wordings until into the 1970's. However, in 1969 this organization changed its name to the Canadian Tuberculosis and Respiratory Disease Association, and in that year began to have the necessary replacements of its many slogan dies read CHRISTMAS SEALS FIGHT TB & RD UTILISEZ LES TIMBRES DE NOEL.

It can be noted that, although intended largely for use at English speaking offices, these dies were bilingual. This was done because the P.O. had warned the Association that all dies would shortly be required to be bilingual, and that by having the 59 new dies of this slogan bilingual they could be used indefinitely in the future. This 1969 change of name and slogan wording completed the long 1912-69 slogan road from Consumption to Tuberculosis to Respiratory Diseases, but the Lung diseases was yet to come.

Considerable space was devoted to this massive group of related slogans in past issues, but a 127 page file has recently been received from the Archives covering the 1959-69 usage in great detail, and this plus the normal input of new data over time fully warrants a revision. Considering the dimensions of usage time and the die quantities of this group, it is unlikely that a truly definitive listing of it will ever be accomplished, but it seems reasonable at this time to assume that the attached listing by office, by year and by slogan number is probably in the area of 95% definitive and most certainly affords the best effort so far available.

The related slogan group consisted of 34 different wordings, 15 proprietary, sponsored locally, and 19 are multi-office, sponsored by a national organization. There are other slogans referencing this disease, including the very early Muskoka wording, but this article is essentially devoted to those slogans pertaining to the annual sale of Christmas Seals, which was the major source of income for battling the disease.

CHRISTMAS SEALS - TUBERCULOSIS RELATED SLOGANS

Multi-office slogan use by earliest date continued

The Canadian Tuberculosis Association earliest request to sponsor Christmas Seal slogan dies.

Honorary President
HIS EXCELLENCY
THE GOVERNOR GENERAL

Honorary Vice-Presidents:
THE LIEUTENANT GOVERNORS OF
ALL THE PROVINCES

President:
DR. J. H. ELLIOTT
Toronto

Hon. Treasurer:
SIR HENRY DRAYTON
Ottawa

Canadian Tuberculosis Association

assisting

Local Tuberculosis Committees

in

1927—CHRISTMAS SEAL SALE—1927
STAMP OUT TUBERCULOSIS



Secretary:
ROBERT E. WODEHOUSE,
M.D., D.P.H.

Assistant:
MARGARET GRIER, B.A.

Field Worker:
EDNA L. MOORE, REG. N.
Phone R. 4092 Plaza Bldg.
Cor. Rideau and Sussex Sts.

OTTAWA, Canada, Oct. 18, 1927.

Mr. Webster,
Post Office Department,
Ottawa, Ontario.

Dear Mr. Webster:-

We wish to have slugs prepared, for
use, as per the enclosed slips.

Cordially yours,

Executive Secretary.

Enc. 2.
W.

Handwritten notes:
1/11/27
m

CHRISTMAS SEALS - TUBERCULOSIS RELATED SLOGANS

The earliest recorded use of this group was in 1924, and some use has been recorded as late as 1996, although the major use ended earlier. A total of 196 offices are recorded as having used slogans of this group, with the greatest expansion occurring in 1966, when 120 dies were ordered, 37 of them to replace damaged dies but the balance for use at offices not previously using them, including a total of 42 offices in British Columbia. This was the peak year for usage, being recorded at 155 offices..

This amount of use resulted in the need for replacement of damaged dies to increase considerably, with 41 damaged in 1967 and 57 in 1968. As the cost of these dies averaged about \$11.50 each during this period, it can be seen that the Association considered slogan advertising to be a highly effect tool and were willing to make a notable investment in the dies.

The attitude of the Tuberculosis Association differed quite markedly from that of other major multi-office sponsors in one respect. It was not unusual that when a sponsor required additional or replacement dies, they might decide to somewhat alter the wording, while nevertheless keeping it within a common theme. Normally the different wordings would all become part of a large pool of dies that would be distributed annually on a random basis, so a given office might use several wordings over a period of a few years. The Tuberculosis Association, however, preferred to maintain a continuity of wording at a given office.

Their female Christmas Seal Campaign Director in the 1960's, a Miss Michele Charlebois, required the Post Office to provide her with annual inventories of dies available by wording, and she then issued detailed orders as to which wording was to be used by a given office, taking care to maintain a wording continuity for each office for as many years as the serviceability of the dies permitted. She appears to have somewhat intimidated the postal authorities, as that took considerable pains to see that her preferences were carefully observed. As a result, there was much more continuity by office of different wordings for this large group of dies than was normally the case.

Some of the total use is pre-1955, when multiple dies are separable, but most were issued in the era of Master Die use, and are non-separable, excepting change in format or wording when replacement or additional dies were required. It is normally interesting to trace the transit of separable dies and the use of differing formats of the same wording, and an effort to do so was made in the prior article. However, the scope is now so vast, and so much of it is based on documentation or unseen reports, that an attempt to give such details would only apply to a small proportion of the whole, and is therefore omitted entirely from this listing.

It is probable that the appropriate way to collect this group, except in the case of the most specialized collector, is as a single entity, rather than by individual slogans. In this manner the material can be mounted or filed by office, by year, without regard for wording, details of die or format use. Much of the necessary data to do this is in the Coutts Catalogue, but as the Catalogue format is by slogan, not by office, the chronology of related office use becomes difficult to organize. To alleviate this, much of the balance of this article is devoted to a listing by office, by year, by slogan wording, which will much simplify collecting as a related group.

To conserve space, the slogans in the following listing are identified by catalogue number, the Coutts number followed by the Proulx number, if any, rather than by wording. However, for ease of reference, the thirty-four slogans involved are listed below, with catalogue numbers and full wording, plus appropriate comments, separated into proprietary and multi-office.

Proprietary slogan use by earliest date

1930 - A-25-29 - ACHETEZ DES TIMBRES DE NOEL - CHICOUTIMI use of a U die in 1930, but multi-office use in 1958-73.

1938 - B-710-850 - BUY CHRISTMAS SEALS - LONDON use of a P die in 1938-39 and 1941-42, but multi-office use in 1955-71.

1939 - B-715-850-A - BUY CHRISTMAS SEALS - VANCOUVER use, beginning with one P die issued in 1939, reissued in 1940-41, replaced by a PB die in 1942, reissued in 1943-46 and 1950, replaced by a new PB die B-705-849, the same wording without ornamentation, issued in 1953, reissued in 1963. There was other multi-office use in 1927 and 1954-71.

1946 - B-755-880 - BUY T.B. CHRISTMAS SEALS FIGHT TUBERCULOSIS - TORONTO use of three PB dies in 1946-56. This was the continuation of the Muskoka 1913-45 use, and was followed by multi-office use in 1958-70.

1947 & 1949 - S-1370-8668 - STAMP OUT TUBERCULOSIS - BRANTFORD use of one P die in 1947 & 1949, but multi-office use in 1927 and 1955-88

1947 - B-705-849 - BUY CHRISTMAS SEALS - HAMILTON use of a PB die in 1947-48. Also the same wording had proprietary use at VANCOUVER in 1953 as a replacement of B-715. Other multi-office use in 1927 and in 1955-71.

1950 - F-350-3445 - FIGHT TUBERCULOSIS BUY T.B. CHRISTMAS SEALS - SAINT JOHN use in 1950 and 1954-55, but multi-office use in 1927, 1951-53 and 1956-72.

CHRISTMAS SEALS - TUBERCULOSIS RELATED SLOGANS

Proprietary slogan use by earliest date continued

1951 - 9350 - THE CHRISTMAS SEALS PROTECT YOU AND ME - Proulx catalogued this wording as used in OTTAWA in 1951, but OTTAWA 1951 use is confirmed as T-140, and this wording does not exist.

1953 - B-760-883 - BUY T.B. SEALS FIGHT TUBERCULOSIS - WINNIPEG use of a PB die in 1953-59, which varies somewhat from the norm in reading T.B. seals, rather than Christmas Seals, but multi-office use in 1960-72.

1954 - 3440 - FIGHT T.B. GIVE NOW - Proulx catalogued this wording as used a SYDNEY in 1954, but SYDNEY use of Christmas Seal slogan is not recorded until 1966, and this wording does not exist.

1959 - A-35-32 - ACHETEZ DES TIMBRES DE NOEL BUY CHRISTMAS SEALS - MONTREAL use of one PB die in 1959, but in 1963-69 there is various use at five offices of new dies with the same wording, though differently formatted. As this has been recorded as having use at GRAND'MERE, MONTREAL. QUEBEC and SHERBROOKE in 1965, it can be assumed that there were initially four dies, but probably only one serviceable for the later 1966 use at MONTREAL and 1967-69 use at HAWKSBURY.

1960 - B-645-814 - BUY AND USE CHRISTMAS SEALS - DUNCAN use of a PB die in 1960, but multi-office use in 1966-70.

1961 - C-1050-1663 - CHRISTMAS SEALS FIGHT TUBERCULOSIS LES TIMBRES DE NOEL COMBATTENT LA TUBERCULOSE - OTTAWA proprietary use of a PB die in the English over French format of the later multi-office French only use of L-160-5340 in 1966-72.

1962 - B-650-815 - BUY AND USE CHRISTMAS SEALS FIGHT TUBERCULOSIS - OWEN SOUND use of a PB die in 1962-65, but multi-office use in 1966-88.

1963 - A-30-30 - ACHETEZ DES TIMBRES DE NOEL BUY AND USE CHRISTMAS SEALS - MONTREAL use of a PB die in 1963 only, but use of multi-office slogans from 1927 to 1969.

1965-66 - C-1035-1660 - CHRISTMAS SEALS FIGHT TB - REGINA use in 1965-66 with carry-over to Jan. of 1967 in a badly damaged state., but multi-office use in 1949-64 and 1967-72. Proulx catalogued ST. JOHN'S use of this wording with year dates, but there is no recorded ST. JOHN'S use in 1965 and 1966 use was of C-1030, so the wording was probably proprietary to REGINA only.

1971 - T-95-9324-G - THANK YOU FOR BUYING CHRISTMAS SEALS - STRATFORD use in 1971, but other multi-office use office use in 1956-70, 1972 and 1988-90.

Multi-office slogan use by earliest date

1924 - B-720-852 - BUY CHRISTMAS SEALS AND FIGHT TUBERCULOSIS ACHETEZ DES SCEAUX DE NOEL AT COMBATTEZ LA TUBERCULOSE - This is the earliest reference to Christmas Seals in a Canadian slogan, and the only wording to properly employ the French word "Sceaux" as a translation of "Seals", rather than using "Timbres" which properly translates as "Stamps". Initiated as a MONTREAL proprietary U die slogan with use in 1924-25, but was revived in 1956 together with an added PB die with the same wording in smaller lettering 1956 and the two dies were randomly used at GRAND'MERE and MONCTON in 1956-62 and TROIS RIVIERES was substituted for and TROIS RIVIERES was substituted for MONCTON in 1963. period.

1927 - S-1375-8670, STAMP OUT TUBERCULOSIS BUY CHRISTMAS SEALS, was the initial multi-office use, initiated in 1927 by the Canadian Tuberculosis Association. First use was of 13 U dies in 1927, a revival of three dies in 1952, no 1953 use, but five dies used in 1954 and all 11 surviving dies used in 1955. Thereafter decreasing use through 1969, when only two dies were still serviceable. Their letter of Oct. 18, 1927 requesting the first usage is illustrated on the following page, the letterhead indicating significant vice-regal, but not quite royal patronage.

1927 - B-730-855-A - BUY CHRISTMAS SEALS TUBERCULOSIS ACHETEZ DES TIMBRES DE NOEL - This was the bilingual version of S-1375, first issued in 1927 and revived from 1955. There were originally eight U dies, and a PB die was added in 1959 as a replacement. Total use was at 12 offices and the final use was of two dies in 1969.

1946 - F-345 - 3442 - FIGHT T.B. WITH CHRISTMAS SEALS - This appears to have been originally sponsored by an Alberta group in 1946 which sponsored two P and two PB dies for use at CALGARY, EDMONTON, LETHBRIDGE and MEDICINE HAT. RED DEER was added to the usage in 1949 and DRUMHELLER in 1951. The dies appear to have been pooled with those of the national group in 1953 and other dies with the same wording added, so that eventually 12 dies with this wording had use at a total of 15 offices. The latest recorded use was of in 1962 at NEW GLASGOW and WINDSOR.

CHRISTMAS SEALS - TUBERCULOSIS RELATED SLOGANS

Multi-office slogan use by earliest date continued

1949 - T-140 - 9363 - THE CHRISTMAS SEAL PROTECTS YOUR HOME FROM TUBERCULOSIS - Three P and four PB dies issued to seven offices in 1949 - the latest use was of one of the PB dies at CHATHAM in 1959.

1952 - C-1045- 1662 - CHRISTMAS SEALS FIGHT T.B. IN EVERY HOME - Initial use as one of two related slogans used at WINNIPEG in 1952. The single PB die was revived in 1955 at NEW WESTMINSTER and in 1956-60 at SASKATOON.

1956 - B-725-855 - BUY CHRISTMAS SEALS FIGHT TUBERCULOSIS - The first of the major multi-off usages sponsored nationally. It has been recorded at 31 offices between 1956 and 1971. Initial use appears as being from four dies issued in 1956 to FREDERICTON, LONDON, STRATFORD and TORONTO, but at least 20 similar new dies were added in 1957. Use decreased after the mid-1960's as dies became unserviceable and replacements were in other wordings. Final use was at SMITHS FALLS and TRENTON in 1970.

1958 - C-1055-1664 - CHRISTMAS SEALS HELP PROTECT YOUR HOME FROM TUBERCULOSIS. This was a favored wording, first recorded at 21 offices in 1958, increasing to 30 offices in 1961-62, thereafter decreasing until only one die was serviceable in 1967, it was not used in 1968 and had final use in 1969 at RED DEER.

1958 - A-40-33 - ACHETEZ DES TIMBRES DE NOEL COMBATTEZ LA TUBERCULOSE - Three PB dies issued in 1958 to CHICOUTIMI, QUEBEC and TROIS RIVIERES and re-issued there in 1959-61. Subsequent later use to 1969 at these offices and to ALMA and SHERBROOKE in 1965 only.

1960 - C-1250 - 1820 - COMBATTEZ LA TUBERCULOSE FIGHT TUBERCULOSIS - This slogan does not reference Christmas Seals, but was sponsored by the Tuberculosis Association and is part of their usage. It is essentially the French-over-English version of F-355 and preceded the 1963 initiation of the use of the English-over-French by three years. It appears to have been originally only one die used at ALMA in 1960-61, with a second die added by 1962 and is recorded at four offices in 1966-68, three offices in 1969 and at only one office in 1970-71.

1963 - F-355 - 3447 - FIGHT TUBERCULOSIS COMBATTEZ LA TUBERCULOSE - It is somewhat odd that this bilingual version should have been issued as early as 1963, as all its usage prior to 1967 was at English speaking offices. There appear to have been at least eight dies issued in 1963, increasing to 14 recorded uses in 1964, but P.O. documentation indicates that 24 dies were ordered in 1965 and 26 have been recorded. The damage rate must have been high thereafter, as only 15 uses are recorded in 1966 and eight in 1967, but of these eight three were Quebec province offices, the first and only time in which this bilingual wording had use in Quebec. Use decreased to five recorded offices in 1969, three in 1970 and to only one in its final year of 1971.

1966 - C-1030 - 1658 - CHRISTMAS SEALS FIGHT CHEST DISEASE - This was the largest single usage by wording, adopted by the Association in 1966, simultaneously with their decision to much expand the number of dies used. Not less than 104 dies with this wording were ordered for use at 102 offices, as TORONTO used three of the dies. As these dies were largely for use in expanded areas, in addition to replacements of damaged other wordings, they were planned to have been issued to only five provinces and one die to the Northwest Territories, but in practice two additional provinces received at least one die.

Thirty-seven of the 1966 dies suffered damage, but they were more than replaced as there are 115 offices recorded with 1967 use and about the same number in 1968. However, in 1969 the Association changed both its name and the major wording of its dies to slogan C-1040, so none of the damaged C-1030 dies were replaced with that wording, dropping the number of recorded offices to 78. Again in 1970 there were no replacements to the C-1030 wording and only 53 offices have been recorded as using it, although there is no usage documentation after 1969, so the actual use may be slightly greater. By 1971 recorded use dropped to 23 offices and only one die has been recorded in 1972

1966 - U-135 - 9815 - USE CHRISTMAS SEALS FIGHT TUBERCULOSIS - This English wording was also a part of the major 1966 expansion of using offices. Fifteen offices are recorded as first using this wording in a three line format in 1966, the majority of them having their first use of Christmas Seal related slogans, but thereafter these dies became part of the total pool and were somewhat randomly re-issued. A total of four later replacements in a four line format have been recorded, but usage gradually decreased due to un-replaced damage, with use of seven in 1970 and a final use of five in 1971.

1966 - L-160 - 5340 - LES TIMBRES DE NOEL COMBATTANT LA TUBERCULOSE - As with the English wordings above, initiated in 1966 as a part of the major expansion of using offices, this all-French wording was the largest province of Quebec usage, with the same 14 offices documented as having used the dies in 1966-68, with re-issues decreasing, as dies became unserviceable without replacement to only 11 offices had use in 1969, eight in 1970 and seven in its final year of 1971. It is reported to have been used at BUCKINGHAM in 1965, but documentation does not support any use prior to 1966, and it probably should be included in the 14 offices with first use in 1966.

CHRISTMAS SEALS - TUBERCULOSIS RELATED SLOGANS

Multi-office slogan use by earliest date continued

1969 - C-1040 - 1661 - CHRISTMAS SEALS FIGHT T.B. & RD UTILISEZ LES TIMBRES DE NOEL - 1969 was the year in which the Tuberculosis Association changed its name to include respiratory diseases, and therefore changed the wording for all the required replacement dies to include RD with TB and to be bilingual. The documentation indicates that 69 dies with this wording were issued in 1969, and major use of it continued until 1972, but thereafter use diminish rapidly and only two offices are recorded as having used it in its final year of 1988.

1972 - U-255-988 - UTILISEZ LES TIMBRES DE NOEL CHRISTMAS SEALS FIGHT TB & RD - This slogan is a French-over-English version of C-1040 that was introduced in 1972 as a replacement for L-160 with exclusive use in the province of Quebec. Sixteen offices are recorded as using it in 1972, but further usage appears to have ceased in 1973 except at CHICOUTIMI and QUEBEC. As all the dies could not have been damaged in so short a time, it can be assumed that the Association ceased directing the distribution of dies and it was left to local organizations to request them.

The three bilingual multi-office slogans that follow, with most of their use in the 1982-89 period, are the least documented of any of the usages, and the only source of data is the Coutts catalogue, which may have omissions. There is no indication of the sponsors, but as all three eventually had national use, it indicates that by 1987 either the original Association still existed and had revived its interest in postal advertising, while revising its goal as fighting "lung disease" rather than the prior "respiratory diseases" or some successor Association had been formed.

In any event, the similarity in the initial wordings suggests that these slogans were in fact have been three slightly differing formats of a single slogan, with replacements in differing wordings. This is borne out by the fact that 8 of the total of 32 recorded using offices had use of two of the three wordings in succeeding years. In the light of this, they will be discussed as a being related formats of a single slogan.

1982 - F-290 - FIGHT LUNG DISEASE GIVE TO CHRISTMAS SEALS COMBATTONS LES MALADIES PULMONAIRES PAR LES TIMBRES DE NOEL, This is the final step in the road from Consumption to Tuberculosis to Respiratory Diseases to Lung Disease.

1987 - F-295 - FIGHT LUNG DISEASE USE CHRISTMAS SEALS COMBATTONS LES MALADIES PULMONAIRES PAR LES TIMBRES DE NOEL

1988 - F-300 - Fight lung disease use Christmas seals Combattons les maladies pulmonaire par les timbres de noel

The earliest recorded use is of only two dies of F-290 in Ontario used in 1982 and 1983, with only one recorded in 1984 and none in 1985, although KELOWNA has been reported in that year, but is confirmed as using a different wording. However, the entire seven office usage recorded in 1986 is still of F-290 only, which would indicate that either there were more unrecorded 1982-85 dies available, or more probably that new dies in the same wording were added in 1986. The latter is more probable because all seven offices with 1986 use are in British Columbia, suggesting that the wording had been taken over by a new provincial sponsoring group.

1987 saw the first introduction of F-295, exactly as F-290 except reading USE rather than GIVE TO. Thirteen dies of F-295 are recorded in 1987, used at four Ontario, six Saskatchewan and three Manitoba office, while only one die of F-290 is recorded at a single B.C. office. However, there are a number of the 1986 B.C. offices that almost certainly had use of a related slogan in 1987, but are unrecorded, so the actual B.C. use in 1987, probably all from F-290 dies, is likely to reach that of 1986. If this is the case, the 1987 provincial distribution is in Ontario and Western Canada.

The 1988 usage expanded considerably because of the addition of F-300, which is exactly the wording of F-295, but in lower case lettering. A total of 22 offices are recorded, 13 using F-295, seven using F-300 and two still using F-290. The provincial distribution is eleven Ontario offices, seven Saskatchewan, three Manitoba and one B.C., but again there are probably several more as yet unrecorded B.C. offices.

The 1989 use recorded use drops to only 14, with no Saskatchewan offices included, but eight B.C. offices, five Ontario and one Manitoba. The die distribution is two F-290, seven F-295 and four F-300. Thereafter use drops very sharply, with only four recorded in 1990, three in 1991, two in 1992 and only KAMLOOPS is recorded using an F-300 die in 1995-97.

It can also be noted that the F-290 die use is a mixture of PB and IPerS, the F-295 a mixture of K and IPerS and F-300 is IperS only.

A jet spray slogan reading LUNG ASSOC. PULMONAIRE has been reported as having had Canada-wide use in 1996-97, and although related to this group, it does not include the words Christmas Seals, and so is omitted from any attempt at classification.

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

ABBOTSFORD

1966-68 C-1030 - 1658
1969-70 C-1040 - 1661

AGINCOURT

1958-66 C-1055 - 1664
1967-68 C-1030 - 1658
1969 C-1040 - 1661

ALMA

1960-64 C-1250 - 1820
1965-68 A-40 - 33
1969-71 C-1040 - 1661
1972 U-255 - 9882

AMHERST

1966-71 C-1030 - 1658
1972 C-1040 - 1661

ANTIGONISH

1966-68 C-1030 - 1658
1969 use probably exists
1970 C-1040 - 1661

ARVIDA

1966-70 L-160 - 5340

ASBESTOS

1966 C-1250 - 1820
1967 F-355 - 3447
1968-69 C-1250 - 1820
1970-71 use probably exists
1972 U-255 - 9882

BANFF

1966-70 C-1030 - 1658

BARRIE

1977-86 C-1040 - 1661
1987-88 F-295 - Catalogued
1987-88 C-1040 - 1661
Reported C-1040 1976-88 use,
but use of 2 slogans unlikely

BELLEVILLE

1957-60 B-725 - 855
1961-62 C-1055 - 1664
1963-64 F-355 - 3447
1965 C-1250 - 1820
1966-70 F-355 - 3447
1972-79 C-1040 - 1661

BOWMANVILLE

1958-64 C-1055 - 1664
1965-66 F-355 - 3447
1967-70 C-1030 - 1658

BRANDON

1966 C-1030 - 1658
1967 carry-over use is recorded
1967-69 U-135 - 9815
1970-72 C-1040 - 1661
1973-86 use unlikely
1987-88 F-295

BRANTFORD

1927 S-1375 - 8670
1947, 194 S-1370 - 8668
1955 S-1375 - 8670
1956 F-345 - 3442
1957 use unlikely
1958-64 C-1055 - 1664
1965-66 F-355 - 3447
1967-68 C-1030 - 1658
1969-72 C-1040 - 1661
1973-87 use unlikely
1988 F-300

BRIDGEWATER

1966-70 C-1030 - 1658
1971 use probably exists
1972 C-1040 - 1661

BROCKVILLE

1957-64 B-725 - 855
1965-66 F-355 - 3447
1967 C-1250 - 1820
1968 F-355 - 3447
1969-72 C-1040 - 1661
1973-87 use unlikely
1988 F-300

BUCKINGHAM

1965-71 L-160 - 5340

CALGARY

1927 S-1375 - 8670
1946-55 F-345 - 3442
1956-69 S-1375 - 8670
1970-71 C-1040 - 1661
1971 use is 1970 carry-over

CAMPBELL RIVER

1966-70 C-1030 - 1658

CAMPBELLTON

1966-68 C-1250 - 1820
1971 C-1040 - 1661

CAP-DE-LA-MADELEINE

1966-69 L-160 - 5340
1970-71 C-1040 - 1661
1972 U-255 - 9882

CASTLEGAR

1966-69 C-1030 - 1658
1970 C-1040 - 1661

CHARLOTTETOWN

1927 S-1375 - 8670
1949-52 T-140 - 9353
1953-54 use unlikely
1955-66 F-345 - 3442
1967 1st u C-1030 - 1658
2nd use U-135 - 9815
Reliably reported as using
C-1030 in Nov. & U-135 in Dec.
1968 U-135 - 9815
1969-71 C-1040 - 1661

CHATHAM

1958 C-1055 - 1664
1959 T-140 - 9353
1960-66 C-1055 - 1664
1967-70 C-1030 - 1658
1971 use probably exists
1972 C-1040 - 1661
1987-88 F-295

CHICOUTIMI

1930 A-25 - 29
1958-61 A-40 - 33
1962-64 use probably exists
1965-68 A-40 - 33
1969 A-35 - 32
1970-71 C-1040 - 1661
1972-73 U-255 - 9882

CHILLIWACK

1966-71 C-1030 - 1658

CLINTON

1966 C-1030 - 1658

COBOURG

1958-64 C-1055 - 1664
1965-66 F-355 - 3447
1967-68 C-1030 - 1658
1969-72 C-1040 - 1661

COCHRANE

1957-69 B-725 - 855

COLLINGWOOD

1977 C-1040 - 1661

COOKSVILLE

1966-68 C-1030 - 1658

CORNER BROOK

1958-60 C-1055 - 1664
1969-71 C-1040 - 1661

CORNWALL

1957 B-725 - 855
1958-62 C-1055 - 1664
1963-66 F-355 - 3447
1967 B-725 - 855
1968 C-1030 - 1658
1969-70 C-1040 - 1661
1976 C-1040 - 1661
1971-75 use may exist

COURTENAY

1966-68 C-1030 - 1658
1969-71 C-1040 - 1661

CRANBROOK

1966-70 C-1030 - 1658

CRESTON

1966-69 C-1030 - 1658

DELTA

1969-71 C-1030 - 1658
1972-74 use probably exists
1975-79 C-1040 - 1661
1980-83 use may exist
1984 C-1040 - 1661
1985 use probably exists
1986 F-290

DIGBY

1966-69 C-1030 - 1658
1970-71 use probably exists
1972 C-1040 - 1661

DOLBEAU

1966-71 L-160 - 5340
1972 U-255 - 9882

DON MILLS

1957 B-725 - 855
1958-66 C-1055 - 1664
1967-70 C-1030 - 1658
1972-73 C-1040 - 1661
1973 use may be 1972 carry-over
1971 use may exist

DOWNSVIEW

1957 B-725 - 855
1958-64 C-1055 - 1664
1965-66 F-355 - 3447
1967-69 C-1030 - 1658
1970-73 C-1040 - 1661

DRUMHELLER

1949-55 F-345 - 3442
1956, 58-6 S-1375 - 8670
1957 use probably exists
1970-71 C-1040 - 1661

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

DRUMMONDVILLE		FREDERICTON		HIGH RIVER		KIRKLAND LAKE
1955-69 B-730 - 855A		1949-51 T-140 - 9353		This small Alta. office was		1958-63 C-1055 - 1664
1970-71 C-1040 - 1661		1952-54 use unlikely		supposed to receive a die of		1964-69 F-355 - 3447
1972 U-255 - 9882		1955 F-345 - 3442		C-1030 in 1966-68 but no		1970-71 use probably exists
		1956-60 B-725 - 855		documentation of it being sent		1972 C-1040 - 1661
DUNCAN		1961-62 C-1055 - 1664		exists		1973 use may be 1972
1960 B-645 - 814		1963-69 B-725 - 855				carry-over use
1960 use was locally sponsored		1970-72 C-1040 - 1661		HULL		
rather than nationally, so 1961-65				1966-68 L-160 - 5340		KITCHENER
use is unlikely		GANDER		1969-70 C-1040 - 1661		1955-56 T-140 - 9353
1966-68 C-1030 - 1658		1966-69 C-1030 - 1658		1972 U-255 - 9882		1957-59 S-1375 - 8670
1969-70 C-1040 - 1661		1972 C-1040 - 1661				1960 S-1375 - 8670
		1970-71 use probably exists		HUMBOLDT		Damaged early in
DUNNVILLE				1969-71 C-1040 - 1661		use and replaced by C-1055
1966 U-135 - 9815		GASPE		1987-88 F-295		1960-64 C-1055 - 1664
1967-71 C-1030 - 1658		1966-70 L-160 - 5340				1965 F-355 - 3447
1972 C-1040 - 1661				ISLINGTON		1966 C-1250 - 1820
				1961-64 C-1055 - 1664		1967-68 C-1030 - 1658
EDMONTON		GRANDE PRAIRIE		1965-66 F-355 - 3447		1969-71 C-1040 - 1661
1927, 195 S-1375 - 8670		1966-71 C-1030 - 1658		1967-70 C-1030 - 1658		Became KITCHENER-WATERLOO
1946-53 F-345 - 3442				1971-72 C-1040 - 1661		in 1971
Confirmed 1952 use of both		GRAND'MERE		1955-68 B-730 - 855-A		1971-72 C-1040 - 1661
S-1375 and F-345		1956-63 B-720 - 852		1969-71 C-1040 - 1661		1973 carry-over use recorded
1954-63 S-1375 - 8670		1964-66 A-35 - 32		1972 U-225 - 9882		
1964-65 B-725 - 855						KITIMAT
1966-70 C-1030 - 1658		GRIMSBY		KAMLOOPS		1966-71 C-1030 - 1658
		1966 U-135 - 9815		1966-68 C-1030 - 1658		1966-69 C-1030 - 1658
EDMUNSTON		1967-70 C-1030 - 1658		1969-70 C-1040 - 1661		
1970 C-1040 - 1661		1972 C-1040 - 1661		1971-74 use may exist		LANGLEY
		1971 use probably exists		1975-84 C-1040 - 1661		1966-71 C-1030 - 1658
EDSON		GUELPH		1985 use C-1040 - 1661		1972-73, 75-87 use may exist
1966-68 C-1030 - 1658		1966-69 C-1030 - 1658		1986 F-290		1988-89 F-290
1971 C-1040 - 1661		1970-72 C-1040 - 1661		1987-88 use may exist		
1969-70 use probably exists		1973-87 use unlikely		1989-92 F-300		LA TUQUE
		1988-90 F-300		1993-94 use may exist		1966-68 L-160 - 5340
ESSEX		HALIFAX		1995-97 F-300		1969, 71 C-1040 - 1661
1966-70 C-1030 - 1658		1927 S-1375 - 8670		KAPUSKASING		1970 use probably exists
		1949-52 T-140 - 9353		1957-63 B-725 - 855		LETHBRIDGE
ESTEVAN		1953-56 F-345 - 3442		1964-70 F-355 - 3447		1946-55 F-345 - 3442
1965 B-725-855		1957-66 B-725 - 855				1956-65 use probably exists
1966 C-1030 - 1658		1967-68 C-1030 - 1658		KELOWNA		1966-69 C-1030 - 1658
Carry-over early 1967 use exists		1969-72 C-1040 - 1661		1966-71 C-1030 - 1658		and 1971
1967-71 U-135 - 9815				1972, C-1040 - 1661		1970 use probably exists
		HAMILTON		1975-81 C-1040 - 1661		
FORT ERIE		1927 S-1375 - 8670		1983-85 C-1040 - 1661		LINDSAY
1966 U-135 - 9815		1947-48 B-705 - 849		1982 use probably exists		1966-70 C-1030 - 1658
1967-69 C-1030 - 1658		1947-48 use was locally		1986-87 F-290		1971-72 C-1040 - 1661
1970-72 C-1040 - 1661		sponsored rather than national		1989 F-300		
		so 1949-54 use is unlikely		KENORA		LIVERPOOL
FORT FRANCES		1955-56 S-1375 - 8670		1966-70 C-1030 - 1658		1966-70 C-1030 - 1658
1966-71 C-1030 - 1658		1957-66 B-725 - 855				
Carry-over 1972 use is recorded		1967-68 C-1030 - 1658		KIMBERLEY		LONDON
1972 C-1040 - 1661		1969-71 C-1040 - 1661		1966-68 C-1030 - 1658		1938-39 B-710 - 850
				1970-72 C-1040 - 1661		1941-42 B-710 - 850
FORT ST. JOHN		HANEY				B-710 use was locally sponsored,
1966-71 C-1030 - 1658		1966-69 C-1030 - 1658		KINGSTON		so 1943-54 use is unlikely
				1957-66 B-725 - 855		1955 S-1375 - 8670
FORT WILLIAM		HAWKESBURY		1967-69 C-1030 - 1658		1956-64 B-725 - 855
1966-68 C-1030 - 1658		1966 C-1030 - 1658		1970-72 C-1040 - 1661		1965-66 F-355 - 3447
1969 C-1040 - 1661		1967-69 A-35 - 32				1967-68 C-1030 - 1658
Name changed in 1970 to						1969-71 C-1040 - 1661
THUNDER BAY STN F						
1970-72 C-1040 - 1661						

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

LUNENBURG 1966-70 C-1030 - 1658	MOOSE JAW 1958-65 C-1055 - 1664 1966 C-1030 - 1658 1967-71 U-135 - 9815	NORTH BAY 1958-63 C-1055 - 1664 1964-65 F-355 - 3447 1966-71 C-1030 - 1658 1972 C-1040 - 1661	PARRY SOUND 1977-80 C-1040 - 1661
MAPLE RIDGE 1970-71 C-1040 - 1661	NANAIMO 1966-68 C-1030 - 1658 1969-71 C-1040 - 1661 1972-74 use probably exists 1975-85 C-1040 - 1661 1986 F-290 1989 F-295 1987-88 use probably exists	NORTH SURREY 1966-69 C-1030 - 1658 Renamed SURREY in 1970 1969-70 C-1030 - 1658 1971 C-1040 - 1661	PEMBROKE 1966-68 C-1030 - 1658 1969-70 C-1040 - 1661
MEDICINE HAT 1946-53 F-345 - 3442 1954 use probably exists 1955 T-140 - 9353 1956-65 use unlikely 1966-70 C-1030 - 1658			PENTICTON 1966-68 C-1030 - 1658 1969-70. 1 C-1040 - 1661 1971-74 use probably exists 1975-85 C-1040 - 1661 1986 F-290 1987-88 use probably exists 1989 F-295
MELFORT 1987-88 F-295	NAPANEE 1966-70 C-1030 - 1658 1972 C-1040 - 1661	OAKVILLE 1958 B-725 - 855 Some 1959-65 use may exist 1966-68 C-1030 - 1658 1969-72 C-1040 - 1661	
MELVILLE 1966 C-1030 - 1658 1967-71 U-135 - 9815	NELSON 1966-71 C-1030 - 1658 1953, 1955 F-345 - 3442 1954 and 1956 use is probable 1957-62 F-345 - 3442 1963-71 F-355 - 3447 Catalogued 1967 use of both C-1250 and F-355 is unlikely, C-1250 use is omitted	OLIVER 1966-70 C-1030 - 1658	PETERBOROUGH 1927 S-1375 - 8670 1966-69 C-1030 - 1658 1970-80 C-1040 - 1661 1981 use probably exists 1982-84 F-290
MIDLAND 1977-80 C-1040 - 1661		ORANGEVILLE 1966-70 C-1030 - 1658 1971 use probably exists 1972 C-1040 - 1661	PICTON 1957-69 B-725 - 855 1970-72 C-1040 - 1661
MISSION CITY 1966-68 C-1030 - 1658 1969-70 C-1040 - 1661		ORILLIA 1969-72 C-1040 - 1661 1977 C-1040 - 1661 1983 C-1040 - 1661 Unrecorded 1973-87 use may exist 1988-90 F-300	PICTOU 1964-69 B-725 - 855 1970-71 C-1040 - 1661
MISSISSAUGA 1968 C-1030 - 1658 1969-72 C-1040 - 1661	NEW LISKEARD 1958-63 C-1055 - 1664 1964-66 F-355 - 3447 1967-70 C-1030 - 1658		PLESSISVILLE 1966-71 L-160 - 5340
MONCTON 1927 B-730 - 855A 1956-62 B-720 - 852 1965-66 B-725 - 855 1967 C-1250 - 1820 1968 F-355 - 3447 1969-70 C-1040 - 1661	NEW WESTMINSTER 1955 C-1045 - 1662 1966-69 C-1030 - 1658 1970 carry-over us is recorded 1970-71 C-1040 - 1661 1971 is 1970 carry over 1972-74 use probably exists 1975-85 C-1040 - 1661 1986 F-290	OSHAWA 1955-58 T-140 - 9353 1959-64 C-1055 - 1664 1965-66 F-355 - 3447 1967-70 C-1030 - 1658 1971 use probably exists 1972 C-1040 - 1661	PORTAGE LA PRAIRIE 1987-89 F-295
MONT-JOLI 1966-69 L-160 - 5340		OTTAWA 1927 B-730 - 855A 1949-52 T-140 - 9353 1955-60 B-730 - 855A 1961 C-1050 - 1663 1962 C-1250 - 1820 1963-65 F-355 - 3447 1966-68 C-1030 - 1658 Seen 1966 use of U-135-9815 indicates use of two dies 1969 C-1040 - 1661 1966 U-135 - 9815	PORT ALBERNI 1966-71 C-1030 - 1658 1972-74 use probably exists 1975-81 C-1040 - 1661 1982-85 use probably exists 1986 C-1040 - 1661 1989 F-295 1987-88 use probably exists
MONT-LAURIER 1966-69, 7 L-160 - 5340 1970 use probably exists 1972 U-255 - 9882	NIAGARA FALLS 1966-69 C-1030 - 1658 1970-72 C-1040 - 1661 1973 carry over use exists		PORT ARTHUR 1955 T-140 - 9353
MONTMAGNY 1966-68 L-160 - 5340 1969-71 C-1040 - 1661 1972 U-255 - 9882	NIAGARA-ON-THE-LAKE 1966 U-135 - 9815 1967-70 C-1030 - 1658		PORT COLBORNE 1966 U-135 - 9815 1967-71 C-1030 - 1658 1972 C-1040 - 1661
MONTREAL 1924-25 B-720 - 852 B-720 was locally sponsored 1927 B-730 - 855A Carry over 1928 use is recorded 1958 B-730 - 855A 1959, 64-6 A-35 - 32 1960-62 use probably exists 1963 A-30 - 30 1964-66 A-35 - 32 1967 F-355 - 3447 1967 C-1250 - 1820 is also reported 1968-69 C-1250 - 1820	NICOLET 1966-71 L-160 - 5340 1972 U-255 - 9882	NORTH BATTLEFORD 1966 C-1030 - 1658 1967-70 U-135 - 9815 Some 1971-86 use may exist 1987 F-295 1988 F-290	PORT HOPE 1958-66 C-1055 - 1664 1967-68 C-1030 - 1658 1969-70 C-1040 - 1661 1971 use probably exists 1972 C-1040 - 1661 1982 F-290
		OWEN SOUND 1962-65 B-650 - 815 1966-68 C-1030 - 1658 1969-71 C-1040 - 1661 Some 1972-86 use may exist 1987-88 F-295	POWELL RIVER 1966-68 C-1030 - 1658 1969-71 C-1040 - 1661

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

PRESTON		REVELSTOKE		ST. THOMAS		SHERBROOKE
1966 U-135 - 9815		1966-70 C-1030 - 1658		1957-66 B-725 - 855		1965 A-35 - 32
1967-68 C-1030 - 1658				1967-68 C-1030 - 1658		1965 A-40 - 33
1969-70, 7 C-1040 - 1661		REXDALE		1969-70, 7 C-1040 - 1661		Both reported, but not seen.
1971 use probably exists		1957-58 B-725 - 855		1971 use probably exists		One probable, but both unlikely
		1958 use is Nov. 17				
PRINCE ALBERT		1958-64 C-1055 - 1664		SALMON ARM		SIMCOE
1958-65 C-1055 - 1664		1958 use is Dec. 23		1966-70 C-1030 - 1658		1958-67 C-1055 - 1664
1966 C-1030 - 1658		1965-66 F-355 - 3447				1968-71 C-1030 - 1658
1967-69 U-135 - 9815		1967-69 C-1030 - 1658		SARNIA		1983 F-290
1970-71 C-1040 - 1661		1970-72 C-1040 - 1661		1966-70 C-1030 - 1658		
				1971-72 C-1040 - 1661		SMITHS FALLS
PRINCE GEORGE		RIMOUSKI		1988 F-300		1957-60 B-725 - 855
1966-71 C-1030 - 1658		1955-69 B-730 - 855A		1989 F-295		1961 use omitted in error
1972-74 use probably exists		1970 C-1040 - 1661				1962-70 B-725 - 855
1975-85 C-1040 - 1661				SASKATOON		1971 use probably exists
1986 F-290		ROBERVILLE		1955 T-140 - 9353		1972 C-1040 - 1661
1987-88 use probably exists		1966-71 L-160 - 5340		1956-60 C-1045 - 1662		
1989, 91-9 F-295		1972 U-255 - 9882		1961-65 C-1055 - 1664		SPRINGHILL
1990 use probably exists				1966 C-1030 - 1658		1966-68 C-1030 - 1658
1976-78 C-1040 - 1661		ROUYN		1967-68 U-135 - 9815		1969 use probably exists
1984-88 C-1040 - 1661		1955-68 B-730 - 855A		1969-70, 7 C-1040 - 1661		1970 C-1040 - 1661
1972-88 use of C-1040 probable		1970 C-1040 - 1661		1971 use probably exists		
1989 F-295		1971 use probably exists				STRATFORD
		Name changed in 1972 to		SAULT STE. MARIE		1956-69 B-725 - 855
QUEBEC		ROUYN-NORANDA		1927 S-1375 - 8670		1970 C-1040 - 1661
1927 B-730 - 855A		1972 U-255 - 9882		1957-60 B-725 - 855		1971 T-95-9324-G
1958-62 A-40 - 33				1961-64 C-1055 - 1664		1972 C-1040 - 1661
1961 B-730 - 855A		ST. CATHARINES		1965 carry-over use exists		1988-90 F-300
Confirmed as using two dies in		1955-56 S-1375 - 8670		1965 F-355 - 3447		
1961, B-730 having been sent		1957-65 use unlikely		1966-68 C-1030 - 1658		SUDBURY
from JONQUIERE in early Dec.		1966 U-135 - 9815		1969-72 C-1040 - 1661		1958-62 C-1055 - 1664
1963-65 A-35 - 32		1967-69 C-1030 - 1658		1987-88 F-295		1963-65 F-355 - 3447
1966 C-1250 - 1820		1970-72 C-1040 - 1661		1989 F-290		1966 C-1030 - 1658
1967 F-355 - 3447				1990 use probably exists		1967 B-725 - 855
1968-71 C-1250 - 1820		SAINT JOHN		1991 F-290		1968 C-1030 - 1658
1972-73 U-255 - 9882		1927 S-1375 - 8670				1969-76 C-1040 - 1661
		1950 F-350 - 3445		SCARBOROUGH		
QUESNEL		1951-53 T-140 - 9353		1957 B-725 - 855		SURREY
1966-70 C-1030 - 1658		1954-55 F-350 - 3445		1958-64 C-1055 - 1664		See NORTH SURRY listing
		1956 use probably exists		1965 F-355 - 3447		
RED DEER		1957-63 B-725 - 855		1966-68 C-1030 - 1658		SWIFT CURRENT
1949-53 F-345 - 3442		1964-69 F-355 - 3447		1969-72 C-1040 - 1661		1966 C-1030 - 1658
1955 S-1375 - 8670		1970-72 C-1040 - 1661				1967-70 U-135 - 9815
1966-68 C-1030 - 1658				SELKIRK		1987-88 F-295
1969 C-1055 - 1664		ST. JOHN'S		1987-88 F-295		
1970-72 C-1040 - 1661		1949-51 T-140 - 9353				SYDNEY
		1952 S-1375 - 8670		SHAWINIGAN FALLS		1966-68 C-1030 - 1658
REGINA		1953, 56-6 F-345 - 3442		1955-57 B-730 - 855A		1969-70 C-1040 - 1661
1949-53 T-140 - 9353		1954-55 S-1375 - 8670		Name changed in 1958 to		
1954, 56-6 S-1375 - 8670		1966 70 C-1030 - 1658		SHAWINIGAN		TERRACE
1965-66 C-1035 - 1660				1958-68 B-730 - 855A		1966-69 C-1030 - 1658
Carry-over 1967 use is		ST. STEPHEN		1969-70 C-1040 - 1661		1970-71 C-1040 - 1661
recorded		1966-68 U-135 - 9815		1971 use probably exists		
1967-71 U-135 - 9815		1970 C-1040 - 1661		1972 U-255 - 9882		THETFORD MINES
1972 C-1040 - 1661						1966-71 L-160 - 5340
						1972 U-255 - 9882

CHRISTMAS SEAL RELATED SLOGANS - by office, by year, by slogan

THOMPSON		TRENTON		VICTORIA		WILLOWDALE	
1988 F-295		1957-70 B-725 - 855		1955-65 S-1375 - 8670		1957-65 B-725 - 855	
		1971 use probably exists		1966-69 C-1030 - 1658		1966-68 C-1030 - 1658	
THOROLD		1972 C-1040 - 1661		1966 U-135 - 9815		1969-72 C-1040 - 1661	
1966 U-135 - 9815				Confirmed use of C-1030 and			
1967-71 C-1030 - 1658		TROIS RIVIERES		U-135 in 1966		WINDSOR	
1972 C-1040 - 1661		1927 B-730 - 855A		1968 S-1375 - 8670		1927-28 S-1375 - 8670	
		carry-over use to early 1928		Confirmed use of 2 dies in 1968		1928 use is 1927 carry-over	
THUNDER BAY STN F		1958-61, A-40 - 33		1969 C-1030 - 1658		1954-56 S-1375 - 8670	
See FORT WILLIAM		1962 use probably exists		1970 C-1040 - 1661		1957-62 F-345 - 3442	
		1963 B-720 - 852				1963-65 F-355 - 3447	
TIMMINS		1964 B-730 - 855-A		VICTORIAVILLE		1966-69 C-1030 - 1658	
1958-63 C-1055 - 1664		1965-68 A-40 - 33		1955 B-730 - 855-A		1970-72 C-1040 - 1661	
1964-65 F-355 - 3447		1969-71 C-1040 - 1661					
1966 C-1030 - 1658		1972 U-255 - 9882		WATERLOO		WINNIPEG	
1967-69 F-355 - 3447				1966 U-135 - 9815		1927 S-1375 - 8670	
1970-72 C-1040 - 1661		TRURO		1967-69 C-1030 - 1658		1949-52 T-140 - 9353	
		1964 B-725 - 855		1970 C-1040 - 1661		1952 C-1045 - 1662	
TISDALE		1965 F-355 - 3447				Confirmed use of T-140 and	
1957-65 F-345 - 3442		1966-68 C-1030 - 1658		WELLAND		C-1045 in 1952	
The above usage is from a		1969 use probably exists		1966 U-135 - 9815		1953-59 B-760 - 883	
Perfect machine which TISDAL		1970 C-1040 - 1661		1967-69 C-1030 - 1658		1954 S-1375 - 8670	
retained long after most P				1970, 197 C-1040 - 1661		Confirmed use of two dies in 1954	
machines were withdrawn		VALLEYFIELD		1971 use probably exists		1960 F-345 - 3442	
in 1955-56		1955 B-730 - 855A		1988 F-300		1961-64 C-1055 - 1664	
1966 C-1030 - 1658				WEST HILL		1965 F-355 - 3447	
1967-68 U-135 - 9815		VANCOUVER		1961-66 C-1055 - 1664		1966 C-1030 - 1658	
1969-71 C-1040 - 1661		1927 S-1375 - 8670		1967-69 C-1030 - 1658		1966 U-135 - 9815	
1987-88 F-295		1939-46, 5 B-715 - 850-A				Confirmed use of C-1030 and	
		1952 S-1375 - 8670		WESTON		U-135 in 1966	
TORONTO		1953, 196 B-705 - 849		1961-62 C-1055 - 1664		1967-69 U-135 - 9815	
1946-55 B-755 - 880 - 3 dies		1954-65 S-1375 - 8670		1963-65 F-355 - 3447		1970-72 C-1040 - 1661	
1956 B-755 - 880 - 2 dies		Confirmed use of two dies in		1966-69 C-1030 - 1658		Added use of 2 dies may exist	
1956 B-725 - 855		1963, as B-705 was a re-issue		1970, 197 C-1040 - 1661			
Confirmed use of two CB-755		of a locally sponsored		1971 use probably exists		WOODSTOCK N.B.	
and one B-725 in 1956		sponsored 1953 die and				1966-68 U-135 - 9815	
1957 B-725 - 855		S-1375 was nationally		WEYBURN		1970 C-1040 - 1661	
Possible use of three B-725 dies		sponsored		1966 C-1030 - 1658		1969 use probably exists	
1958-62 C-1055 - 1664		1966-68 C-1030 - 1658		1967 carry-over use is		WOODSTOCK ONT.	
Confirmed use of 3 dies		two C-1030 dies used in		recorded		1966-68 C-1030 - 1658	
1963-64 F-355 - 3447 - 2 dies		1966-67		1967-71 U-135 - 9815		1967-68 U-135 - 9815	
1963-64 C-1055 - 1664 - 1 di		1969-71 C-1040 - 1661		1987-88 F-295		Confirmed use of two dies in	
1965 F-355 - 3447 - 3 dies				WHITEHORSE		1967 and in 1968	
1966-68 C-1030-1658 - 3 die		VERMILION		1966-71 C-1030 - 1658		1969-71 C-1040 - 1661	
1969-70 C-1040-1661 - 3 die		1966-69 C-1030 - 1658		1972 C-1040 - 1661		YARMOUTH	
						1966-71 C-1030 - 1658	
TRAIL		VERNON		WHITE ROCK		1972 C-1040 - 1661	
1966-70 C-1030 - 1658		1966-71 C-1030 - 1658		1966-71 C-1030 - 1658			
1975-81 C-1040 - 1661						YORKTON	
1983-86 C-1040 - 1661				WILLIAMS LAKE		1966 C-1030 - 1658	
1982 use probably exists				1966-72 C-1030 - 1658		1967-68 U-135 - 9815	
						1969-70 C-1040 - 1661	



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