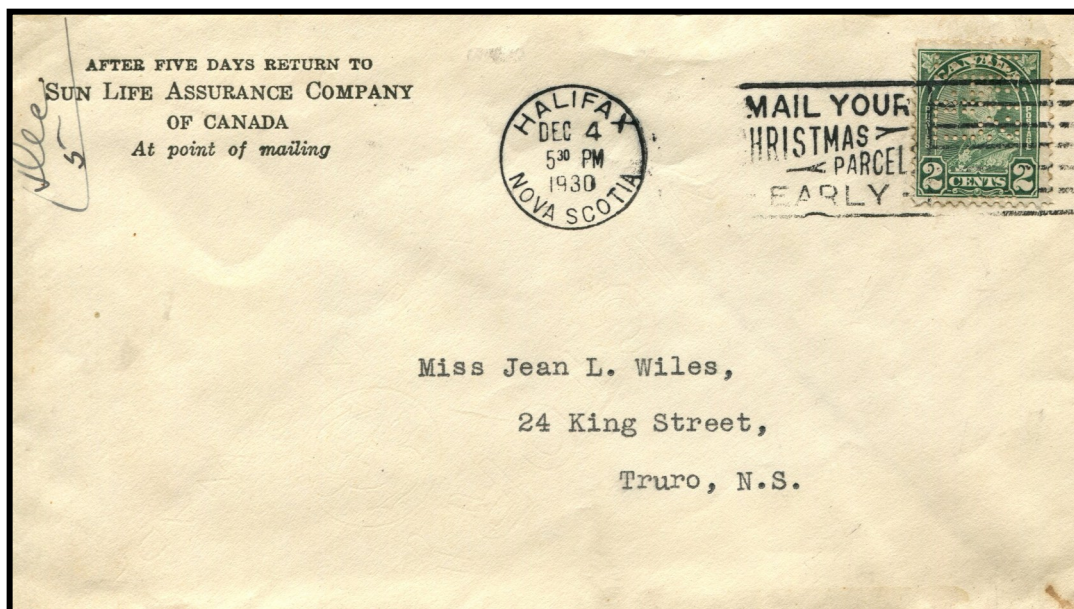
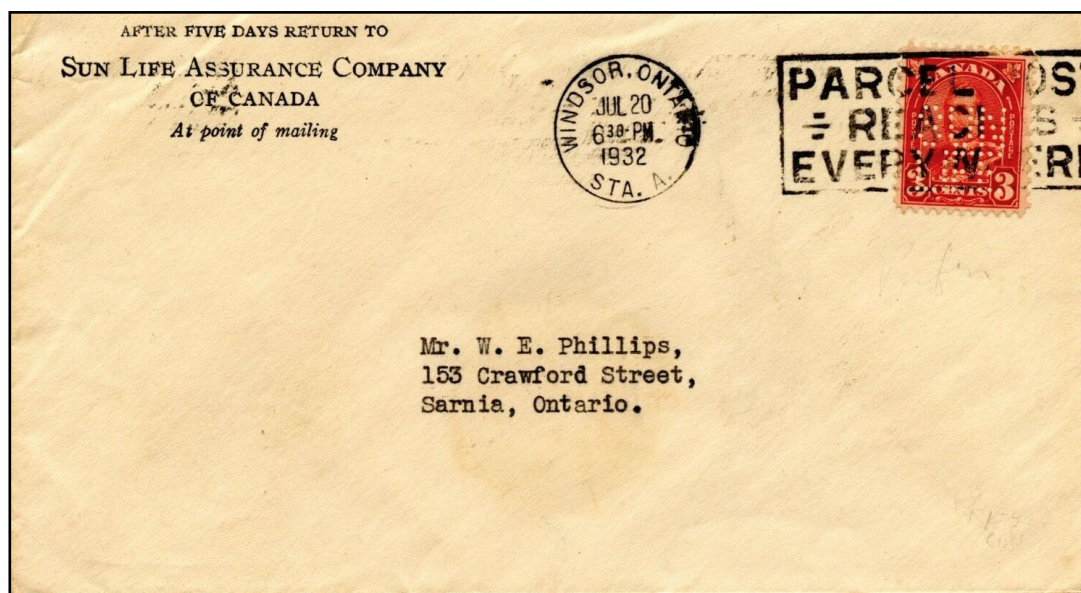


THE S22 PERFINS OF THE SUN LIFE ASSURANCE COMPANY AND SLOGAN CANCELS

J. D. GRAHAM



A Sun Life cover mailed from Halifax Nova Scotia December 4, 1930 cancelled with the slogan MAIL YOUR CHRISTMAS PARCELS EARLY (Coutts M-0115) franked with a 2c Arch issue. The stamp has the S22 perfin in Position 6.



A Sun Life cover mailed from Windsor Ontario July 20, 1932 cancelled with the slogan PARCEL POST REACHES EVERYWHERE (Coutts P-0060) franked with a 3c Arch issue. The stamp has the S22 perfin in Position 1.

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Save Time Use Airmail (With Aircraft)	Page 33.

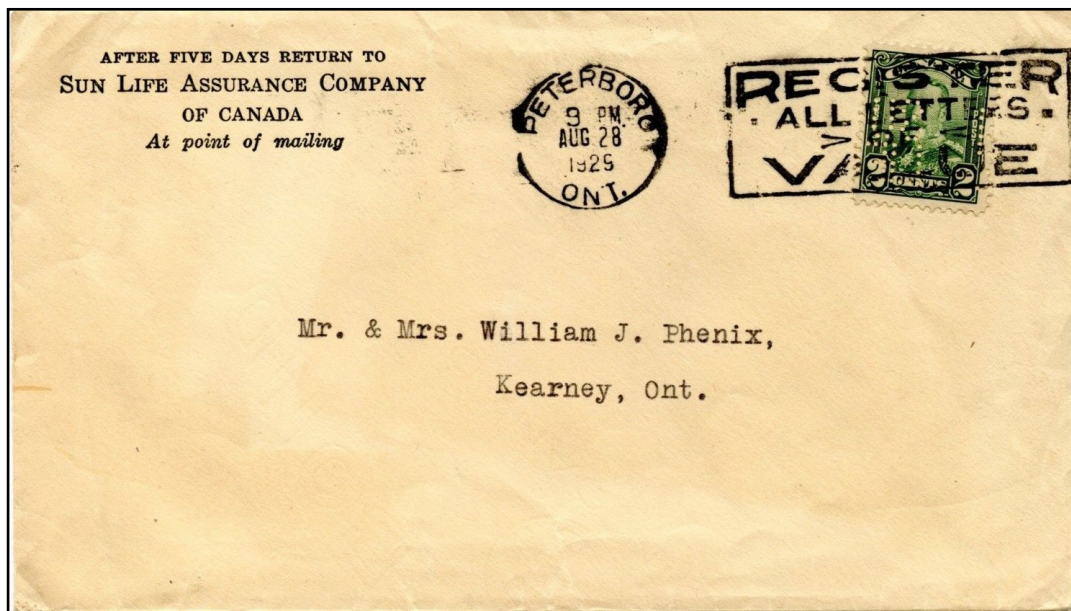
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CAVEAT

I realized when writing the article on S22 punches found on stamps which were used in Montreal (Issue 177 of the Perforator) that I needed to add a caveat to this paper.

The Government introduced a 1¢ War Tax on April 15, 1915 and it remained in place until July 21, 1926. It was reinstated on July 31 1931, again increasing the domestic 1 ounce rate to 3¢ (Scott 167, July 13/31; Scott 184, June 31/32; and Scott 191, June 21, 1932 were produced to meet the increased demand). It is possible that some post offices had Scott 109's (the carmine 3¢ Admiral) still in stock and that these were used by some Sun Life offices at this later time. If you find an identifiable slogan on a Scott 109 that seems to be outside the period use for an Admiral please keep this in mind.

Also, the dates listed for slogan usage come from the Post Office records and were used to determine which stamp issues are **most likely** to have the slogan. I say most likely because the previous issue **may** also have this slogan. For example the Scroll issue replaced the Admiral issue in late 1929. Unused Admiral stock in either a Sun Life Office or in its Post Office might, when postally used, have slogan cancel dated past the end dates taken from the Post Office records. This is most likely to occur with those denominations used less frequently.



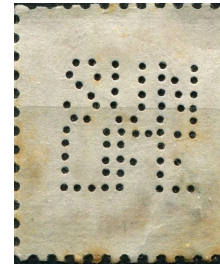
A Sun Life cover mailed from Peterboro August 28, 1929 cancelled with the slogan REGISTER ALL LETTERS OF VALUE (Coutts P-0060) franked with a 2¢ Scroll issue. The stamp has the S22 perfin in Position 5.

INTRODUCTION

During the time private companies in Canada used machines to perforate the postage they used with initials or insignia (roughly from 1900 to the 1960's) the Sun Life Assurance Company's head office was in Montreal. Like many other head offices it relied on branch offices across the Country to provide client support and to sell product. The Montreal Head Office perforated the postage stamps it used in the course of its business and provided 19 of its regional offices a perforating machine of its own to be used for similar purposes. These perforating machines were Cummins Model 52 and 19 all machines had die heads which produced a pattern like the image below.

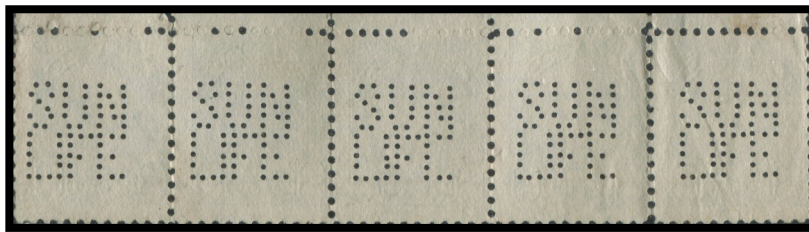


CUMMINS MODEL 52



S22 Pattern

The Cummins Model 52 had a 5-die plate, i.e. it could punch a row of 5 stamps (example below). The Cummins catalogue suggested that the machine's ability to punch multiple sheets at a time was dependent on the size of the perfin pattern. For this SUN LIFE pattern, two sheets was the recommended limit. An example of a 5-die strike is below.



A close look at the image above will demonstrate how difficult it is to distinguish one die from another (not counting the middle die in this example which has a missing pin). With 19 machines, there are a total of 93 dies to learn to recognize (a second machine had a die with a missing hole in the "E"). This paper looks at how partial slogan cancels on stamps with the S22 perfin can reduce the number of offices which could have applied the stamp to the envelope and in some cases, to pinpoint that office exactly.

In the late 1970's Conrad Tremblay was able to examine some 8000+ SUN LIFE perfins and undertook the task of "plating" each of the 19 machines. His work is embodied in Addendum I of the Canadian Stamps with Perforated Initials (<https://bnaps.org/PerfinHandbook/PerfinHandbook.htm>). The Perfin Study Group is now in possession of Tremblay's original files that have the contact prints he made of his die plating but there are no notes on how he was able to distinguish one die from the other possibilities.

Slogan cancels perhaps can play a significant role in improving the quality of an individual S22 collection and of Addendum I the Canadian Stamps with Perforated Handbook:

- A cancel from only one City can confirm Tremblay's die identification
- The effort to compare a single stamp to Tremblay's plating is greatly reduced when a slogan cancel is used in a small number of locations limits (three locations mean 15 dies as a possible match and not 93).

Perhaps one day in the future pattern matching software may be available for laptops and enable individual collectors to determine the city and specific die for all of the S'22s in their collection. Until this day, I hope that this paper provides you with information which will improve your Sun Life collection. Perhaps you will discover and report new findings that will advance our collective knowledge. Reports and all questions can be directed to—Jim Graham at jdgraham2@gmail.com

There are five references for the contents of this paper. In alphabetical order they are:

1. Canadian Stamps with Perforated Initials Handbook; J. D. Graham and Russell Sampson Editors. <https://bnaps.org/PerfinHandbook/PerfinHandbook.htm>
2. Les Flammes Mecaniques Du Quebec; Societe D'Histoire Postale du Quebec; Jean-Guy Dalpe, Editor
3. Slogan Postmarks of Canada, 2015 Cecil Coutts Editor. British North America Philatelic Society
4. The Postal History Society of Canada; <https://www.postalhistorycanada.net/php/index.php>
5. The Slogan Box, the newsletter of the BNAPS Slogan Cancel Study Group. <https://bnaps.org/hhl/n-slgn.htm>

Acknowledgements:

This scope of this work would not have been nearly as extensive as it is without the contributions of Jean-Guy Dalpe on slogan usage, Luc Legault for access to Tremblay's original files, Russell Sampson's suggestions on formatting and language and to Leo Beaudet for the final proof reading. Their gracious generosity is very much appreciated.

ADDRESS YOUR MAIL TO STREET AND NUMBER				
SLOGAN A-0065		SLOGAN BOX NO 16		
	DIE	ERD	LRD	ISSUES
HALIFAX	U4	22-06-01	22-06-22	ADM
	U2	28-08-04	28-11-29	ADM/SCR
SAINT JOHN	U4	22-07-22	23-02-26	ADM
OTTAWA	U2	22-05-26	-/-/-	ADM
TORONTO	U1	22-05-27	-/-/-	ADM
	U4	24-03-27	26-10-22	ADM
LONDON	U5	-/-/-	25-02-07	ADM
WINDSOR	U5	25-05-08	27-10-27	ADM/CON/HIS
WINNIPEG	U6	22-02-09	-/-/-	ADM
REGINA	U1	29-12-28	-/-/-	SCR
	U2	27-12-12	28-03-26	ADM/CON/HIS
	U6	22-07-02	-/-/-	ADM
		27-01-05	27-04-22	ADM
	U5	24-08-11	-/-/-	ADM
EDMONTON	U6	29-02-01	29-08-12	SCR
	U4	34-04-12	34-10-23	MED
CALGARY	U1	23-08-27	23-10-16	ADM
	U2	27-05-18	27-11-26	ADM/CON/HIS
VANCOVER	U6	27-09-27	27-11-08	ADM/CON/HIS



Die U1



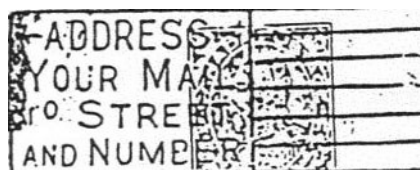
Die U2



Die U4



Die U6



Die U5

A-0530 ASSURANCE DES COLIS PARCEL POST INSURANCE was used only in Montreal and Sherbrooke in 1927-28. The 1¢ Sir John A MacDonald from the Confederation series is from Sherbrooke. The word "COLIS" and the "P" in "POUR" on the righthand edge of the stamp are discernable.



Die U1



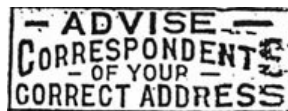
ADVISE CORRESPONDENTS OF YOUR CORRECT ADDRESS				
SLOGAN A-0075		SLOGAN BOX NO 23		
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
NORTH BAY	DIE 7	27-10-19	29-02-01	ADM/CON/SCR
TORONTO	DIE 2	26-11-18	29-11-12	ADM/CON/SCR
LONDON	DIE 7	30-01-03	30-08-05	SCR/ARC
	DIE 9	31-04-17	31-05-22	ARC
PETERBOROUGH	DIE 8	27-10-19	28-11-14	ADM/CON/SCR
WINNIPEG	DIE 5	29-01-02	30-11-17	SCR/ARC
REGINA	DIE 1	32-04-15	32-06-02	ARC
EDMONTON	DIE 7	29-02-01	29-08-20	SCR
CALGARY	DIE 3 & DIE 7	31-08-11	32-05-31	ARC
VANCOUVER	DIE 8	31-03-18	33-01-14	ARC/MED
	DIE 9	33-09-09	33-10-18	MED



Die 1



Die 2



Die 3



Die 5



Die 7



Die 8



Die 9



Dies 2,5,7, or 8 based on
Scroll issue usage

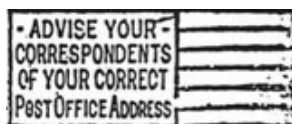


Suspect Die 8 based on letter
alignment and Vancouver usage
based on Scott 164a.

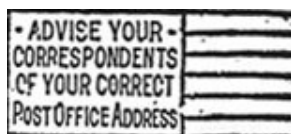


Suspect Die 7 based on letter
alignment and use in London
or Calgary.

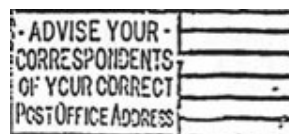
ADVISE YOUR CORRESPONDENTS OF YOUR CORRECT ADDRESS				
SLOGAN A-0090		SLOGAN BOX ISSUE 23		
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
HALIFAX	U2	25-07-23	27-07-05	ADM/CON/HIS
SAINT JOHN	U5	25-01-17	25-05-09	ADM
LONDON	U4	23-03-01	28-11-06	ADM/CON/HIS/SCR
	U2	33-03-21	33-06-06	MED
WINNIPEG	U6	25-05-12	-/-/-	ADM
	U2	33-09-09	33-10-18	MED
REGINA	U7	26-12-09	27-01-17	ADM
SASKATOON	U1	28-12-10	29-03-01	SCR
	U7	24-03-12	-/-/-	ASM
EDMONTON	U2	22-06-02	22-06-15	ADM
	U3	25-07-20	25-07-24	ADM
VANCOUVER	U2	22-08-28	22-09-01	ADM
	U7	23-09-10	23-10-11	ADM
	U7	34-04-14	34-11-12	MED



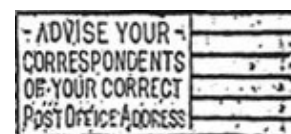
Die 1



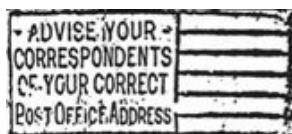
Die 2



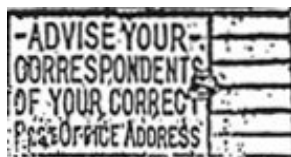
Die 3



Die 4



Die 5



Die 6

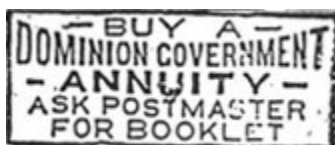


Die 7

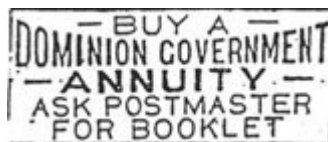
ARMISTICE DAY CANADIAN LEGION VETCRAFT POPPIES				
SLOGAN A-0495		SLOGAN BOX NO 3		
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
HALIFAX	NOT KNOWN	1929	1930	SCR/ARC
SAINT JOHN		1929	1930	SCR/ARC
OTTAWA		1929	1930	SCR/ARC
TORONTO		1929	1930	SCR/ARC
LONDON		1929	1930	SCR/ARC
WINNIPEG		1929	1930	SCR/ARC
REGINA		1929	1930	SCR/ARC
SASKATOON		1929	1930	SCR/ARC
EDMONTON		1929	1930	SCR/ARC
CALGARY		1929	1930	SCR/ARC
VANCOUVER		1929	1930	SCR/ARC

Some ARCH issues replaced the corresponding Scroll issue in 1930 in time to be cancelled with this slogan. These are the 1¢ green (Scott 164), 2¢ dark brown (Scott 166), the 5¢ violet (Scott 169) and the 10¢ olive green (Scott 190).

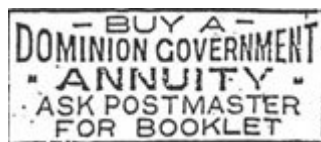
BUY A DOMINION GOVERNMENT ANNUITY ASK POSTMASTER FOR BOOKLET				
SLOGAN B-0630		SLOGAN BOX ISSUE 28		
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
HALIFAX	U8	26-12-09	27-07-05	ADM/CON
	U1	29-05-17	29-08-08	SCR
	U6	30-09-24	30-11-17	SCR/ARC
	P4	32-06-13	32-08-12	ARC
SAINT JOHN	U4	26-12-09	27-07-05	ADM/CON
	U10	29-05-11	30-09-09	SCR/ARC
	U11	30-09-24	30-11-21	SCR/ARC
OTTAWA	U3	26-12-09	27-11-05	ADM/CON/HIS
	P5	38-02-01	38-02-/-	MUF
TORONTO	U12	27-05-16	29-02-28	ADM/CON/SCR
	U11	29-05-17	29-11-12	SCR
	P1	30-08-24	31-08-04	ARC
	P1	32-02-10	32-05-26	ARC
	P5	38-01-15	38-02-23	MUF
LONDON	U1	26-12-09	27-06-30	ADM
	U1	27-09-08	27-10-21	ADM/CON/HIS
	U6	29-05-17	29-12-31	SCR
	U1	30-08-26	30-10-16	ARC
	P3	32-07-24	32-09-10	ARC/MED
WINDSOR	U4	30-07-29	30-09-26	SCR-ARC
	P5	32-07-29	-/-/-	MED
PETERBOROUGH	U2	29-09-19	31-11-06	SCR/ARC
WINNIPEG	U11	26-12-09	27-03-31	ADM
	U3	29-05-17	31-11-03	SRC/ARC
	U1	31-11-03	32-09-30	ARC
	U4	33-03-10	33-04-05	MED
	P2	38-02-01	38-03-11	MUF
REGINA	U2	26-12-09	27-01-17	ADM
	U8	29-05-17	30-02-05	SCR
	U8	30-07-24	30-10-27	SCR/ARC
	U11	32-04-26	32-06-20	ARC
SASKATOON	U10	26-12-09	27-01-17	ADM
EDMONTON	U9	26-12-09	28-08-29	ADM/CON/HIS/SCR
	U2	29-05-17	29-08-29	SCR
	U10	30-07-24	30-09-09	SCR/ARC
	U8	32-04-26	32-06-17	ARC
CALGARY	U6	26-12-09	27-05-13	ADM
	“	30-07-24	30-09-13	SRC/ARC
	“	32-04-25	32-06-17	ARC
VANCOUVER	U7	26-12-09	27-05-30	ADM
	U9	29-05-17	29-11-23	SCR
	U11	30-07-24	30-09-08	SCR/ARC
	U4	32-04-26	32-06-19	ARC



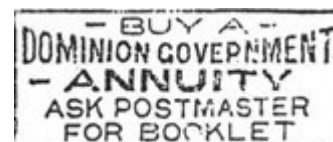
Die U1



Die U2



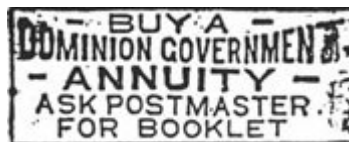
Die U3



Die U4



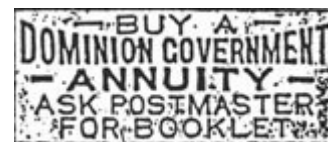
Die U6



Die U7



Die U8



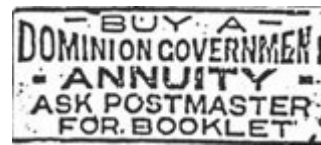
Die U9



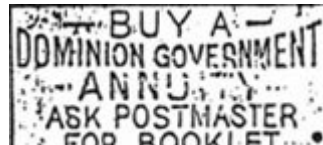
Die U10



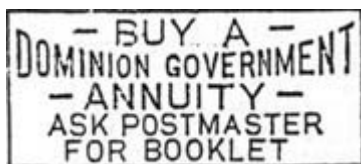
Die U11



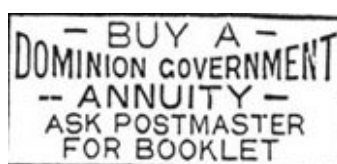
Die U12



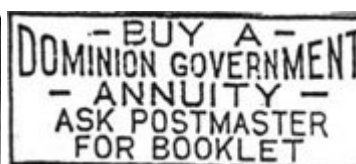
Die P1



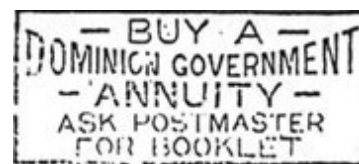
Die P2



Die P3



Die P4



Die P5

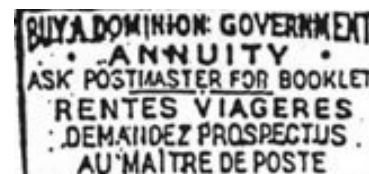
BUY A DOMINION GOVERNMENT ANNUITY ASK POSTMASTER FOR BOOKLET RENTES VIAGERES DEMANDEZ PROSPECTUS AU MAITRE DE POSTE				
SLOGAN B-0631			SLOGAN BOX ISSUE 28	
QUEBEC	U1	29-05-20	29-06-07	SCR
	U2	26-12-09	27-04-08	ADM
	P1	30-08-11	32-04-30	ARC
OTTAWA	U1	29-07-29	32-05-31	SCR/ARC



U Die 1



U Die 2



P Die 1



Close inspection reveals "S VIAGER -" in the middle of the stamp and identifies this as the French version of the slogan cancel. The slogan usage is for the Scroll issue in Quebec City is 18+ days and 307+ days in Ottawa and a high probability of Ottawa usage.

BUY CHRISTMAS SEALS ACHETEZ DES TIMBRES DE NOEL				
SLOGAN B-0730		SLOGAN BOX ISSUE 12		
	DIE	ISSUES		
QUEBEC CITY	2	ADM/CON/HIS		
TROIS RIVIERES	1	ADM/CON/HIS		



Type I



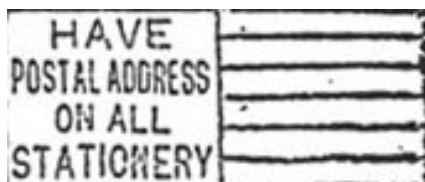
Type II

CORONATION H.M. KING GEORGE VI MAY 12 – 1937 AND H.M. QUEEN ELIZABETH				
SLOGAN C-1710		FLAG 50		
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
HALIFAX	NOT KNOWN	MAY 12 1937	MAY 16 1937	
SAINT JOHN				PICTORAL MUFTI
OTTAWA				
TORONTO				
LONDON				
WINDSOR				
FORT WILLIAM				
WINNIPEG				
REGINA				
SASKATOON				
EDMONTON				
CALGARY				
VANCOUVER				
CORONATION COURONNMENT MAY-12-MAI 1937 H.M. GEO VI S.M. QUEEN ELIZABETH				
SLOGAN C-1711		FLAG 51		
QUEBEC		MAY 10 1937	MAY 16 1937	PICTORAL MUFTI

FAITES VOS ENVOIS D'ARGENT MANDATE DE POSTE SEND YOUR MONEY BY POST OFFICE MONEY ORDER				
SLOGAN F-0020		SLOGAN BOX 22		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
SHERBROOKE	U1	23-08-02	23/10/01	ADM



HAVE POSTAL ADDRESS ON ALL STATIONERY				
SLOGAN H-0220		SLOGAN BOX ISSUE 28		
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
	Only 1 Die			
SAINT JOHN		1925-11-17	1926/-/-	ADM
WINNIPEG		1923-10-27	1924/-/-	ADM
REGINA		1926-08-03	1926-10-18	ADM
SASKATOON		1924-09-26	-/-/-	ADM
EDMONTON		1925-02-12	1925-02-18	ADM

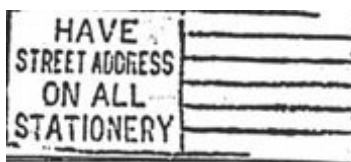


HAVE STREET ADDRESS ON ALL STATIONERY				
SLOGAN H-0225		SLOGAN BOX NO 28		
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
SAINT JOHN	1	1923	1924	ADM
OTTAWA *		1924		ADM
TORONTO *		1923		ADM
WINDSOR	2	1925		ADM
REGINA *		1923		ADM
EDMONTON	2	1929	1930	SCR/ARC
CALGARY *		1926		ADM
VANCOUVER	1	1924-1926	1934	ADM/MED

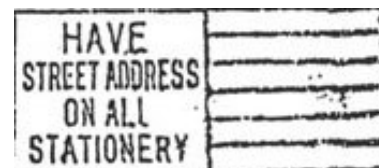
* These offices have been documented or reported as having had this slogan in use during the periods indicated but had not been seen or had the die identified when the article appeared in the Slogan Box issue of December 1992.



Die 1



Die 2



Die 3

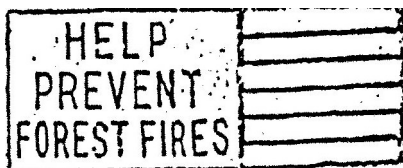


The shape of the "A"s in "HAVE" and "ALL" suggests this is a Die 2 strike making Edmonton and Windsor the likely source of the S22 punch.

HELP PREVENT FOREST FIRES					
SLOGAN H-0360		SLOGAN BOX ISSUE 41		ADM/CON/HIS ISSUES ONLY	
CITY	DIE NUMBER	CITY	DIE NUMBER	CITY	DIE NUMBER
HALIFAX	A11	NORTH BAY	A2	EDMONTON	A7
	A12	TORONTO	A14		A12
	A14		B3		B1
	B2		B4	CALGARY	A6
	B5	WINNIPEG	A1		A12
SAINT JOHN	A13		A2		A14
	B2		A3		B4
	B6		A11	VANCOUVER	A1
OTTAWA	A11		B3		A2
	B3		B5		B2
	B5				B6
	B6				



DIE A1



DIE A2



DIE A3



DIE A4



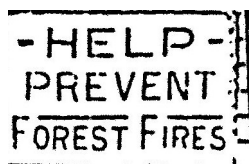
DIE A5



DIE A6



DIE A8



DIE A11



DIE A12



DIE A13



DIE A14



DIE B1



DIE B2



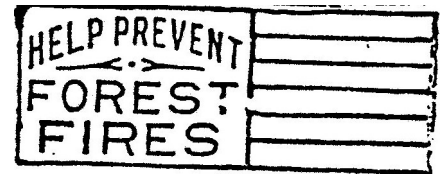
DIE B3



DIE B4



DIE B5



DIE B6

HELP PREVENT FOREST FIRES AIDEZ EMPECHER LES FEUX DE FORETS					
SLOGAN H-0361			SLOGAN BOX ISSUE 41		
	DIE NUMBER	ISSUES		DIE NUMBER	ISSUES
QUEBEC	A2	ADM	TROIS RIVIERES	B1	ADM
	B2	ADM/CON/HIS		B4	ADM
	B3	ADM			



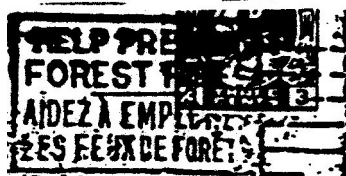
A2



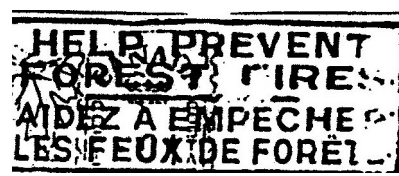
B1



B2

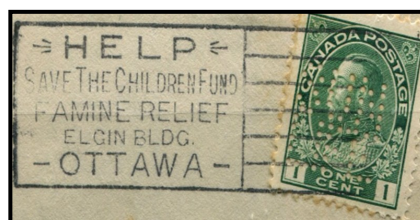


B3



B4

HELP SAVE THE CHILDREN FUND FAMINE RELIEF ELGIN BLDG. OTTAWA				
SLOGAN I-0075				
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
OTTAWA		1922		ADM
TORONTO		1922		ADM
WINNIPEG		1922		ADM

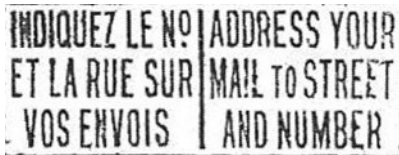


IMPROVE HOMES GIVE EMPLOYMENT				
SLOGAN I-0040				
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
				PICTORAL ONLY
HALIFAX		37-03-06	37-05-22	Given the concurrent use in 11 cities multiple dies were in use. No information is currently available to differentiate the different dies.
SAINT JOHN		37-03-09	37-05-04	
OTTAWA		37-03-09	37-04-13	
TORONTO		37-03-15	37-04-24	
LONDON		37-03-09	37-05-22	
WINNIPEG		37-03-08	37-05-21	
REGINA		37-03-09	37-04-20	
SASKATOON		37-03-15	37-06-01	
EDMONTON		37-03-08	37-05-04	
CALGARY		37-03-18	37-04-24	
VANCOUVER		37-03-08	37-05-21	



I-0041

This slogan was used in Quebec City from March 15 to May 29 1937.

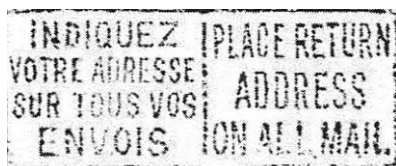


I-0060



The reference sources for the usage of bilingual slogan I-0060 list the die rotation as beginning with Quebec City in 1923/27; Levis in 1927/28; and Montreal in 1929/30. This rotation suggests that S22's with this cancel would be on Admirals or the 1927 issues. The 1¢ Scroll was released by the Post Office on October 28, 1928. The first recorded Levis usage is November 2, 1927; for Montreal it is January 2, 1929. This is most likely late Quebec City usage of a less frequently needed stamp value.

INDIQUEZ VOTRE ADRESSE SUR TOUS VOS ENVOIS/PLACE RETURN ADDRESS ON ALL MAIL				
SLOGAN I-0075				
LOCATION	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
QUEBEC CITY	1	1924-12-18	1925-07-20	ADM
TROIS RIVIERES	1	1924-02-02	1924-02-18	ADM



INSURE YOUR PARCELS AT THE POST OFFICE	
SLOGAN I-0130	SLOGAN BOX ISSUES 17 & 30

DIE U-A1



HALIFAX	ADM
GUELPH	ADM/CON/HIS
LONDON	ADM
FORT WILLIAM	SCR

DIE U-A2



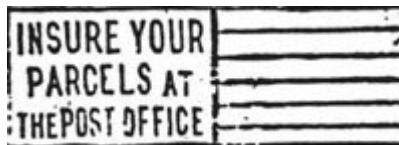
PETERBOROUGH	ADM
--------------	-----

DIE U-A3



WINNIPEG	ADM
----------	-----

DIE U-A4



SAINT JOHN	ADM
------------	-----

DIE U-A5



EDMONTON	ADM
CALGARY	ADM
VANCOUVER	ADM

DIE U-B1



CALGARY	SCR/ARC
---------	---------

DIE U-B2



HALIFAX	ADM/SCR
---------	---------

DIE U-B3



HALIFAX	SCR/ARC
SAINT JOHN	SCR
SASKATOON	ADM/SCR

DIE U-B4



OTTAWA	SCR
--------	-----

DIE U-B5



HALIFAX	SCR
REGINA	SCR/ARC

DIE U-B6



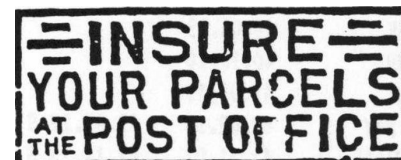
REGINA	ADM/CON/HIS/SCR
CALGARY	ADM/CON/HIS

DIE U-B7



LONDON	ARC
--------	-----

DIE U-B8



EDMONTON	ARC
----------	-----

DIE U-C1



HALIFAX	MED
LONDON	ARC
PETERBOROUGH	ARC
WINNIPEG	ARC
CALGARY	MED/PIC

DIE U-C2



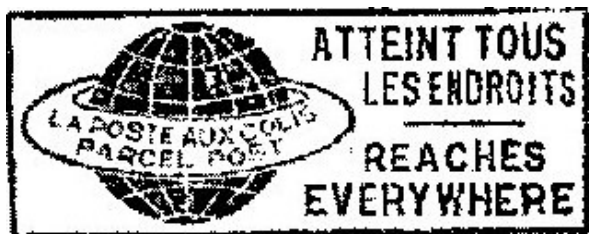
OTTAWA	ARC
TORONTO	ARC
LONDON	ARC

DIE U-C3



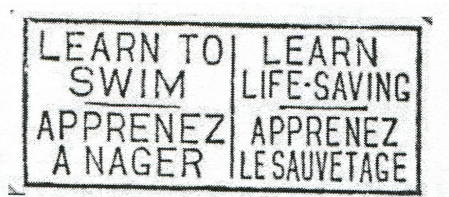
HALIFAX	PIC
SAINT JOHN	PIC
OTTAWA	MED
NORTH BAY	PIC
LONDON	ARC
WINDSOR	MUF

LA POSTE AUX COLIS ATTEINT TOUS LES ENDOITS PATCEL POST REACHES EVERYWHERE				
(Black Globe)				
SLOGAN L-0065		SLOGAN BOX ISSUE 18		
	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
QUEBEC	U1	26/1/9	26/3/31	ADM
		27/10/8	27/11/25	ADM/CON/HIS
SHERBROOKE	U1	1928	1934	ADM/SCR/ARC/MED



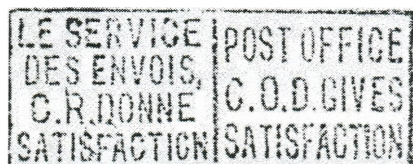
3¢ KGV Arch issue (enlarged)
with Slogan L-0065 identifying
Sherbrooke use.

LEARN TO SWIM LEARN LIFE SAVING APPRENEZ A NAGER APPRENEZ LA SAUVETAGE				
SLOGAN L-0116				
	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
QUEBEC	P1	36/7/27	36/8/12	MED/PIC
		37/7/19	37/9/22	MUF



197c-P7

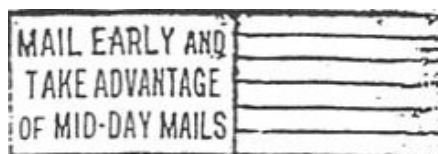
LE SERVICE DES ENVOIS C.R. DONNE SATISFACTION POST OFFICE C.O.D. GIVES SATISFACTION				
SLOGAN L-0150				
	DIE NUMBER	FIRST DATE	LAST DATE	ISSUES
QUEBEC	U1	1924/2/29	1924/4/23	ADM
TROIS RIVIERES	U1	1925/1/1	1926/10/29	ADM



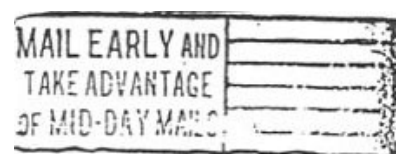
MAIL EARLY AND TAKE ADVANTAGE OF MID-DAY MAILS				
SLOGAN M-0045		SLOGAN BOX 19		
	DIE	FIRST DATE	LAST DATE	ISSUES
HALIFAX	U1	22-07-27	30-10-07	ADM/CON/HIS/SCR/ARC
	U3	29-02-11	29-02-19	SCR
OTTAWA	U2	22-11-13	-/-/-	ADM
TORONTO	U1	26-11-18	26-11-22	ADM
LONDON	U2	25-09-29	26-03-30	ADM
WINNIPEG	U2	25-05-12	25-06-12	ADM
	U2	34-04-30	34-09-29	MED
REGINA	U1	23-02-14	24-03-09	ADM
	U2	27-05-22	27-10-22	ADM/CON/HIS
	U2	32-06-17	33-09-13	ARC/MED
SASKATOON	U2	28-03-13	28-06-08	ADM
EDMONTON	U1	26-01-13	-/-/-	ADM
	U2	28-08-20	29-02-11	ADM/SCR
CALGARY	U1	25-08-31	-/-/-	ADM



DIE 1



DIE 2



DIE 3



The alignment of the “Y” in “EARLY” and the “NT” in “ADVANTAGE” identify this as Die 2. The only 2 Cities using this slogan during the Arch period were Halifax and Regina limiting the possibilities to 8 dies because of the partial punch on the left edge makes it unlikely the full punch is Die 1.

MAIL EARLY BE SURE YOUR GIFTS ARRIVE IN TIME					
SLOGAN M-0050			SLOGAN BOX 14/15		
DIE NUMBER	YEAR	ISSUES	DIE NUMBER	YEAR	ISSUES
HALIFAX			REGINA		
DIE 1	1926	ADM	DIE 7	1925	ADM
SAINT JOHN			DIE 4 or 5	1927	ADM/CON/SCR
DIE 10	1927	ADM/CON/HIS	DIE 6	1928	ADM/SCR
DIE 8	1928	ADM/SCR	DIE 8	1929	SCR
DIE 5	1929	SCR	DIE 4	1930	SCR/ARC
DIE 9	1930	SCR/ARC	DIE 4	1931	ARC
OTTAWA			DIE 7	1932	ARC/MED
DIE 1	1925	ADM	SASKATOON		
DIE 4	1926	ADM	DIE 1	1927	ADM/CON/SCR
DIE 3	1927	ADM/CON/HIS	DIE 8	1928	ADM/SCR
DIE 4	1928	ADM/SCR	DIE10	1929	SCR
DIE 7	1929	SCR	DIE 1	1930	SCR/ARC
DIE 7	1930	SCR/ARC	DIE 10-11	1931	ARC
DIE 9	1931	ARC	DIE 1	1932	ARC/MED
TORONTO			DIE 2	1933	MED
DIE 9	1925	ADM	EDMONTON		
DIE 4 or 5	1927	ADM/CON/HIS	DIE 10	1926	ADM
DIE 1	1928	ADM/SCR	DIE 1	1927	ADM/CON/HIS
DIE 6	1929	SCR	DIE 2	1929	SCR
LONDON			DIE 4	1930	SCR/ARC
Die 6	1927	ADM/CON/HIS	DIE 5	1931	ARC
Die 4	1928	ADM/SCR	DIE 6	1933	MED
Die 5	1929	SCR	CALGARY		
FORT WILLIAM			DIE 3	1926	ADM
Die 9	1931	ARC	ADM/CON/HIS	1927	ADM/CON/HIS
Die 2	1932	ARC/MED	DIE 7	1928	ADM/SCR
WINNIPEG			DIE 11	1929	SCR
DIE 8	1927	ADM/CON/HIS	DIE10	1930	ACR/ARC
DIE 9	1928	ADM/SCR	DIE 4	1931	ARC
DIE 11	1929	SCR	DIE 1	1932	ARC/MED
DIE 3	1931	ARC	VANCOUVER		
DIE 5	1932	ARC/MED	DIE 1	1926	ADM
			DIE 12	1927	ADM/CON/HIS
			DIE 9	1928	ADM/SCR
			DIE 9	1929	SCR
			DIE12	1930	SCR/ARC
			DIE 2	1931	ARC
			DIE 5	1933	MED



Die 1



Die 5



Die 9



Die 2



Die 6



Die 10



Die 3



Die 7



Die 11



Die 4



Die 8



Die 12

Jeffery Switt's article in Issue 14 of the Slogan Box shows the distinguishing characteristics of Santa's mitten that allows you to identify each of the 12 dies. Unfortunately the mitten is on the lefthand side of the slogan and as these two examples demonstrate, most often there is only the text visible on the stamp.

Jean-Guy Dalpe has identified this 3¢ Medallion as die U7 or U die 9. The right leg of the "A" falls after the right leg of the "N" (in U9, the A is just over the N). In all the other U dies, the left leg of the A falls at the left of the N. So it is Regina in 1932.



Slogan M-0051 was only used in Quebec City

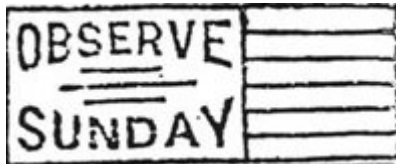


Die B1

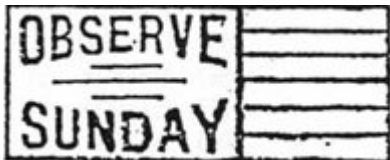


Die B2

OBSERVE SUNDAY	
SLOGAN O-0030	SLOGAN BOX NO 21



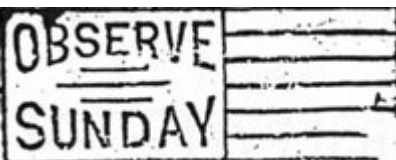
Die U1	
CALGARY	SCR
VANCOUVER	SCR/ARC



Die U2	
OTTAWA	ARC



Die U3	
HALIFAX	ARC
REGINA	MED
SASKATOON	ARC/MED
EDMONTON	SCR



Die U4	
WINNIPEG	ARC/MED
VANCOUVER	MED



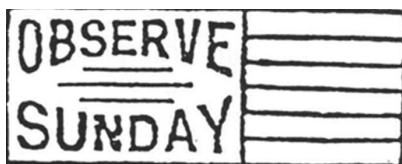
Die U5	
HALIFAX	SCR
LONDON	SCR/ARC
WINNIPEG	ARC/MED
CALGARY	MED



Die U6	
TORONTO	ARC
REGINA	SCR/ARC
SASKATOON	MED



Die U7	
OTTAWA	SCR
LONDON	SCR/ARC
EDMONTON	ARC/MED
CALGARY	MED



Die U8	
REGINA	MED



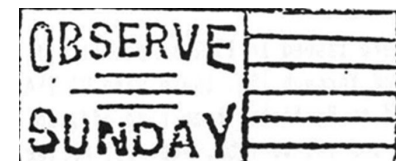
Die U9	
HALIFAX	SCR/ARC
OTTAWA	SCR
REGINA	ARC
EDMONTON	SCR



Die U10	
REGINA	SCR
SASKATOON	ARC



Die U11	
SAINT JOHN	SCR
SASKATOON	MED
CALGARY	SCR/ARC
VANCOUVER	ARC/MED



Die U12	
LONDON	ARC
SASKATOON	SCR
EDMONTON	SCR/ARC



Die U13	
TORONTO	SCR
REGINA	SCR/ARC



Die U14	
SAINT JOHN	SCR/ARC
VANCOUVER	SCR/ARC



Die U15	
SAINT JOHN	SCR/ARC
TORONTO	ARC
SASKATOON	MED



Die U16	
WINNIPEG	SCR/ARC
CALGARY	MED



Die B1	
HALIFAX	ARC/MED
SAINT JOHN	PIC
LONDON	MUF



Die B2	
OTTAWA	MED
TORONTO	MED
LONDON	MED/PIC/MUF
SASKATOON	PIC



Die B3	
HALIFAX	MED/PIC
OTTAWA	MED
LONDON	ARC/MED



Die B4	
SAINT JOHN	MED
OTTAWA	ARC/MED
TORONTO	MED/PIC
LONDON	MED
WINNIPEG	PIC



Die B5	
SAINT JOHN	ARC/MED
OTTAWA	MED/MUF
TORONTO	MED
WINNIPEG	PIC



Die B6	
HALIFAX	PIC/MUF
SAINT JOHN	MED/PIC
TORONTO	ARC/MED



Die C1	
REGINA	MUF
CALGARY	MED/PIC



Die C2	
REGINA	MED/PIC
EDMONTON	PIC



Die C3	
VANCOUVER	MED



Die C4	
HALIFAX	MUF
WINNIPEG	MED/PIC
REGINA	PIC/MUF



Die D1	
OTTAWA	PIC/MUF



Die D2	
SAINT JOHN	MUF
LONDON	PIC

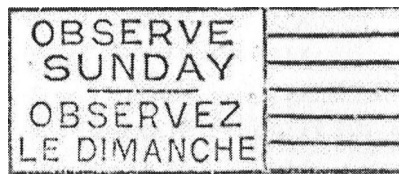


Die D3	
OTTAWA	PIC

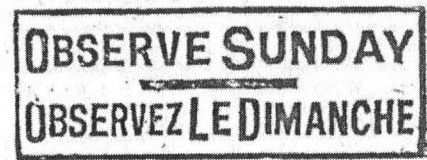


Die D4	
TORONTO	PIC
SASKATOON	PIC

OBSERVE SUNDAY OBSERVEZ LE DEMANCHE	
SLOGAN O-0031	SLOGAN BOX NO 21
O-0031 is a bilingual slogan was in use in Quebec City, Trois Rivieres and Sherbrooke .	



Perfect Die 3: Quebec City; Arch, Medallion and Mufti issues and Trois Rivieres; Scroll issue .



Universal Die 7: Sherbrooke only—Scroll and Arch issues

PARCEL POST INSURANCE \$5.00 FOR 3 CENTS				
SLOGAN P-0055		SLOGAN BOX 20		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
HALIFAX	4	27-09-29	28-02-15	ADM/CON/HIS
SAINT JOHN	4	26-02-03	27-07-05	ADM/CON/HIS
OTTAWA	2	26-01-19	-/-/-	ADM
TORONTO	2	26-11-18	29-11-12	ADM/CON/HIS
LONDON	1	27-12-28	28-09-08	ADM/CON/HIS
REGINA	1	25-02-05	26-02-03	ADM
EDMONTON	3	25-01-30	26-03-06	ADM
CALGARY	2	26-02-27	-/-/-	ADM
VANCOUVER	5	26-02-03	27/-/-	ADM



Die 1



Die 2



Die 3



Die 4



Die 1

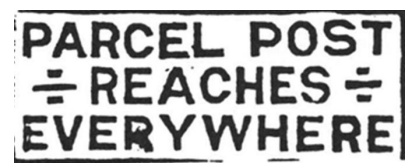
PARCEL POST REACHES EVERYWHERE				
SLOGAN P-0060		SLOGAN BOX 18		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
HALIFAX	FORMAT C D3	38/01/26	38/-/-	MUF
TORONTO	FORMAT C D1	30/11/18	31/-/-	ARC
LONDON	FORMAT B D1	29/04/23	29/07/12	SCR
	FORMAT B D6	30/08/05	30/10/16	SCR
	FORMAT C D3	32/05/02	-/-/-	ARC
	FORMAT C D1	33/09/01	33/--/-	MED
GUELPH	FORMAT C D3	37/03/02	-/-/-	MED/MUF
WINDSOR	FORMAT B D3	28/01/10	28/11/03	ADM/SCR
	FORMAT B D7	29/01/12	34/07/12	SCR/ARC/MED
	FORMAT C D1	33/03/04	-/-/-	MED
	FORMAT C D3	32/10/03	32/10/11	ARC/MED
WINNIPEG	FORMAT C D1	38-02-09	38/03/07	MUF
REGINA	FORMAT B D1	29/12/28	30/07/19	SCR/ARC
	FORMAT B D8	27/08/22	27/10/22	ADM/CON/HIS
SASKATOON	FORMAT B D8	33/05/02	34/04/21	MED
EDMONTON	FORMAT B D7	27/10/07	27/12/19	ADM/CON/HIS
VANCOUVER	FORMAT B D5	29/01/22	31/03/16	SCR/ARC



Format B Die 1



Format B Die 2



Format B Die 3



Format B Die 5



Format B Die 6



Format B Die 7



Format B Die 8



Format C Die 1



Format C Die 3



The alignment of the "O" in POST" and the "E" in "REACHES" and the single line between "PARCEL POST" and "REACHES" identify this as Format C Die 1. The 3¢ Arch issue identify Toronto as the most likely user

PARCEL POST REACHES EVERYWHERE				
SLOGAN P-0065		SLOGAN BOX 18		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
HALIFAX	FORMAT A U3	26/01/30	27/07/05	ADM/CON/HIS
OTTAWA	FORMAT A U1	26-01-08	30-11-12	ADM/CON/HIS/SCR/ARC
NORTH BAY	FORMAT A U2	33-09-08	34-04-18	MED
TORONTO	FORMAT A D4	26/02/04	26-06-14	ADM
WINNIPEG	FORMAT A D2	26-02-04	26-04-01	ADM
SASKATOON	FORMAT A D2	26/04/14	-/-/-	ADM
VANCOUVER	FORMAT A D5	26/02/02	27/04/29	ADM



DIE U1



DIE U2



DIE U3



DIE U4



DIE U5



The 1¢ Sir John A. Macdonald of the Confederation issue was released on June 29 1927. This stamp is likely either a Halifax or an Ottawa usage.

PLACE RETURN ADDRESS ON ALL MAIL	
SLOGAN P-0240	SLOGAN BOX 37



Die A1			
WINNIPEG	23-07-05	23-10-11	ADM



Die A4			
TORONTO	23-09-10	26-03-30	ADM



Die A2			
HALIFAX	24-01-07	27-07-05	ADM
OTTAWA	23-11-24	23-11-28	ADM
REGINA	32-08-17	33-09-15	ARC/MED
CALGARY	23-07-21	-/-/-	ADM



Die B1			
LONDON	26-04-10	27-12-30	ADM/CON/HIS



Die C1			
GUELPH	27-10-19	29-02-01	ADM/CON/HIS/SCR
SASKATOON	29-09-17	30-05-03	SCR



Die C2			
FORT WILLIAM	29-11-14	30-11-15	SCR/ARC



Die C3			
FORT WILLIAM	27-10-19	29-02-01	ADM/CON/HIS/SCR
WINNIPEG	27-01-05	27-05-09	ADM



Die C5			
HALIFAX	28-08-02	28-09-10	ADM/SCR
LONDON	28-12-29	30-05-08	ADM/SCR
WINNIPEG	33-09-09	33-11-16	MED



Die C6			
SAINT JOHN	28-06-23	28-11-24	ADM/SCR
PETERBORO	27-01-07	27-12-02	ADM/CON/HIS
WINNIPEG	34-02-12	34-03-26	MED
SASKATOON	34-04-14	34-11-03	MED



Die C7			
CALGARY	27-05-18	27-08-05	ADM/CON/HIS
LONDON	27-10-19	27-11-22	ADM/CON/HIS



Die C8			
CALGARY	28-01-03	32-05-31	ADM/CON/HIS/SCR/ARC

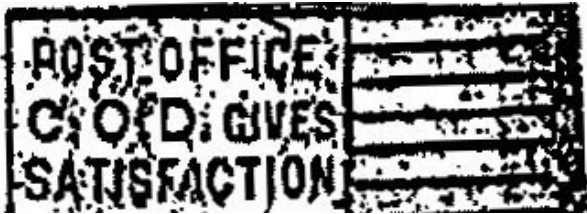


Die C9			
VANCOUVER	27-09-27	30-11-17	ADM/CON/HIS/SCR/ARC



The 34 dark red from the Arch issue was released July 13, 1931. The dates of use for this slogan correspond with use in Calgary only. The selvage on the righthand side of the stamp strongly suggests this punch is Die 5.

POST OFFICE C.O.D. GIVES SATISFACTION				
SLOGAN P-0545		SLOGAN BOX 22		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
HALIFAX	2	23-10-17	23-12-04	ADM
SAINT JOHN	1	23-09-13	23-09-18	ADM
OTTAWA	1	22-12-21	-/-/-	ADM
FORT WILLIAM	1	23-10-27	24-09-04	ADM
WINNIPEG	3	23-09-18	24-04-16	ADM
REGINA	3	23-02-07	-/-/-	ADM
	3	27-10-15	28-01-03	ADM/CON/HIS
CALGARY	3	26-08-03	26-11-25	ADM
VANCOUVER	2	25-03-18	28-05-16	ADM/CON/HIS



Die 1



Die 2



Die 3

The alignment of the "O" in "OFFICE" and the "D" in COD's suggest this is Die 3; Winnipeg, Regina or Calgary.



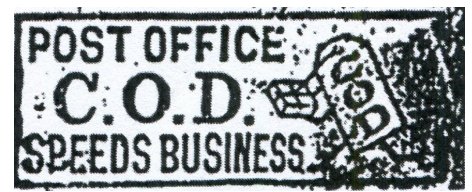
POST OFFICE C.O.D. SPEEDS BUSINESS				
SLOGAN P-0550		SLOGAN BOX 19		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
HALIFAX	DIE U2	30-03-13	30-04-14	SCR
OTTAWA	DIE U5	28-01-03	29-02-01	ADM/CON/HIS/SCR
TORONTO	DIE U1	26-08-17	26-12-24	ADM
	DIE U6	26-11-18	29-11-12	ADM/SCR
LONDON	DIE U4	33-09-07	34-07-14	MED
	DIE U7	33-01-07	33-02-18	MED
WINNIPEG	DIE U2	26-09-07	26-12-01	ADM
	DIE U3	28-10-01	34-09-29	ADM/SCR/ARC/MED
REGINA	DIE U3	26-10-09	27-01-10	ADM
	DIE U6	33-09-08	34-04-21	MED
SASKATOON	DIE U9	27-01-05	27-03-14	ADM
	"	31-06-09	33-05-11	ARC/MED
EDMONTON	DIE U4	26-10-09	28-08-09	ADM/CON/HIS
	DIE U7	30-09-23	32-03-31	ARC
	DIE U9	29-11-26	30-05-08	SCR
CALGARY	DIE U7	26-11-22	27-05-13	ADM
VANCOUVER	DIE U5	33-05-02	33-10-07	MED



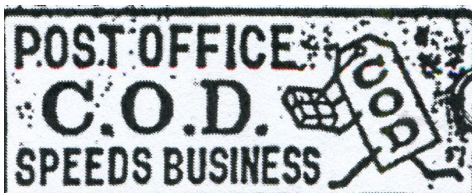
Die 1



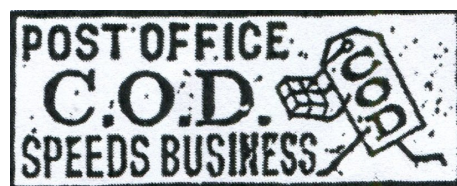
Die 2



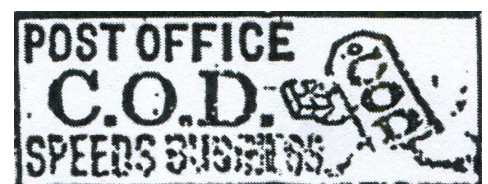
Die 3



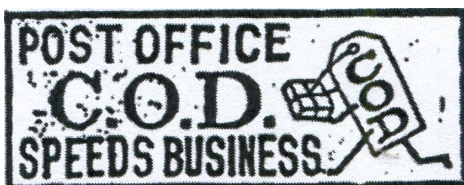
Die 4



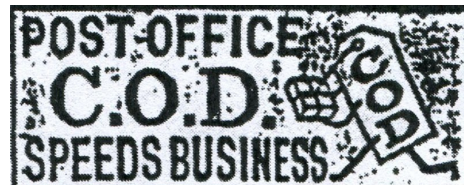
Die 5



Die 6

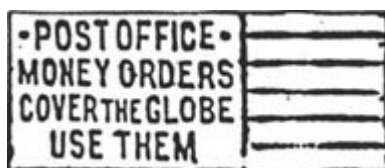


Die 7

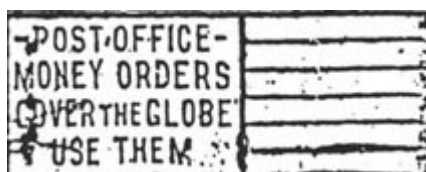


Die 9

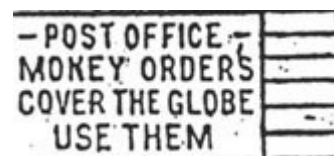
POST OFFICE MONEY ORDERS COVER THE GLOBE USE THEM				
SLOGAN P-0555		SLOGAN BOX 19		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
NORTH BAY	DIE U1	23-03-03	-/-/-	ADM
LONDON	DIE U1	33-04-28	33-03-21	MED
	DIE U2	30-09-24	33-03-21	MED
GUELPH	DIE U5	29-01-25	34-04-26	SCR/ARC/MED
PETERBOROUGH	DIE U2	24-12-19	27-01-11	ADM
	DIE U4	-/-/-	23-04-15	
FORT WILLIAM	DIE U3	33-09-07	33-10-16	MED
REGINA	DIE U2	24-05-16	-/-/-	ADM
	DIE U5	27-04-11	27-06-17	ADM
	DIE U1	28-12-18	29-04-03	SCR
SASKATOON	DIE U4	27-01-31	27-04-22	ADM
EDMONTON	DIE U3	24-12-10	24-12-22	ADM
VANCOUVER	DIE U3	25-03-18	26-02-16	ADM



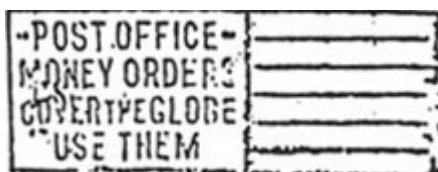
Die 1



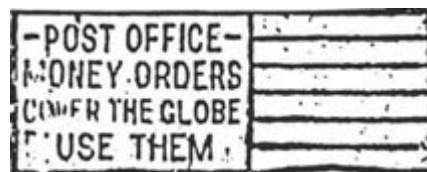
Die 2



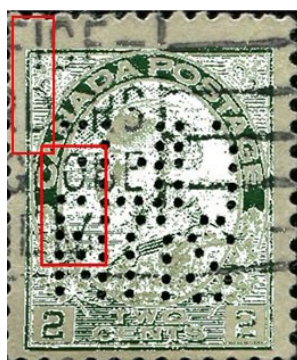
Die 3



Die 4



Die 5



The alignment of the "I" in "OFFICE" and the "D" in "ORDERS" and the "O" in "GLOBE" and the "M" in "THEM" most closely matches Die 5. This Die is found on the Admiral issue from only Regina.

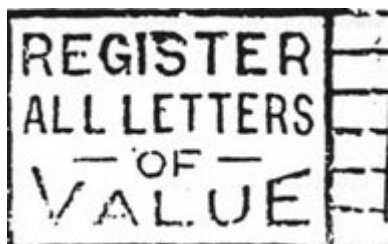
REGISTER ALL LETTERS OF VALUE	
SLOGAN R-0155	SLOGAN BOX 11



	FORMAT A	DIE 1	
LONDON	24-04/-	24-03/-	ADM
	33-03/-	33-06/-	MED
SAKATOON	30-09/-	31-06/-	ARC
CALGARY	24-01/-	24-03/-	ADM



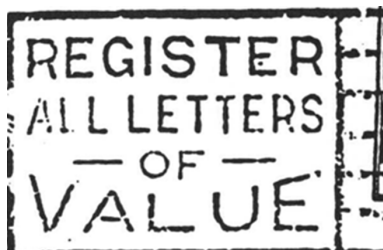
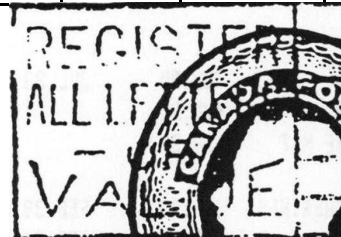
	FORMAT A	DIE 5	
SASKATOON	25-03/-	-/-/-	ADM



	FORMAT A	DIE 2	
SHERBROOKE	22-07/-	23-10/-/-	ADM
OTTAWA	24-09/-	25-02/-	ADM
EDMONTON	23-12/-	24-02/-	ADM
CALGARY	34-04/-	34-10/-	MED

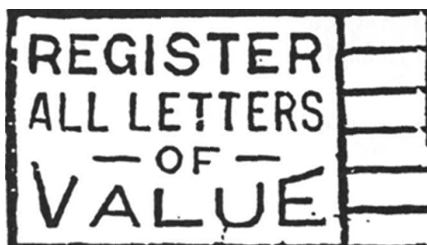
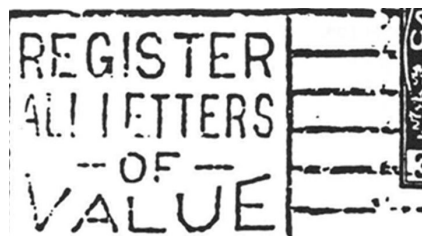


	FORMAT A	DIE 7	
FORT WILLIAM	33-10/-	34/04/-	MED



	FORMAT A	DIE 8	
SAINT JOHN	24/12/-	-/-/-	ADM

	FORMAT A	DIE 3	
NORTH BAY	29-01/-	33/05/-	SCR/ARC/MED
VANCOUVER	34-04/-	34-11/-	MED



	FORMAT A	DIE 9	
REGINA	28-06/-	29-10/-	SCR
VANCOUVER	24/02/-	24-03/-	ADM

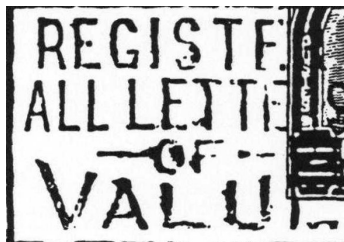
	FORMAT A	DIE 4	
HALIFAX	29-01/-	229/04/-	SCR



FORMAT A DIE 10			
HALIFAX	38-06-/-	38-07-/-	MUF
SAINT JOHN	32-10-/-	-/-/-	ARC/MED



FORMAT A DIE 11			
OTTAWA	31-01-/-	-/-/-	ARC
SAINT JOHN	31-09-/-	31-10-/-	ARC



FORMAT A DIE 12			
HALIFAX	32-10-/-	32-11-/-	ARC/MED
OTTAWA	34-02-/-	-/-/-	MED
NORTH BAY	34-09-/-	34-11-/-	MED
TORONTO	33-04-/-	-/-/-	MED
LONDON	31-07-/-	33-06-/-	ARC/MED



FORMAT B DIE 1			
FORT WILLIAM	26-08-/-	27-10-/-	ADM/CON/HIS
REGINA	33-09-/-	34-04-/-	MED



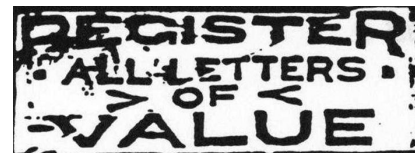
FORMAT B DIE 2			
OTTAWA	39-03-/-	30/11-/-	SCR
LONDON	31-05-/-	31-07-/-	ARC



FORMAT B DIE 3			
TORONTO	26-11-/-	31-09-/-	ADM/CON/HIS/SCR



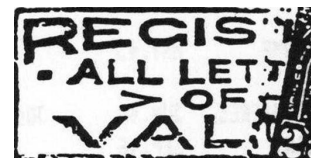
FORMAT B DIE 4			
PETERBOROUGH	28-11-/-	34-04-/-	ADM/SCR/ARC/MED



FORMAT B DIE 6			
LONDON	29-07-/-	30-01-/-	SCR
REGINA	27-01-/-	27-04-/-	ADM



FORMAT B DIE 7			
REGINA	30-07-/-	32-08-/-	SCR/ARC



FORMAT B DIE 8			
SAINT JOHN	30-01-/-	30-11-/-	SCR/ARC
NORTH BAY	34-04-/-	34-07-/-	MED

REMEMBRANCE DAY CANADIAN LEGION VETCRAFT POPPIES					
SLOGAN R-0235			SLOGAN BOX ISSUE 3		
		ISSUES			
DIE	ARCH	MEDALLION	PICTORAL	MUFTI	WAR
A	CALGARY/REGINA	CALGARY			
B	SASKTOON	SASKATOON			OTTAWA
C	EDMONTON	REGINA			LONDON
D	HALIFAX/OTTAWA	OTTAWA	OTTAWA	HALIFX/SAINT JOHN VANCOVER/WINNIPEG	
E	LONDON/HALIFAX	LONDON	WINNIPEG	SAINT JOHN SAKATOON	LONDON WINDSOR
F	OTTAWA/TORONTO	HALIFAX			
G	REGINA				
H	SAINT JOHN	SAINT JOHN/ REGINA	SAINT JOHN	HALIFAX/ OTTAWA LON- DON/ WINNIPEG	
I	SASKATOON/EDMONTON				
J	TORONTO/LONDON	TORONTO SAS- KATOON	VANCOUVER	TORONTO REGINA ED- MONTON	
K	VANCOUVER/CALGARY	VANCOUVER			OTTAWA LONDON
L	VANCOUVER	WINNIPEG			
M	WINNIPEG	EDMONTON			

The assumption is that this slogan ran for only a few weeks before November 11 each year and occasionally perhaps a day later when the dater hub wasn't changed quickly enough (on a Sunday morning for instance).

ROUTE TRAFFIC THROUGH CANADIAN PORTS		
SLOGAN R-0285		SLOGAN BOX ISSUE 23
	DIE	
HALIFAX	2	MEDALLION
SAINT JOHN	1	MEDALLION
There is no information currently available that allows differentiation between the two dies.		



SAVE TIME USE AIRMAIL				
SLOGAN S-0250			SLOGAN BOX ISSUE 10	
	DIE	FIRST DATE	LAST DATE	ISSUE
TORONTO	1	31-01-27	31-03-04	ARC
	2	31-10-20	31-11-19	ARC
		-/-/-	32-01-18	ARC
LONDON	?	31-03-21	-/-/-	ARC
WINDSOR	2	31-01-28	31-03-02	



Die 1



Die 2

SAVE TIME USE AIR MAIL (WITH AIRCRAFT)		
SLOGAN S-0255		SLOGAN BOX 10
LOCATION		1929-1932
TORONTO	REGINA	This slogan is found from these Cities only on Scroll or Arch issues and the dies are similar to the image below. The die below was used in Medicine Hat. The dies were revised and re-issued in 1938
LONDON	SASKATOON	
WINDSOR	EDMONTON	
WINNIPEG	CALGARY	



After the first period of use in 1929 -1932 and the dies were revised and re-issued. The second usage, WITH MODIFIED DIES, was from 1939-1948, limiting usage to the locations in the Table that follows on page 32.

There a third slogan with an airplane, S-0265, which has the airplane facing left. Two Sun Life cities used this cancel—Regina (Arch and Medallion issues) and Calgary (Scroll and Arch issues).

SAVE TIME USE AIR MAIL (WITH AIRCRAFT)				
SLOGAN S-0255		SLOGAN BOX 10		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
OTTAWA	3	41-06-06	-/-/-	MUFTI Issues Only
	5	39-02-03	39-03-06	
NORTH BAY	2	42-03-27	42-04-09	
	4	40-08-10	-/-/-	
	5	39-04-21 39-11-18	39-05-09 -/-/-	
LONDON	2	40-08-28	40-09-28	
	5	39-04-21 39-11-18	30-05-09 -/-/-	
WINDSOR	6	40-08-13	41-01-05	
	5	40-04-30	40-12-20	
	6	41-12-16	41-01-02	
REGINA	1	39-01-16	39-03-13	
	3	39-07-21	39-08-18	
	3	40-01-22	40-03-29	
	4	41-06-21	41-06-29	
	6	40-08-30	-/-/-	



Die 1



Die 2



Die 3



Die 4

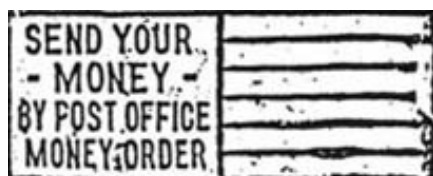


Die 5



Die 6

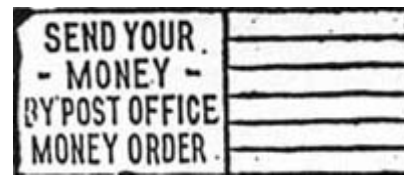
SEND YOUR MONEY BY POST OFFICE MONEY ORDER				
SLOGAN S-0645		SLOGAN BOX 22		
LOCATION	DIE	FIRST DATE	LAST DATE	ISSUES
HALIFAX	U3	23-08-08	-/-/-	ADM
TORONTO	U3	24-02-07	27-11-21	ADM/CON/HIS
WINDSOR	U1	27-10-20	27-11-22	ADM/CON/HIS
FORT WILLIAM	U2	29-01-25	29-11-14	SCR
WINNIPEG	U2	34-02-12	34-03-26	MED
REGINA	U1	26-05-17	-/-/-	ADM
SASKATOON	U1	27-05-28	-/-/-	ADM/CON/HIS
EDMONTON	U1	25-10-08	-/-/-	ADM
CALGARY	U2	25-01-14	25-08-29	ADM
VANCOUVER	U2	23-09-10	23-10-05	ADM



Die 1



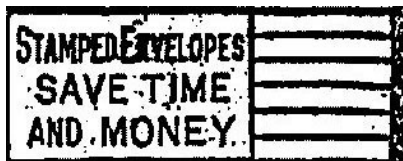
Die 2



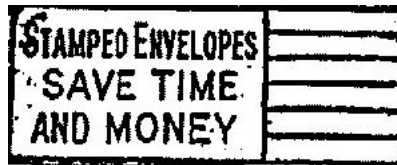
Die 3

STAMP OUT TUBERCULOSIS BUY CHRISTMAS SEALS		
SLOGAN S-1375		
HALIFAX	WINNIPEG	The slogan was used only in November and December of 1927 and will be found on Admiral issues and the Confederation and Historical issues. There were 12 Universal dies; however, there is no study of the slogan in the Slogan Box newsletters to help differentiate one from another.
SAINT JOHN	EDMONTON	
WINDSOR	CALGARY	
PETERBOROUGH	VANCOUVER	

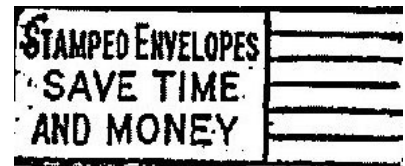
STAMPED ENVELOPES SAVE TIME AND MONEY				
SLOGAN S-1285		SLOGAN BOX 22		
LOCATION	DIE	FIRST	LAST	ISSUES
HALIFAX	D2	23-01-23	-/-/-	ADM
SAINT JOHN	D2	27-10-20	27-12-02	ADM/CON/HIS
OTTAWA	D1	23-01-19	23-07-03	ADM
TORONTO	D3	29-01-25	32-05	SCR/ARC
LONDON	D1	33-06-10	33-07-13	MED
FORT WILLIAM	?	23-09-10	-/-/-	ADM
WINNIPEG	D2	23-03-05	-/-/-	ADM
	D2	34-04-30	34-09-29	MED
REGINA	D2	25-03-04	-/-/-	ADM
	D1	28-03-17	29-04-03	ADM/SCR
	D3	34-04-13	34-11-05	MED
SASKATOON	D3	23-11-12	-/-/-	ADM
EDMONTON	?	25-02-20	-/-/-	ADM
CALGARY	?	25-10-17	-/-/-	ADM



Die 1



Die 2



Die 3

The use of this 3c Medallion is limited to London, Winnipeg or Regina. The alignment of the "P" in "ENVELOPES" and the "E" in "TIME" suggest either Die 2 or Die 3 eliminating Ottawa, London and Regina.



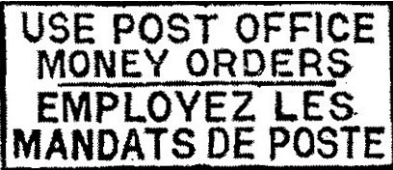
THE POSTMAN IS YOUR BEST SALESMAN USE HIM			
SLOGAN T-0205		SLOGAN BOX ISSUE 23	
TORONTO	26-11-25	27-01-06	ADM
WINNIPEG	34-03-13	34-05-09	MED
VANCOUVER	33-09-09	33-10-18	MED



USE POST OFFICE MONEY ORDERS				
SLOGAN U-0190			SLOGAN BOX 18	
	DIE	ISSUE		
HALIFAX	P1	MED		DIE 1
OTTAWA	P3	MED		
LONDON	P2	SCR		
	P3	MED		DIE 2
GUELPH	P2	PIC		
WINDSOR	P1	ARC		
PETERBOROUGH	P2	ARC/MED		DIE 3
FORT WILLIAM	P2	MED		
	P3	PIC		
EDMONTON	P3	PIC		



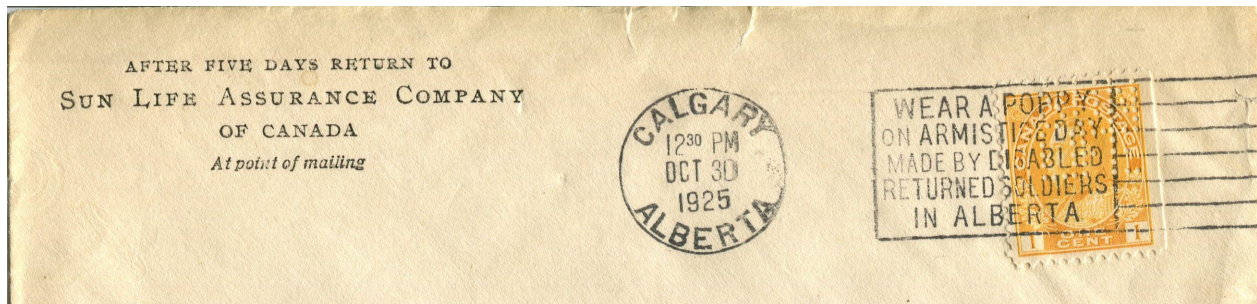
The alignment of the "U" in "USE" and the "T" in "POST" on this 3¢ Pictorial identify this as Die P2 limiting the possible locations to Guelph or Fort William.

USE POST OFFICE MONEY ORDERS EMPLOYEZ LES MANDATES DE POSTE				
SLOGAN U-0191			SLOGAN BOX 18	
QUEBEC	P1	ARC/MED/MUF		
TROIS RIVIERES	P1	ARC/PIC		
SHERBROOKE	P1	ARC/MED/MUF		



Trois Rivières was the likely user this slogan during the period of the Pictorial Issue (1935-1937). Quebec City usage stopped in November 1934 and resumed in February 1938. Use in Sherbrooke stopped in November 1933 and renewed near the end of July 1937, after the release of the Mufti issue in June of that year leaving the possibility of late use there

Slogan W-0065 was only used in Calgary in 1924 and 1925 (Author's collection).



YOUR FRIEND WILL APPRECIATE A LETTER WRITE TODAY					
SLOGAN Y-0075			SLOGAN BOX 19		
	DIE	ISSUE		DIE	ISSUE
HALIFAX	P1	MED	WINNIPEG	P2	MED
SAINT JOHN	P1	MED		U2	MED
OTTAWA	P1	MED		U3	MED
NORTH BAY	U3	MED	REGINA	U2	MED
TORONTO	P1	MED		P2	PIC
	P2	MED	SASKATOON	U2	MED
LONDON	P2	MED		P3	MED/PIC
GUELPH	P2	MED	EDMONTON	U1	MED
WINDSOR	P2	MED	CALGARY	U1	MED
PETERBOROUGH	P3	MED		P3	MUF
FORT WILLIAM	U3	MED	VANCOUVER	U1	MED



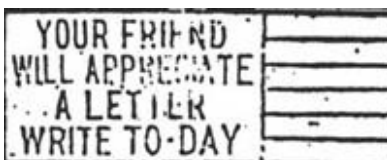
Die U1



Die U2



Die U3



Die P1

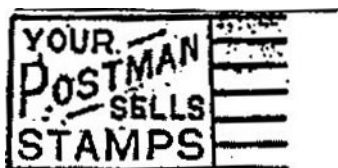


Die P2



Die P3

YOUR POSTMAN SELLS STAMPS					
SLOGAN Y-0090			SLOGAN BOX 22		
	DIE	ISSUE		DIE	ISSUE
HALIFAX	U4	ADM	WINNIPEG	U1	ADM
	U2	SCR		U5	MED
SAINT JOHN	?	/	REGINA	U5	ADM/SCR/ARC
OTTAWA	U3	ADM	SASKATOON	U4	ADM/CON/HIS
	U4	SCR		U3	SCR
	P1	MED	EDMONTON	U1	ADM/ARC/SCR/MED
TORONTO	U5	ADM/CON/HIS		U4	MED
	P1	SCR	VANCOUVER	U2	ADM
LONDON	P1	SCR/MED		P1	MED



Die U1



Die U2



Die U3



Die U4



Die U5



Die P1

YOUR POSTMAN SELLS STAMPS VOTRE FACTEUR VEND DES TIMBRES		
SLOGAN Y-0091		SLOGAN BOX 22
	DIE	ISSUE
TROIS RIVIERES		SCR/ARC/MED

