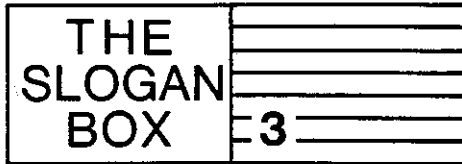


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NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

VOLUME 2 - NUMBER 3 - WHOLE NUMBER 8

JUNE 1989

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CHAIRMAN'S MESSAGE

HAMILTON IS A'COMMUN'. . . A couple of Septembers ago this study group was officially formed at the Charlottetown BNAPS Convention. While it was mostly an announcement on your chairman's part, other members in attendance that come to mind were Bill Bartlett, Don Fraser, Lew Ludlow and Allan Steinhart.

Allan was the first member to sign up, other than Daniel and myself; Don filled out his membership application at the airport going home; Bill joined shortly thereafter, followed by Lew sometime later.

Last year, your editor and chairman were both unable to make the Virginia Beach convention, but LOOK OUT HAMILTON! We have a study group meeting scheduled and both your editor and chairman will be present. Daniel will be bringing representative pages from the infamous proof book with him to give an idea of what we are working from. We haven't yet organized an official seminar program, but we are eager to use the time for getting acquainted with members whom we haven't yet had the opportunity to meet in person.

Your chairman will be driving up in the company of fellow member Jim Felton. I haven't known Don Fraser to miss a convention yet so he should be there. Lew Ludlow had better be there, or the study group is going to order drinks on room service and charge them to him. Allan will be in attendance at the bourse; whether he can attend our meeting will remain to be seen. (Hope he brings some slogans, if he can find the room.) David Sessions is rumored to be coming across the pond, and likewise Tom Almond, editor of the Flag Pole who has recently expressed an interest in joining our group. Bob Thorne and John Robertson will be there too as they are just down the street. Wally Gutzman should be

able to make it; so should Paul Burega, Ron Kitchen and Doug Lingard. Let's hope that Ed Richardson will be able to make the trip. He's been a friend for nearly 20 years, and our convention won't be the same without his presence. At this time, I don't know about my other fellow-Texan members. Our new TOPICS editor, and close friend Vic Willson, will be at the convention, and his attendance at our meeting is definitely expected.

If you are coming, bring along some slogan material. . . a favorite collection, something unusual, and some ideas about what you would like to see in our newsletter. The convention dates are Friday, Saturday and Sunday, September 22-24.

While Daniel and I are the major contributors to this issue, I want to thank those who sent in updates and reports. I understand that John Robertson is working on a WWII Buy Victory Bonds article; also, Jean Guy Dalpe' has a draft of an article rumored to be on its way to me. We're ready! SEE YOU IN HAMILTON!

MEMBERS CLASSIFIEDS

SUMMERSIDE WORLD YOUTH SOFTBALL Klussendorf slogan. Will provide members with a #10 cachet cover in exchange for other PEI slogans of use, or for helpful data on other PEI slogans. Bill Bartlett, 41 Admiral St., Charlottetown, PE C1A 2C5

REGISTER ALL LETTERS OF VALUE, Slogan 7275. Urgently need for preliminary research on this major slogan, to be the subject of a forthcoming article--either photos, or at member's convenience actual strikes to be sent to the editor, which will be immediately returned of certain usage:

Any 1921-1926 use of BROCKVILLE, COLLINGWOOD, FREDERICTON, KITCHENER, LINDSAY, OWEN SOUND, PORT ARTHUR, PRESCOTT, PRINCE RUPERT, STRATHCONIA, VANCOUVER.

Also, HAMILTON 1928-30; KAMLOOPS 1934-35; ORILLIA 1928. Daniel Rosenblat, address on masthead.

TORONTO INTERNATIONALS . . . the following needed on cover:

HORSE SHOW	1914	Die C	MUSKOKA HOSPITAL:	
CNE	1912	Die 3	1914-5	Die C, E
CNE	1913	Die 4	1915-6	Die E
CNE	1914	Die D	1916-7	Die C, D
CNE	1916	Die 4, 5	1917-8	Die A, C
CNE	1917	Die 2, 3, 4, 5	1918-9	Die C
CNE	1918	Die 5		

Jeffrey Switt, Address on masthead

COMING NEXT ISSUE

HELP PREVENT FOREST FIRES . . . a major article. Please send your editor photocopies of every strike you have. CANADIAN INTERNATIONAL TRADE FAIR . . . needed copies of covers/cards cancelled at the event. INSURE YOUR PARCELS AT THE POST OFFICE. . . again, send photocopies of all strikes to your editor.

Slogan Box 8 updates of previously reported data

1912-17 slogan usage

TROIS RIVIERES slogan 3130 total usage should read 1912-21, not 1912-17, 1919 and 1921 since 1918 and 1920 use is now confirmed.

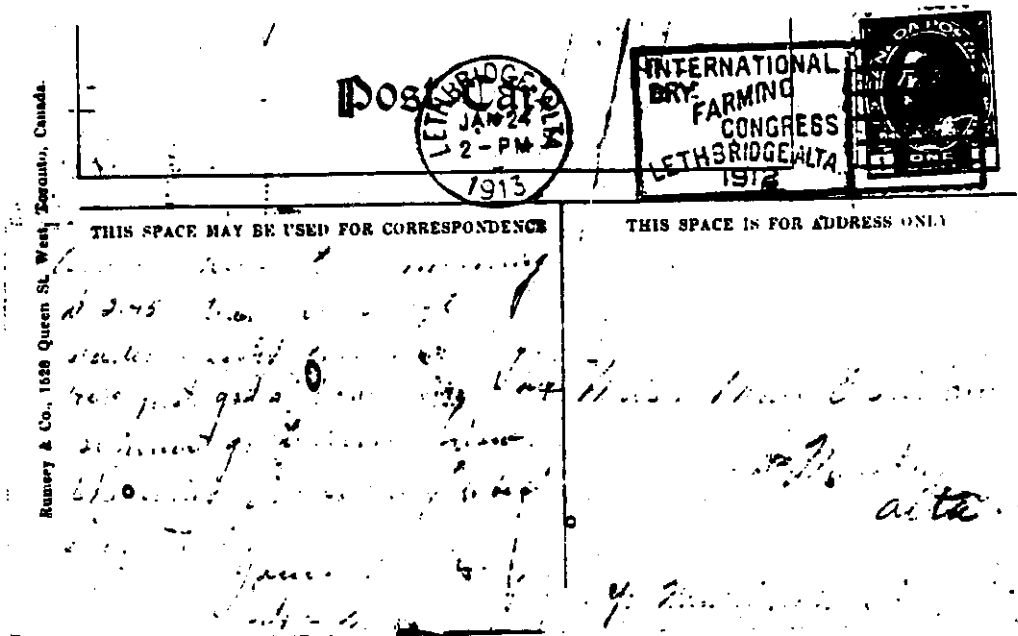
1913 slogan usage

LETHBRIDGE, reported use of 1912 4835 INTERNATIONAL DRY FARMING CONGRESS is confirmed for 1913 per illustration.

EDMONTON, 2725 EDMONTON EXHIBITION earliest FEB 1, was FEB 8.

TORONTO, 1150 CANADIAN NATIONAL EXHIBITION earliest MAY 5, was MAY 7

WINNIPEG, 9455 THE STAMPEDE earliest MAY 13, was MAY 14



1914 slogan usage

REGINA, 7355 PROVINCIAL EXHIBITION earliest FEB 8 was FEB 11.

1915 slogan usage

HALIFAX, 7300 PROVINCIAL EXHIBITION latest SEP 16 was AUG 16.

WINNIPEG 5965 NATIONAL PATRIOTIC WEEK latest JUL 12 was JUL 10

1916 slogan usage

BRANDON 8820 SUMMER FAIR earliest MAR 23 was JUL 5.

Slogan Box 8 updates of previously reported data, continued

1917 slogan usage

BROCKVILLE - slogan 750, BROCKVILLE FAIR, earliest AUG 16 was none
 CALGARY - slogan 7892, flag 34-2, latest MAY 6 was MAY 2
 HAMILTON - slogan 4455, HELP THE HAMILTON PATRIOTIC, JAN 4.17 was
 JAN 5.17
 HAMILTON - slogan 4450, HELP THE HAMILTON MOUNTAIN, FEB 17.17 was none
 LETHBRIDGE 4570, flag 23-5, earliest MAR 16 was APR 5
 REGINA 10590 WINTER FAIR latest DEC 7 was DEC 4
 SAULT STE MARIE - slogan 9741, flag 28-3, latest OCT 3 was OCT 1
 TORONTO - slogan 4530, HELP THE TORONTO, earliest NOV 10.17, was NOV 12
 TORONTO - slogan 7892, flag 34-5, earliest MAR 29 was MAR 31
 WINDSOR - slogan 4570, flag 23-14, latest OCT 6, was OCT 1

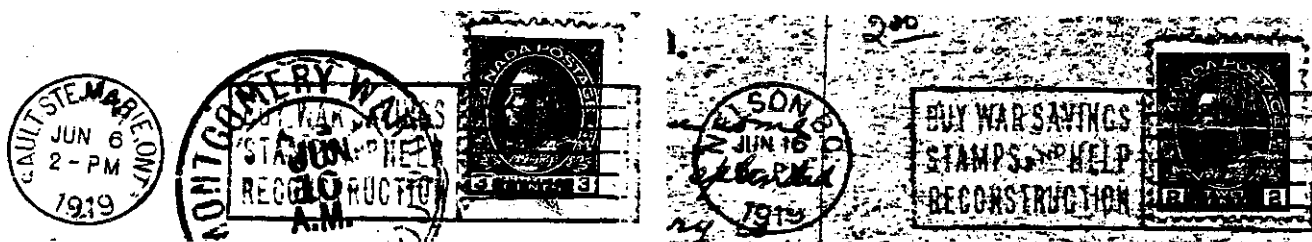
1918 slogan usage

COBOURG - slogan 649-A, BIG TRACTOR, earliest JUL 16.18 was AUG 5
 OTTAWA - slogan 1572, CENTRAL CANADA, 1 use, AUG 8.18 was none. This
 confirms Sessions report of 1 use, not previously recorded
 QUEBEC 3167 EXPOSITION PROVINCIALE latest SEP 12 was SEP 7
 Add to TROIS RIVIERES, 3130 EXPOSITION DE LA VALLEE DU ST. LAURANT. TROIS
 RIVIERES 19/24 AOUT 1918, dates JUL 10-AUG 24. 1917 die with dates
 altered.

1919 slogan usage

BRANDON 895 BUY WAR SAVINGS, U use, known JAN 7.20, was Reported for
 1919, so 1919 U use is confirmed, but without recorded dates.

SAULT STE. MARIE	BUY WAR SAVINGS STAMPS	JUN 6, 1919	New early date
NELSON, B.C.	BUY WAR SAVINGS STAMPS	JUN 16, 1919	New early date



Slogan 125, AIR MAIL SAFE SURE SPEEDY - NANAIMO, die 2 seen JUL 4.44
 omit die unknown report
 - YARMOUTH, die 2 seen MAY 10.47
 very faint strike, but appears
 as die 2. Omit YARMOUTH from
 die unknown report

Slogans 5560 MAIL YOUR CHRISTMAS PARCELS EARLY and
2412 - DEPOSEZ VOS COLIS DE NOEL DE BONNE HEURE

This slogan, followed by its bilingual version a year later, was first issued in 1922 and appears to be the earliest Canadian slogan to have a reference to Christmas.

As with most slogans first issued in the 1920-25 period, the early use is not well documented, so data from that period depends on CPSGB reports for usage and strikes actually seen for die identification, leaving some significant gaps. However, from 1926, the classification can be almost fully detailed by use and die and it is hoped that members can supply information to fill in the early omissions.

The slogans had annual usage, with dies issued in mid November of each year, normally returned shortly after Christmas for random re-issue in the following year. It is not clear just how many dies were in use during the earlier years, but by 1927 at least it is probable that issue of one bilingual and eight English dies had been completed. The English dies were all in the same format, with an attractive design and some ornamentation, making them easily separable. A ninth English die, in a more simple three line format, is recorded for TORONTO in 1964 and 1966 and was probably issued in 1964.

The Catalogue states English use by 30 offices. Documentation confirms 30 offices, but there are reports of ST. JOHN in 1925 and PICTON in 1934. The period of English use is given as 1922-41, 1948, 1954-60, 1962-64 and 1966-67. There is confirmed use in 1922-34 and an unconfirmed report of 1935 use by a single office. 1936-38 use appears unlikely, but KAMLOOPS had confirmed use in 1939 and 1941, with 1940 probable, the only office with use at that time. There is also confirmed use, again by KAMLOOPS only, in 1944-48. The only later use was a revival of the slogan at TORONTO, confirmed in 1954-60, 1962-64 and 1966, so the additional reported use there in 1967 is probable.

The catalogue report of bilingual use, by only three offices in 1924-28, 1930 and 1933, seems incorrect. There appears to have been only one bilingual die, introduced in 1923 and thereafter rotated annually between TROIS RIVIERES, MONTREAL and SHERBROOKE until 1930. There does not appear to have been 1931 use, but the die was then issued consecutively to HULL, THETFORD MINES and ST. JEROME in 1932-34.

The following are the best present estimates of use by years, with a die designation in parenthesis if known. The additional use confirmation and die data reports required are indicated.

English usage

1922 usage - Confirmed for MONTREAL (6), TORONTO (1) and WINNIPEG (2) only, but also reported for HALIFAX, UTTAWA and REGINA, suggesting six dies in use. The MONTREAL use is English, since the bilingual die was not issued until 1923. Reports needed for any offices other than the three confirmed.

Slogans 5560 -MAIL YOUR CHRISTMAS PARCELS EARLY and
2412 - DEPOSEZ VOS COLIS DE NOEL DE BONNE HEURE

1923 usage - Confirmed for BRANDON, EDMONTON (5), HALIFAX (4), OTTAWA (3), and TORONTO (6), also reported for CORNWALL, VANCOUVER and WINNIPEG. Since the eventual number of dies was 8, the three reported offices are possible, but the 1924 usage suggests that there were still only six dies at that time, with the 7th and 8th not issued until 1925 or 1926, so two of the three reported 1923 offices as suspect. Report needed for BRANDON die and confirmation of any of the reported offices.

1924 usage - Confirmed for EDMONTON, OTTAWA, TORONTO (4), VANCOUVER (5) and WINNIPEG (3), also reported for SASKATOON, suggesting as mentioned above that there were still only six dies in use. Reports needed for EDMONTON and OTTAWA dies, confirmation of SASKATOON and reports of a 7th or 8th office that might verify the 1923 reports.

1925 usage - Confirmed for CALGARY, HAMILTON (8), OTTAWA (4), REGINA (5), TORONTO (2), VANCOUVER (6) and WINNIPEG (3), also reported for ST. JOHN, indicating that at least the 7th and probably the 8th die had issue in this year. Reports needed for CALGARY die and confirmation of ST JOHNs.

1926 usage - Confirmed for SASKATOON (7), VANCOUVER (6) and WINNIPEG (3) only and no other offices are reported, although it is probable that 8 dies were then available. However, 1926 saw considerable expansion of the use of the related slogan 5537, which had been introduced in OTTAWA only in 1925. 5537 may therefore have been favoured by many major offices over 5560 from 1926 on and certainly the post 1926 use of 5560 is generally from smaller offices. Reports needed for confirmation of any other offices.

1927 usage - Use of 7 dies is confirmed for HALIFAX (6), LETHBRIDGE (5), MOOSE JAW (3), OWEN SOUND (8), PETERBOROUGH (1), PRINCE RUPERT (7) and WINDSOR (4), most of them smaller offices that had not used the slogan before. Die 2, which had been seen since 1922, has not been seen in 1927, but may well have been used by an as yet unreported office.

1928 usage - All 8 dies are confirmed as used by the 7 offices with 1927 use, HALIFAX (5), LETHBRIDGE (7), MOOSE JAW (1), OWEN SOUND (4), PETERBOROUGH (8), PRINCE RUPERT (6), WINDSOR (3), and the addition of KAMLOOPS (2), supporting the probability that there was an 8th office in 1927.

1929 usage - All 8 dies are confirmed as used by the 7 offices with 1927-28 use, HALIFAX (6), LETHBRIDGE (5), MOOSE JAW (8), OWEN SOUND (3), PETERBOROUGH (2) PRINCE RUPERT (1), WINDSOR (4), but with VICTORIA (7) now replacing KAMLOOPS.

1930 usage - All 8 dies are confirmed as used by 6 of the 7 offices with 1927-29 use, HALIFAX (6), LETHBRIDGE(7), MOOSE JAW (5), OWEN SOUND (3), PETERBOROUGH (2), PRINCE RUPERT (1), plus VICTORIA (8) use retained and WINNIPEG (4) replacing WINDSOR.

Slogans 5560 -MAIL YOUR CHRISTMAS PARCELS EARLY and
2412 - DEPOSEZ VOS COLIS DE NOEL DE BONNE HEURE

1931 usage - Important changes in using offices. Confirmed for CHARLOTTETOWN (5), CORNWALL (6), FORT FRANCES (1), FREDERICTON (4), ST. CATHERINES (7), SARNIA (8) and VICTORIA (2) and reported for WINDSOR, indicating use of all 8 dies, but largely from offices without prior use, Report needed of WINDSOR use, probably from die 3.

1932 usage - Confirmed for EDMONTON (1), FREDERICTON (4), MOOSE JAW (3), SARNIA (2), SASKATOON (8) and VICTORIA (7) and CORNWALL reported. Report needed confirming CORNWALL and any eighth office that may exist.

1933 usage - Confirmed for 7 offices, BRANDON (3), CALGARY (1), FORT FRANCES (7), FORT WILLIAM (4), KAMLOOPS (8), SARNIA (5) and WINNIPEG (6), again making an 8th possible, though die 2 is not recorded after 1932 and possibly retired by 1933. Report needed of any additional office.

1934 usage - Confirmed for BRANDON (7), KAMLOOPS (1), NORTH BATTLEFORD (8) and PICTON, also reported for FORT FRANCES. Report needed confirming FORT FRANCES use and PICTON die. Other offices may exist, but it is possible that several dies had been retired by this date.

1935 usage - No use confirmed, but NORTH BATTLEFORD reported as retaining its 1934 die usage. Confirmation of the single reported office needed.

1936-38 usage - None confirmed or reported.

1939 usage - Only KAMLOOPS is confirmed and no others reported. From this year, all further use is from a single office only, first KAMLOOPS, then TORONTO, both using the last surviving die 8.

1940 usage - None confirmed or reported, though reports are needed of possible KAMLOOPS use, as there was in 1939 and 1941.

1941 usage - KAMLOOPS confirmed, with the same surviving die 8 as in 1939.

1942-43 usage - None confirmed or reported.

1944-48 usage - Additional KAMLOOPS use is either confirmed or reported, again from the same surviving die 8 as used there in 1939 and 1941.

1949-53 usage - None confirmed or reported.

1954-67 usage - Confirmed for TORONTO 1954-60, 1962-64 and 1968, reported there in 1967. 1963 use was still from the same surviving die 8 earlier used in KAMLOOPS, but 1964 is from a new 3 line die, also used in 1966 and probably in 1967. Reports needed to confirm TORONTO in 1961, 1965 and 1967.

Bilingual usage, one die only

1923 - TROIS RIVIERES, 1924 - MONTREAL, 1925 - SHERBROOKR, 1926 - MONTREAL, 1927-28 - TROIS RIVIERES, 1929-30 - SHERBROOKE, 1931 - not confirmed or reported, 1932 - HULL, 1933 - THETFORD MINES, 1934 - ST. JEROME.

Slogan 5560 - MAIL YOUR CHRISTMAS PARCELS EARLY
2412 - DEPOSEZ VOS COLIS DE NOEL DE BONNE HEURE

Nine English dies



Die 1



Die 2



Die 3



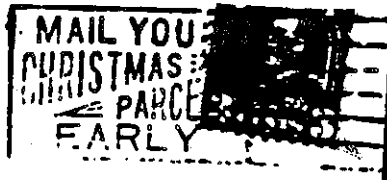
Die 4



Die 5



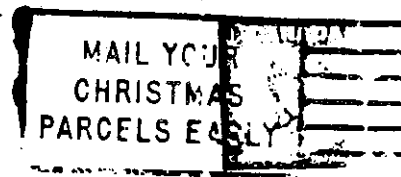
Die 6



Die 7



Die 8



Die 9

SLOGANS 5560 AND 2412

Office usage by die by year, if known, and listing of confirmed or reported offices with die unknown.

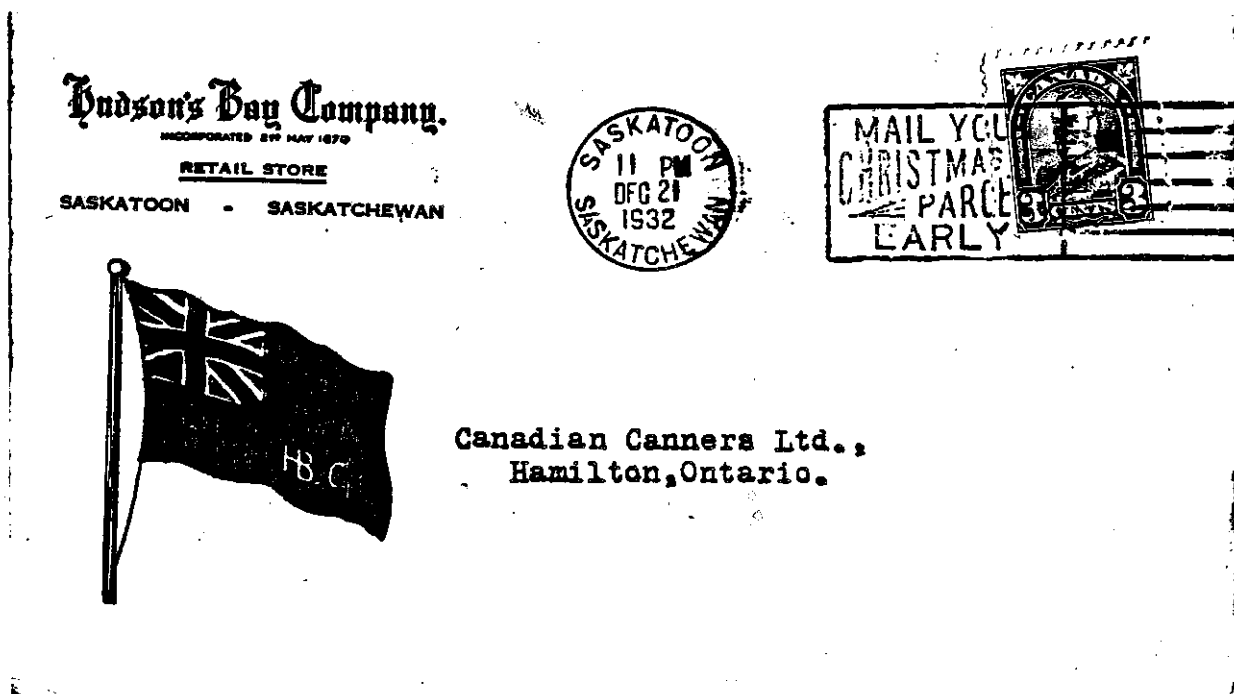
YEAR	DIE 1	DIE 2	DIE 3	DIE 4	DIE 5	DIE 6
1922	TORONTO	WINNIPEG				MONTREAL
1923			OTTAWA	HALIFAX	EDMONTON	TORONTO
1924			WINNIPEG	TORONTO	VANCOUVER	
1925		TORONTO	WINNIPEG	OTTAWA	REGINA	VANCOUVER
1926			WINNIPEG			VANCOUVER
1927	PETERBOROUGH		MOOSE JAW	WINDSOR	LETHBRIDGE	HALIFAX
1928	MOOSE JAW	KAMLOOPS	WINDSOR	OWEN SOUND	HALIFAX	PRINCE RUPERT
1929	PRINCE RUPERT	PETERBOROUGH	OWEN SOUND	WINDSOR	LETHBRIDGE	HALIFAX
1930	PRINCE RUPERT	PETERBOROUGH	OWEN SOUND	WINNIPEG	MOOSE JAW	HALIFAX
1931	FORT FRANCES	VICTORIA		FREDERICTON	CHARLOTTETOWN	CORNWALL
1932	EDMONTON	SARNIA	MOOSE JAW	FREDERICTON		
1933	CALSARY		BRANDON	FORT WILLIAM	SARNIA	WINNIPEG
1934	KAMLOOPS					
1939						KAMLOOPS
1941						KAMLOOPS
YEAR	DIE 7	DIE 8	DIE 9	BILINGUAL	YEAR	DIE UNKNOWN
1922					1922	HALIFAX
1923				TROIS RIVIERES		OTTAWA
1924				MONTREAL		REGINA
1925		HAMILTON		SHERBROOKE	1923	BRANDON
1926	SASKATOON			MONTREAL		CORNWALL
1927	PRINCE RUPERT	OWEN SOUND		TROIS RIVIERES		VANCOUVER
1928	LETHBRIDGE	PETERBOROUGH		TROIS RIVIERES		WINNIPEG
1929	VICTORIA	MOOSE JAW		SHERBROOKE	1924	SASKATOON
1930	LETHBRIDGE	VICTORIA		SHERBROOKE	1925	CALGARY
1931	ST CATHERINES	SARNIA				ST JOHN
1932	VICTORIA	SASKATOON		HULL	1931	WINDSOR
1933	FORT FRANCES	KAMLOOPS		THETFORD MINES	1932	CORNWALL
1934	BRANDON	N BATTLEFORD		ST JEROME	1934	FORT FRANCES
1939		KAMLOOPS				PICTON
1941		KAMLOOPS			1935	N BATTLEFORD
1944-48		KAMLOOPS			1967	TORONTO - PROB 9
1954-63		TORONTO				
1964			TORONTO			
1966			TORONTO			

SLOGAN 5560 - MAIL YOUR CHRISTMAS PARCELS EARLY

Alphabetical list of using offices with year of use, status and die if known. Status is confirmed unless indicated as R, then is reported only.

BRANDON	1923 - ?	1933 - 3	1934 - 7				
CALGARY	1925 - ?	1933 - 1					
CHARLOTTETOWN	1931 - 5						
CORNWALL	1923 - R	1931 - 6	1932 - R				
EDMONTON	1923 - 5	1932 - 1					
FT FRANCES	1931 - 1	1933 - 7	1934 - R				
FT WILLIAM	1933 - 4						
FREDERICTON	1931 - 4	1932 - 4					
HALIFAX	1922 - R	1923 - 4	1927 - 6	1928 - 5	1929 - 6	1930 - 6	
HAMILTON	1925 - 8						
KAMLOOPS	1928 - 2	1933 - 8	1934 - 1	1939 - 8	1941 - 8		
	1944-48 - 8						
LETHBRIDGE	1927 - 5	1928 - 7	1929 - 5	1930 - 7			
MONTREAL	1922 - 6						
MOOSE JAW	1927 - 3	1928 - 1	1929 - 8	1930 - 5	1932 - 3		
N. BATTLEFORD	1934 - 8	1935 - R					
OWEN SOUND	1927 - 8	1928 - 4	1929 - 3	1930 - 3			
PETERBOROUGH	1927 - 1	1928 - 8	1929 - 2	1930 - 2			
PICTON	1934 - ?						
PR. RUPERT	1927 - 7	1928 - 6	1929 - 1	1930 - 1			
REGINA	1922 - R	1925 - 5					
ST CATHERINES	1931 - 7						
ST JOHN	1925 - R						
SARNIA	1931 - 8	1932 - 2	1933 - 5				
SASKATOON	1924 - R	1926 - 7	1932 - 8				
TORONTO	1922 - 1	1923 - 6	1924 - 4	1925 - 2	1954-60 - 8		
	1962-63 - 8		1964 & 1966 - 9	1967 - R			
VANCOUVER	1923 - R						
VICTORIA	1927 - 4	1930 - 8	1931 - 2	1932 - 7			
WINDSOR	1927 - 4	1928 - 3	1929 - 4	1931 - R			
WINNIPEG	1922 - 2	1923 - R	1924 - 3	1925 - 3	1926 - 3	1930 - 4	
	1933 - 6						

Die 8, Saskatoon, 1932 on a very attractive red and blue HBC cover.



The Canadian "CUSTOMS DUTY PAID" and "CUSTOMS DUTY FREE"
Special Service Markings

Jeffrey Switt

These postal markings in the form of machine slogan postmarks are of a handfull of "special service" markings which are listed separately in the Proulx catalog. This article will attempt to explain their use and illustrate the different types which have come to the attention of the author.

My first exposure to these very interesting markings, and a subsequent explanation for their use, came almost simultaneously at a BNAPS convention early in my slogan collecting days. While ravaging the cover boxes of the dealers at hand I came across a post card with a strike of the CUSTOMS DUTY PAID marking, struck in purple from Montreal. The card originated from Italy and bore a Genoa machine slogan "VISITATE L'ITALIA; visit Italy. I found the card to be interesting and thus acquired it. (Figure 1.)

Later as the days of the convention passed I took a journey through the exhibits and was surprised to see an almost identical card in a revenue exhibit by former BNAPS president Ed Whiting. From his exhibit I learned that advertising material from outside Canada, usually sent at third class rate, was subject to a duty tax upon entering Canada.

Upon closer examination of the card I acquired, what appeared to be a handwritten message on a typical greeting card turned out to be a printed message asking its recipient to use the services of a local Shell service station. Thus this "greeting card" became an advertising message and became subject to a duty tax.

Further inquiry with Ed Whiting revealed that the duty charges on such material could be prepaid individually on each piece, (Figure 2.) or prepaid as an entire mailing to one geographic area.

An alternative to this scenario would be that the duty would be unpaid by the sender, and paid by the recipient; but then, that wouldn't be a very good advertising strategy, would it?

The second marking, CUSTOMS DUTY FREE, was apparently applied to third class mail, such as samples, that was judged to be other than advertising material. The criteria for such evaluation is unknown to this author. However, mail from stamp dealers is known to bear this marking.

The purpose of this article has been to illustrate the various examples of these markings known to the author. No attempt has been made to document, in the usual fashion, all known cities of use with the appropriate dates.

The author extends his sincere thanks to John Robertson, Jean Guy Dalpe', and to William Bartlett who contributed material for illustration to this article.

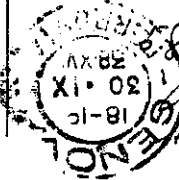
The author would appreciate receiving photocopies of other Customs Duty markings or other city usages.

"Colossus of Rhodes"—Island of Rhodes—East Mediterranean Sea. An artist's conception of the 6th of the "Seven Wonders of the Ancient World".



Here's a card you'll want to keep. It has been centuries since the Colossus of Rhodes stood on this site. Let the Shell Company know you received this card by stopping in at

VISITATE!



*Mr. K. Macrie,
Roncesvalles
Toronto, Ont.
Canada*

FIGURE 1. CUSTOMS DUTY PAID Montreal, Quebec Oct. 21, 1938 Struck in purple on Shell Oil Co. advertising post card mailed from Italy. The card was not postmarked properly in Italy, thus the Customs Duty Paid marking falls on the Italian stamp.



CUSTOMS DUTY PAID

TORONTO

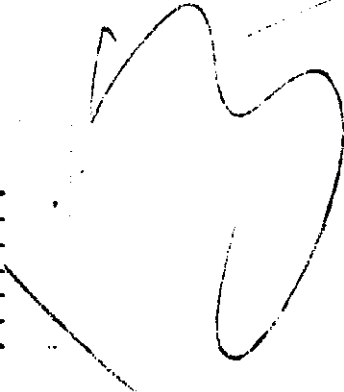
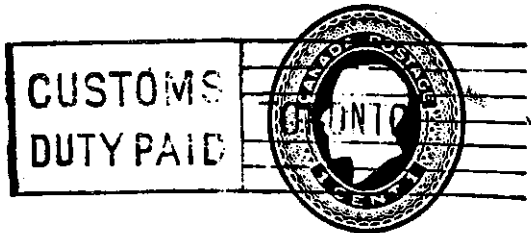
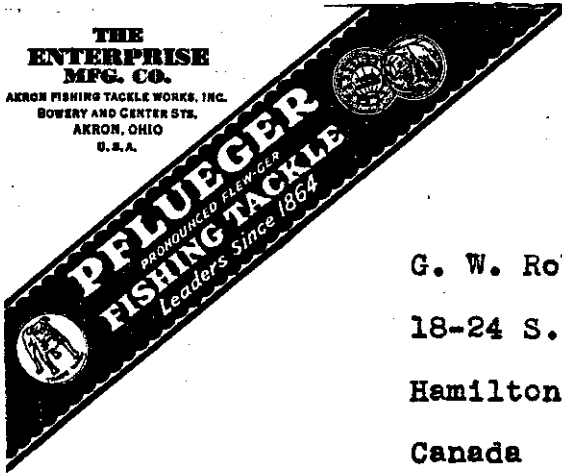


FIGURE 2A. CUSTOMS DUTY PAID TORONTO City designation in killer grid, a different die than Fig. 2.

FIGURE 2. CUSTOMS DUTY PAID TORONTO with city designation in killer grid, perhaps to eliminate the need for using the dater dial. A backstamp on a #10 size Readers Digest advertising cover from the U.S., a Dec. 5, 1942 meter impression on front.

THE
ENTERPRISE
MFG. CO.
 AKRON FISHING TACKLE WORKS, INC.
 BOVERY AND CENTER STS.
 AKRON, OHIO
 U.S.A.



G. W. Robinson Co. Ltd.
 18-24 S. James Street
 Hamilton, Ontario
 Canada

FIGURE 3. CUSTOMS DUTY PAID TORONTO, with city designation in killer grid, struck on advertising material from the U.S. over a 1½ cent 1938 Prexy issue, precancelled Akron, Ohio.

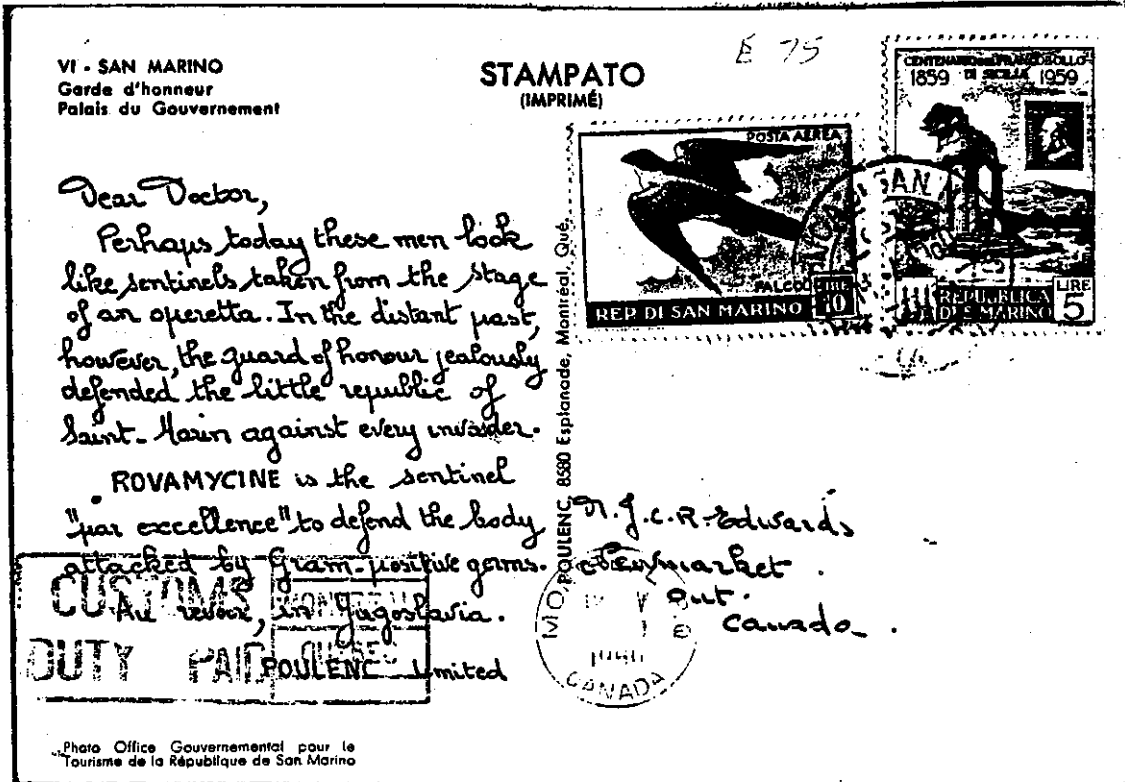


FIGURE 4. CUSTOMS DUTY PAID MONTREAL QUEBEC, with city and provincial designation in grid and with dater dial, dated May 12, 1960 on an advertising postcard from San Marino.

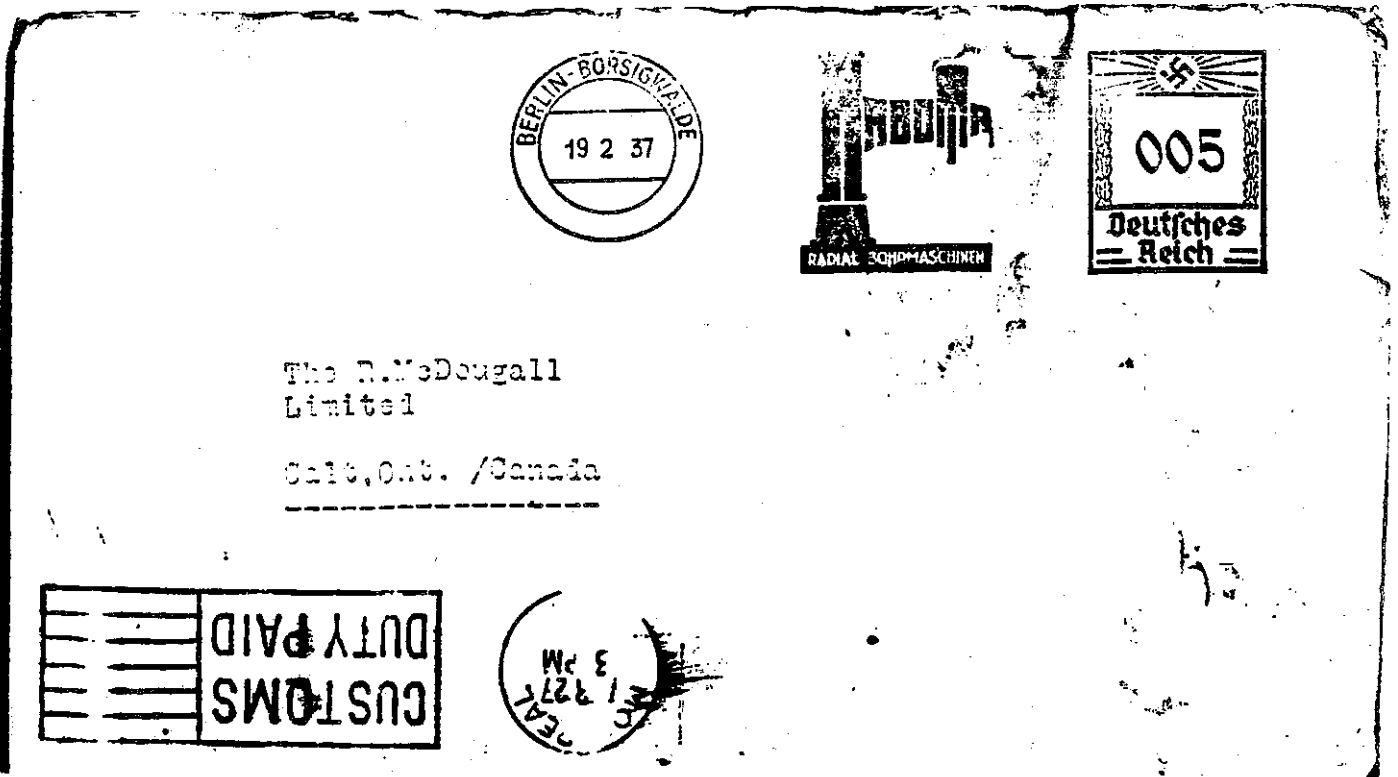


FIGURE 5. CUSTOMS DUTY PAID, April 27 (1937) used from Montreal on a cover from Germany.

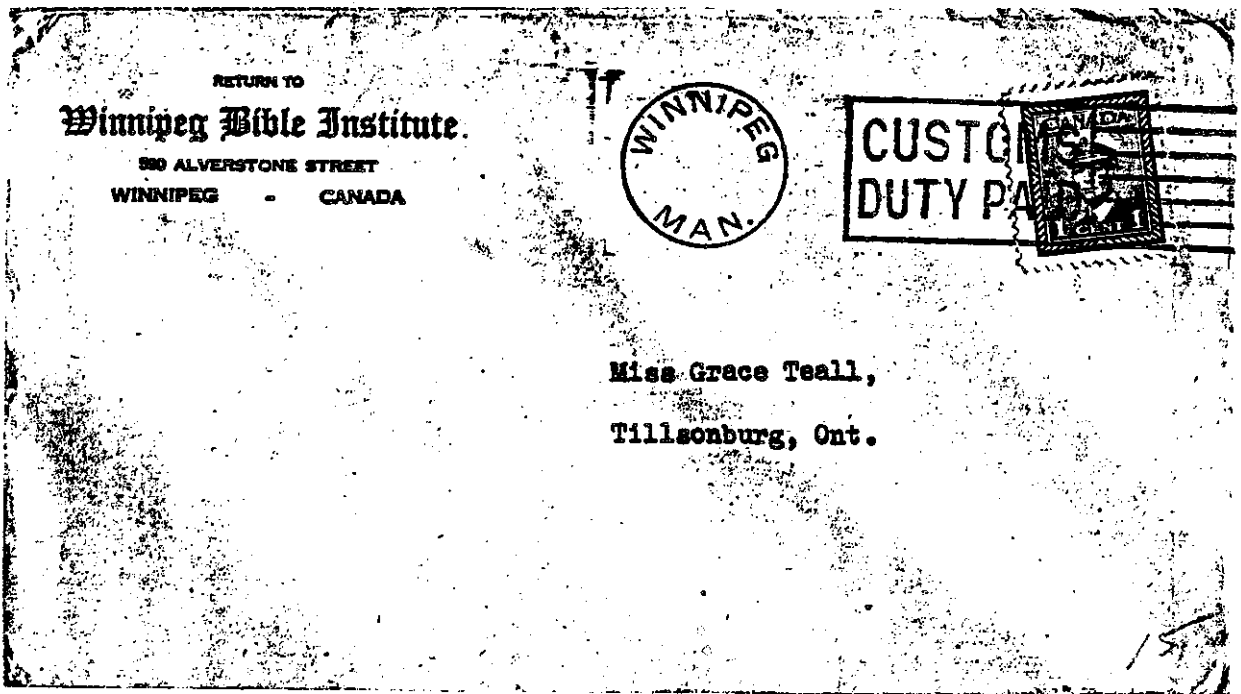


FIGURE 6. CUSTOMS DUTY PAID, Winnipeg, Man. A peculiar use of the Customs Duty Paid marking on an internal cover.

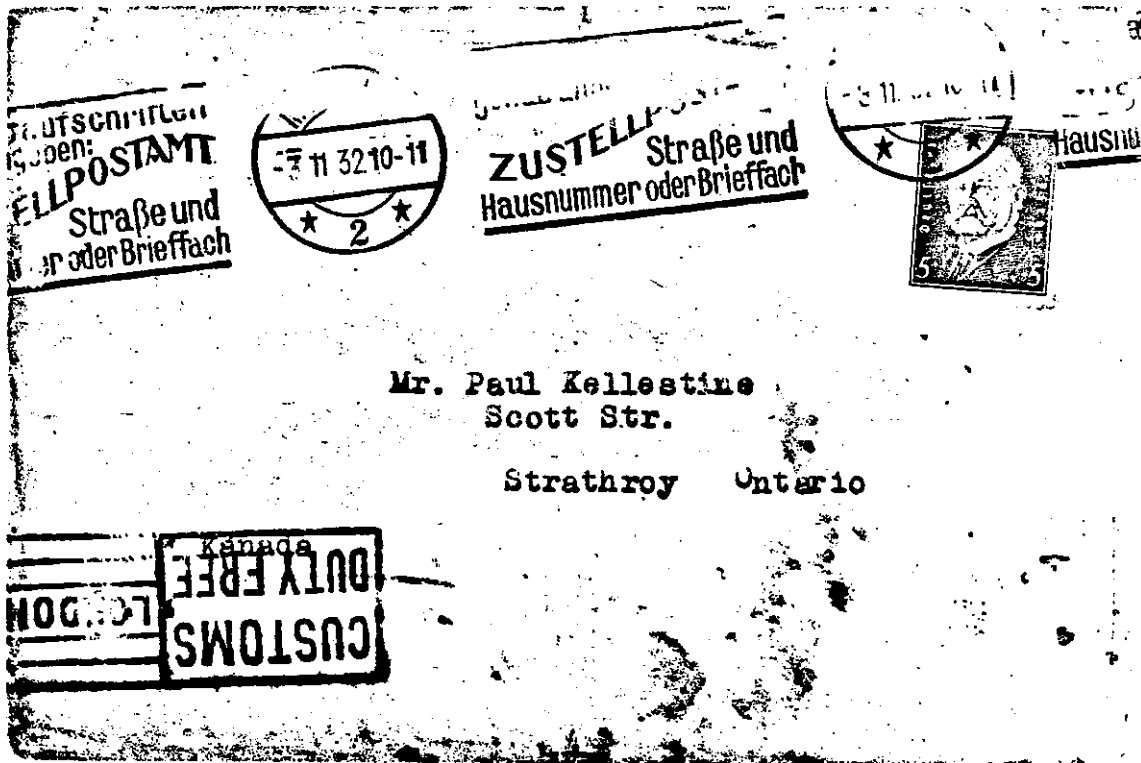


FIGURE 7. CUSTOMS DUTY FREE LONDON with city designation in killer grid on a cover from Germany, 1932.

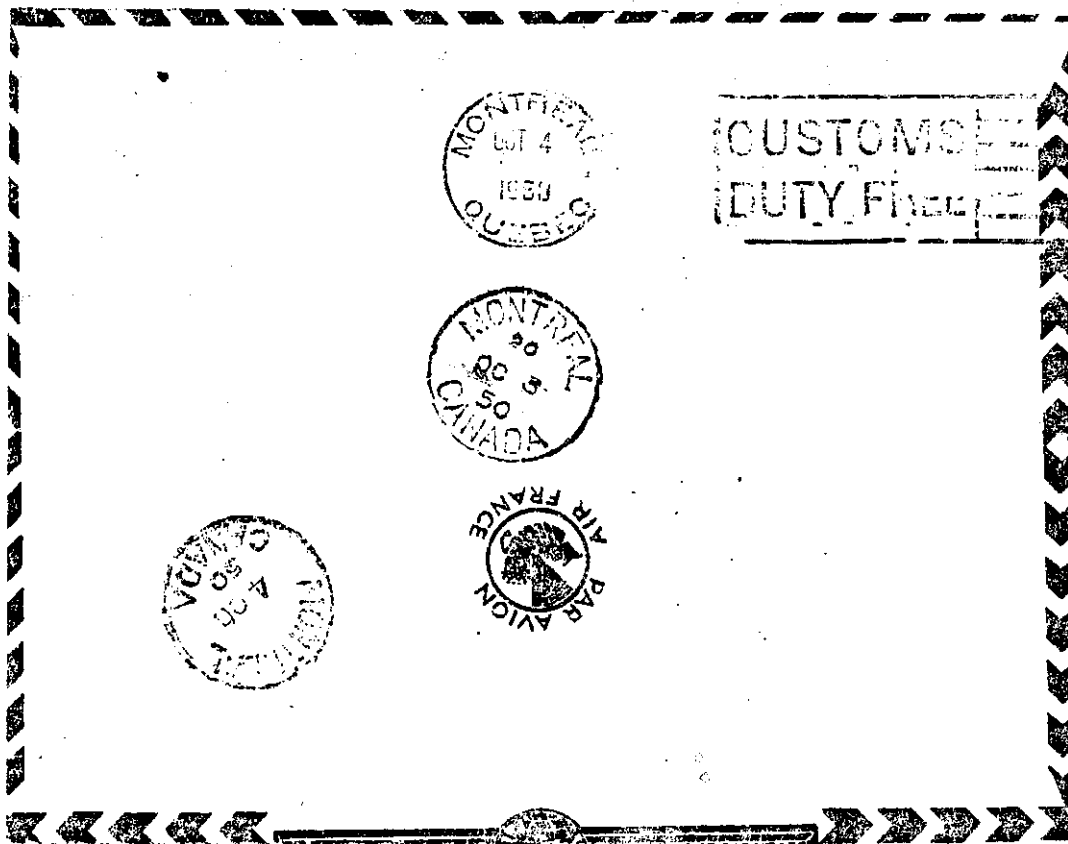


FIGURE 8. CUSTOMS DUTY FREE, a backstamp on a First Flight Cover from France.



CUSTOMS
DUTY FREE

FIGURE 9. CUSTOMS DUTY FREE, Winnipeg, Man., a cut-out strike



FIGURE 10. CUSTOMS DUTY FREE MONTREAL QUEBEC, city and provincial designation in grid and with dater dial, March 17, 1964, a cut-out strike.

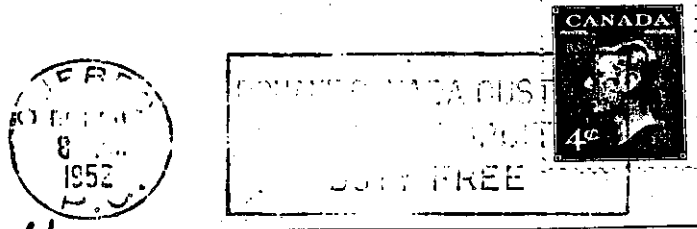


FIGURE 11. DOUANE CANADA CUSTOMS FRANC DE DROITS DUTY FREE, Quebec, October 20, 1952, a cut-out strike.



S.S. EMPRESS OF SCOTLAND



Miss. O. Tyson
c/o Ontario N.
Kitchener
Ont.
Canada

FIGURE 12. CUSTOMS DUTY FREE, Kitchener, Ontario, Canada, (1955) on a ship cover marked "S.S. EMPRESS OF SCOTLAND".

RELATED AIRMAIL SLOGANS OF 1938-48

In issue No. 7 these slogans were introduced with detailed classifications of 125, AIRMAIL SAFE SURE SPEEDY and 132, AIRMAIL SPEEDS BUSINESS. They are now followed by similar classification of 3945, GIVE WINGS TO YOUR MAIL.

SLOGAN 3945, GIVE WINGS TO YOUR MAIL

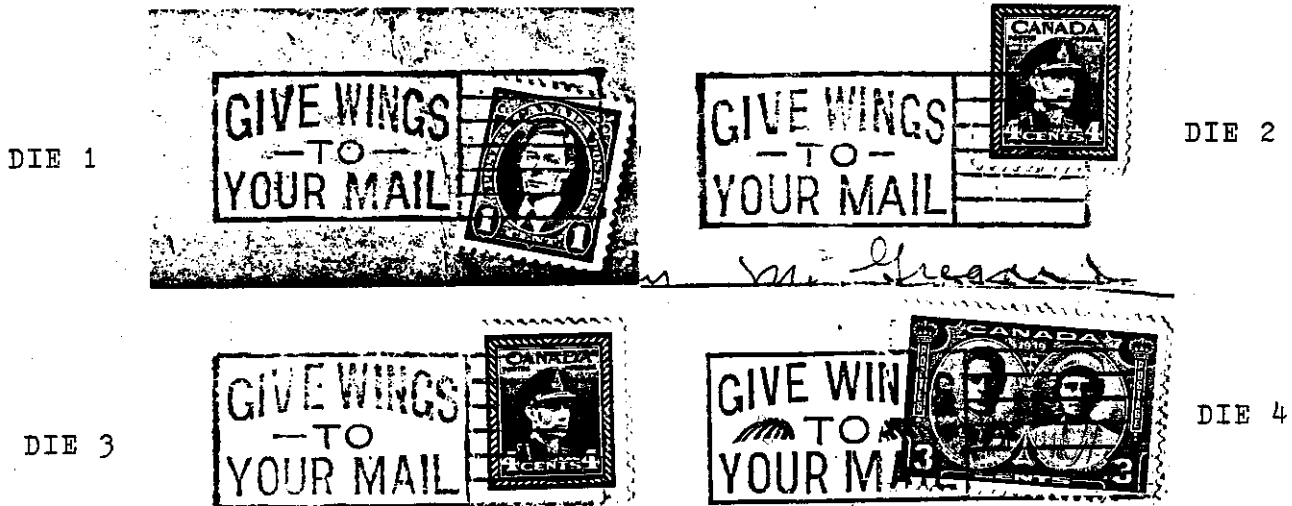
Initiated by the issue of three dies in early February of 1939. These three dies were constantly interchanged, although at various intervals, between not less than 45 confirmed using offices and possibly one other reported, but not yet confirmed. In April of 1939 a fourth die was added, probably of a different machine type than the original three, and until 1947 was interchanged only between four offices that never used the first three dies. From late 1947 its use was switched to three different offices, one of which had used dies 2 and 3 in 1939-40. Including die 4, total use was from 51 confirmed and one reported offices.

The four dies, as illustrated, are reasonably separable. Dies 1 and 2 are quite similar, but if the dash to the left of TO is clear, it can be seen that on die 1 it is reasonably centered over the U of YOUR, while on die 2 it is noticeably shifted left. Die 3, in addition to minor differences in letter shapes and positions, is missing a dash to the right of TO. Die 4 can be immediately recognized because TO is flanked by stylized wings, rather than dashes.

Interchange of dies 1 to 3 was very frequent and regular in 1939-40 and somewhat less frequent, but still regular, in 1941. Thereafter usage appears to have been for longer periods, more irregularly and by fewer offices.

A number of offices used the slogan in several different years, and especially in 1939-40 some used it more than once in a given year, either with the same or different dies, depending on the random re-issues. Collections of this slogan, and indeed of all the related slogans of this group, will better illustrate the continuity of issue if mounted by die, office and periods of use, rather than by office alone.

The following listings by die identification are based much more on seeing Proof Book receipt illustrations than on seeing actual usage. Since receipt strikes have frequently reproduced poorly, it is very possible that some identification errors exist, especially between dies 1 and 2 if the left dashes are unclear. The unconfirmed reported use is from the CPSGB listings in Maple Leaves.



SLOGAN 3945 - GIVE WINGS TO YOUR MAIL

USING OFFICES WITH YEARS OF ISSUE
AND UNCONFIRMED REPORTED USE

USAGE ISSUED LATE IN A YEAR MAY EXTEND INTO THE FOLLOWING YEAR

OFFICE	ISSUED OR REPORTED	OFFICE	ISSUED OR REPORTED
AURORA	1948	NORTH BAY	1939-41
BARRIE	1941, 1944 REPORT 1940	ORILLIA	1939-41 REPORT 1947
BELLEVILLE	1939-40	OSHAWA	1940-41
BRANTFORD	1940-41	OTTAWA	1939-40 REPORT 1941
BROCKVILLE	1939-40	OWEN SOUND	1939-40, 1942
CALGARY	1947	PEMBROKE	1939, 1943 REPORT 1940-42
CHATHAM	1939-40, 1948	PERTH	1946
CHARLOTTETOWN	1945	PETERBOROUGH	1939, 1941
COBOURG	1946	PICTON	1946
CORNWALL	1940, 1945 REPORT 1941	PORT ARTHUR	1939, 1941, 1943
FORT WILLIAM	1940-43	PORT COLBORNE	1939-41, 1944, 1946
FT ERIE NORTH	1944 REPORT 1939, 1941-42	PRINCE ALBERT	1944
FORT FRANCES	REPORT ONLY, 1948	ST. CATHERINES	1939
GALT	1940-41	ST. THOMAS	1939-40, 1942
GUELPH	1940-41, 1947	SARNIA	1939-40 REPORT 1941
HAMILTON	1939	SAULT STE MARIE	1939, 1941
KAMLOOPS	1940, 1942	STRATFORD	1939, REPORT 1945
KENORA	1939-41, 1943, 1945	SUDBURY	1939, 1944
KINGSTON	1940 REPORT 1939	SWIFT CURRENT	1944 REPORT 1948
KIRKLAND LAKE	1947	TIMMINS	1939-42, 1944, 1947
KITCHENER	1939-40	TORONTO	1939 REPORT 1940
LINDSAY	1940-41 REPORT 1939	WINDSOR	1939, REPORT 1942
LONDON	1940, 1942	WOODSTOCK	1940 REPORT 1941
MEDICINE HAT	1947	YORKTON	1947
MOOSE JAW	1946		
NAPANEE	1946		
NELSON	1948		
NIAGARA	1940 REPORT 1939, 1941-42		

Die 4, Aurora, 1948 with attractive corner card.



MARSHALL RANK
OPTICIAN - JEWELLER
AURORA, ONT.



SLOGAN 3945 - GIVE WINGS TO YOUR MAIL

DIE 1

DIE 2

DIE 3

DIE 4

1939 ISSUE

WINDSOR	FEB 7.39	PETERBOROUGH	FEB 7.39	PORT ARTHUR	FEB 9.39		
PEMBROKE	MAR 9.39	ST. THOMAS	MAR 6.39	SARNIA	MAR 11.39		
OTTAWA	APR 11.39	TORONTO	APR 5.39	HAMILTON seen	APR 22.39	PORT COLBORNE	APR 18.39
NORTH BAY	MAY 12.39	ORILLIA	MAY 6.39	OWEN SOUND	MAY 16.39		
WINDSOR	JUN 14.39	PETERBOROUGH	JUN 7.39	PORT ARTHUR	JUN 17.39		
		STRATFORD	JUL 10.39	SUDBURY	JUL 20.39	TIMMINS seen	JUL 4.39
SAULT STE MARIE	AUG 12.39	BROCKVILLE	AUG 14.39	CHATHAM	AUG 18.39	KENORA	AUG 21.39
BELLEVILLE	SEP 11.39			KITCHENER	SEP 20.39		
ST. CATH seen	OCT 31.39			SUDBURY	OCT 21.39		
SAULT STE MARIE	NOV 13.39	PETERBOROUGH	NOV 16.39	PORT ARTHUR	NOV 22.39		
	DEC 16.39	ST. THOMAS	DEC 18.39	SARNIA	DEC 29.39		

ADDITIONAL 1939 REPORTED OFFICES - FORT ERIE NORTH, KINGSTON, LINDSAY, NIAGARA

1940 ISSUE

		WOODSTOCK	JAN 19.40			PORT COLBORNE	JAN 3.40
OTTAWA	FEB 19.40	GALT	FEB 26.40	LINDSAY	MAR 2.40		
CORNWALL	MAR 20.40	FORT WILLIAM	MAR 20.40	GUELPH	MAR 30.40	TIMMINS	MAR 14.40
BRANTFORD	APR 26.40						
OWEN SOUND	MAY 29.40	NORTH BAY	MAY 18.40	ORILLIA	MAY 17.40	KENORA	MAY 14.40
				LONDON	JUN 21.40		
OSHAWA	JUL 8.40	NIAGARA	JUL 1.40	BELLEVILLE	JUL 25.40		
BROCKVILLE	AUG 15.40	CHATHAM	AUG 17.40			KAMLOOPS	AUG 6.40
KINGSTON	OCT 29.40	ST. CATHERINES	OCT 2.40	KITCHENER	OCT 2.40		
						PORT COLBORNE	NOV 20.40
SARNIA	DEC 14.40	WOODSTOCK	DEC 2.40	ST. THOMAS	DEC 11.40		

ADDITIONAL 1940 REPORTED OFFICES - BARRIE, PEMBROKE, TORONTO

1941 ISSUE

SAULT STE MARIE	FEB 24.41	BARRIE	FEB 7.41			KENORA	FEB 5.41
STRATFORD	MAR 18.41			SUDBURY	MAR 2.41		
PORT ARTHUR	APR 29.41	PETERBOROUGH	APR 28.41	WINDSOR	APR 4.41	TIMMINS	APR 29.41
GALT	JUN 19.41	LINDSAY	JUN 6.41			KAMLOOPS	JUN 9.41
GUELPH	JUL 29.41	BRANTFORD	JUL 21.41	FORT WILLIAM	JUL 21.41	PORT COLBORNE	JUL 22.41
		NORTH BAY seen	SEP 10.41			TIMMINS	SEP 8.41
						PORT COLBORNE	SEP 27.41
		OSHAWA	OCT 29.41	ORILLIA	OCT 2.41		

ADDITIONAL 1941 REPORTED OFFICES - CORNWALL, FORT ERIE NORTH, NIAGARA, OTTAWA, PEMBROKE, SARNIA, WOODSTOCK

1942 ISSUE

						TIMMINS	JAN 19.42
				LONDON	MAR 2.42	KAMLOOPS	APR 8.42
				FORT WILLIAM	MAY 15.42		
		OWEN SOUND	SEP 11.42	ST. THOMAS	SEP 11.42		
				STRATFORD	NOV 6.42		

ADDITIONAL 1942 REPORTED OFFICES - FORT ERIE NORTH, NIAGARA, PEMBROKE, WINDSOR

SLOGAN 3945 - GIVE WINGS TO YOUR MAIL

DIE 1		DIE 2		DIE 3		DIE 4	
1943 ISSUE							
FORT WILLIAM	AUG 4.43	PEMBROKE	JUL 30.43	PORT ARTHUR	FEB 11.43	KENDRA	FEB 11.43

1944 ISSUE							
		FT ERIE NORTH	JAN 2.44	BARRIE seen	FEB 12.44	TIMMINS	JAN 14.44
SWIFT CURRENT	JUN 13.44			PRINCE ALBERT	APR 22.44	PORT COLBORNE	MAY 2.44

1945 ISSUE							
		CHARLOTTETOWN		CORNWALL	AUG 3.45	KENORA	AUG 15.45
		Seen SEP 2.45		Seen to DEC 17.45			

ADDITIONAL 1945 REPORTED OFFICE - STRATFORD

1946 ISSUE							
		COBourg	FEB 19.46			PORT COLBORNE	JUN 14.46
		PERTH	SEP 12.46	PICTON	APR 2.46	Seen to	JAN 4.47
		MOOSE JAW	DEC 30.46	Seen to	AUG 9.46		
		Seen to	JAN 4.47				

ADDITIONAL 1946 REPORTED OFFICE - NAPANEE. IT IS RECORDED MAY.47, BUT PROBABLY ISSUED LATE 1946

1947 ISSUE							
YORKTON	MAY 7.47	NAPANEE seen	MAY 6.47	TIMMINS	MAR 8.47		
MEDICINE HAT	JUN 19.47	CALGARY	AUG 4.47	KIRKLAND LAKE	AUG 5.47		
		GUELPH	DEC 31.47				
1948 use expected							

ORILLIA IS RECEIPTED JUN 7.47 WITH THE DIE UNCLEAR. ALSO, DIE 1 IS RECEIPTED AUG 8.47 WITH THE OFFICE UNCLEAR

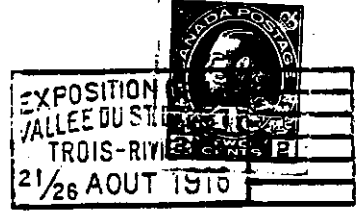
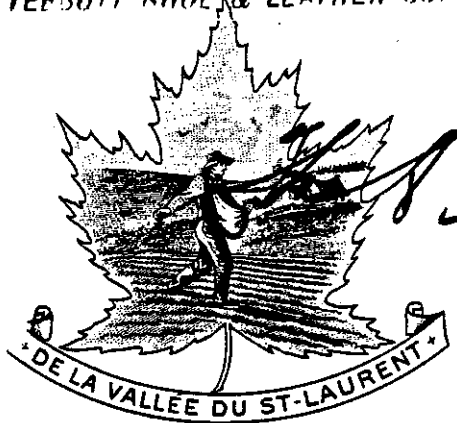
1948 ISSUE							
		NELSON	MAR 8.48	CHATHAM	JAN 29.48		
				AURORA	MAR 13.48		

ADDITIONAL 1948 REPORTED OFFICES - FORT FRANCES, SWIFT CURRENT

Allan Steinhart submitted copies of two very nice early illustrated slogan covers:

EXPOSITION DE LA VALLEE DU ST. LAURENT TROIS RIVIERES
21/26 AOUT 1916 Trois Rivieres, P.Q. AUG 10, 1916

L'EXPOSITION
TEP BOTT SHOE & LEATHER CO. LTD



*W. Ault & Co Ltd
Wholesale Shoes
Ottawa
Ont.*

TROIS-RIVIERES, P.Q., DU 21 AU 26 AOÛT, 1916

CANADIAN NATIONAL EXHIBITION TORONTO AUG. 28-1915-SEP. 13
Toronto, Ont. July, 1915



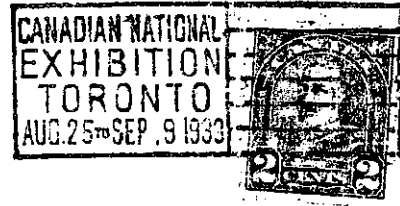
RETURN IN TEN DAYS TO
H. S. HOWLAND, SO
WHOLESALE
HARDWARE
TORONTO



Messrs. Iver Johnson Arms & Cycle Works
Fitchburg,
Mass.
U.S.A.

Canadian National
Exhibition
AUG. 28 to SEPT. 13

CANADIAN NATIONAL EXHIBITION TORONTO AUG. 25 TO SEP. 9 1933
Toronto, Ont. Aug 19, 1933

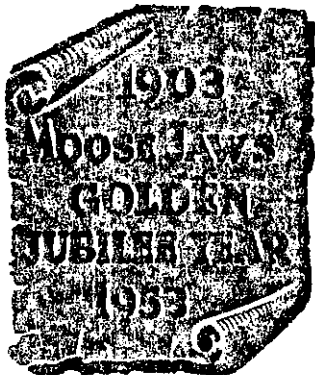
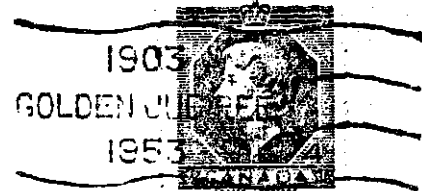


Miss Margaret Childs
55 MacKay St.
Toronto.

1903 GOLDEN JUBILEE 1953
Moose Jaw, Sask. Jun 1, 1953

Moose Jaw Chamber of Commerce

INCORPORATED
MOOSE JAW, SASK.



*M. J. Chamber of Commerce
Moose Jaw, Sask.*

PROTECT THE BIRDS AND HELP THE CROPS

SLOGAN 7250-A

This rather quaint slogan was first used in 1922 and had intermittent use to 1931, largely by HAMILTON, but also by seven other offices during the period. Three dies, easily separable by letter size and position, were issued in 1922 and continued in rotating use between the various offices, frequently being shared by two of them in the earlier years.

Usage was approximately seasonal, usually beginning in March-MAY of the year and normally ending in JULY, although somewhat extended in 1929.

1922 usage

The earliest issue appears as being of die 1 to HAMILTON, probably in late April or early May of 1922. The usage was relatively short, being recorded MAY 7-JUN 15 and documentation indicates that this die was then sent to GUELPH on JUN 25. The GUELPH usage has not been recorded and its length not established, but was probably for only a month or two.

Die 2 was issued to VANCOUVER MAY 25, recorded to at least JUN 22 and probably used until shortly thereafter. Die 3 was issued to VICTORIA on JUN 2, recorded only JUN 9, but probably used through July.

The catalogue also reports WINNIPEG use in 1922, possible as a re-issue of one of the dies in July-August, but not confirmed by documentation or recorded use.

1923 usage

Die 3 was issued to MONTREAL on MAY 15, then sent to VICTORIA JUN 25, though the catalogue does not list 1923 use. Die 1 was issued to HAMILTON on MAY 23. The catalogue again lists WINNIPEG use in this year and since die 2 was available, the usage is very possible, but not documented. There is also a reliable report of TORONTO 1923 use, although not listed in the catalogue. Since there is a pattern of sending dies to a second office within the year, the TORONTO use is very possible from either die 1 or 2.

1924 usage

Die 3 was issued to TORONTO on MAR 21 and re-issued to HAMILTON on MAY 5. Die 1 has been recorded at MONTREAL early in the year, MAR 25-APR 18 and was re-issued to OTTAWA on MAY 19, with recorded use until at least JUN 24. Die 2 was issued to WINNIPEG on MAR 26, then sent to VICTORIA on MAY 5, recorded to at least MAY 20 and probably later. The catalogue does not list the VICTORIA usage, but it has been recorded.

1925 usage

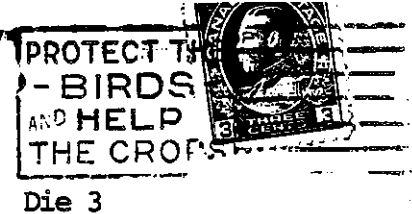
Die 1 was issued to HAMILTON on APR 29, returned JUN 2. Die 2 was issued to VICTORIA on JUL 2, no return date indicated. There is no record of issue of die 3 after 1924 and it may have been retired by 1925. The catalogue reports HAMILTON and VICTORIA usage only.

Slogan 7520-A, continued

1926-27, 1929 and 1931 usage

Most use from 1926 was by HAMILTON only. Die 1 was issued there on MAY 13.26, returned JUL 21. Die 2 was used MAY 3.27, returned JUL 6. No use is reported for 1928, but was resumed by HAMILTON in 1929 with issue of die 2 on MAY 8, returned SEP 7 and also the issue of die 1 to VICTORIA on MAY 21, returned NOV 26, an unusually long period to retain the die. There was again no use in 1930, but HAMILTON resumed use for the final time in 1931 with the issue of die 2 on MAY 7, returned very shortly on MAY 27.

The HAMILTON usage is in accord with the catalogue for this period, but the catalogue omits the recorded VICTORIA use in 1929.



SLOGAN 7250-A, PROTECT THE BIRDS HELP THE CROPS

OFFICE	YEAR OF USE	PROBABLE DATES	DIE	CATALOGUE LISTED	OFFICE	YEAR OF USE	PROBABLE DATES	DIE	CATALOGUE LISTED
OFFICES ALPHABETICALLY					OFFICES BY DIES				
GUELPH	1922	JUN 25-JUL ?	1	YES	HAMILTON	1922	MAY ?-JUN 24	1	YES
HAMILTON	1922	MAY ?-JUN 24	1	YES	GUELPH	1922	JUN 25-JUL ?	1	YES
	1923	MAY 23	1	YES	HAMILTON	1923	MAY 23	1	YES
	1924	MAY 5-JUL ?	3	YES	MONTREAL	1924	MAR ?-MAY 18	1	YES
	1925	APR 23-JUN 2	1	YES	OTTAWA	1924	MAY 19-JUL ?	1	YES
	1926	MAY 13-JUL 21	1	YES	HAMILTON	1925	APR 23-JUN 2	1	YES
	1927	MAY 3-JUL 6	2	YES	HAMILTON	1926	MAY 13-JUL 21	1	YES
	1929	MAY 8-SEP 7	2	YES	VICTORIA	1929	MAY 21-NOV 26	1	NO
MONTREAL	1923	MAY 15-JUN 24	3	YES	VANCOUVER	1922	MAY 25-JUL ?	2	YES
	1924	MAR ?-MAY 18	1	YES	WINNIPEG	1924	MAR 26-MAY 4	2	YES
OTTAWA	1924	MAY 19-JUL ?	1	YES	VICTORIA	1924	MAY 5-JUL ?	2	NO
					VICTORIA	1925	JUL 2-AUG?	2	YES
TORONTO	1923	REPORTED ONLY	?	NO	HAMILTON	1927	MAY 3-JUL 6	2	YES
	1924	MAR 21-MAY 4	3	YES	HAMILTON	1929	MAY 8-SEP 7	2	YES
VANCOUVER	1922	MAY 25-JUL ?	2	YES	HAMILTON	1931	MAY 7-MAY 27	2	YES
					VICTORIA	1922	JUN 2-JUL ?	3	YES
VICTORIA	1922	JUN 2-JUL ?	3	YES	MONTREAL	1923	MAY 15-JUN 24	3	YES
	1923	JUN 25-JUL ?	3	NO	VICTORIA	1923	JUN 25-JUL ?	3	NO
	1924	MAY 5-JUL ?	2	NO	TORONTO	1924	MAR 21-MAY 4	3	YES
	1925	JUL 2-AUG?	2	YES	HAMILTON	1924	MAY 5-JUL ?	3	YES
	1929	MAY 21-NOV 26	1	NO	WINNIPEG	1922	REPORTED ONLY	?	YES
WINNIPEG	1922	REPORTED ONLY	?	YES	WINNIPEG	1923	REPORTED ONLY	?	YES
	1923	REPORTED ONLY	?	YES	TORONTO	1923	REPORTED ONLY	?	NO
	1924	MAR 26-MAY 4	2	YES					

English slogan 6465 - OBSERVE SUNDAY and bilingual versions
6465-A, English over French and 6475, French over English

The catalogue correctly indicates 6465-A as being first issued in 1929, but states that 6465 had earlier use from 1928, probably based on a CPSGB report of use in that year by three offices. Documentation does not support this and it is considered incorrect. Documented earliest use of either slogan was of 6465-A at six Province of Quebec offices in April of 1929, followed in Oct-Nov of 1929 by English use from 16 offices.

Initial 1929 issue of 6465-A consisted of 7 dies of a large two line slogan, without a grid, one each to CHICOUTIMI, HULL, QUEBEC, SHERBROOKE and TROIS RIVIERES and two for use by MONTREAL in 1929 only.

The 1929 issue of 6465 consisted of 16 dies of smaller 2-line slogans, with grid, issued to CALGARY, CHARLOTTETOWN, EDMONTON, FREDERICTON, HALIFAX, HAMILTON, LONDON, MOOSE JAW, OTTAWA, REGINA, ST. JOHN, SASKATOON, TORONTO, VANCOUVER, VICTORIA and WINNIPEG.

The first usage of bilingual 6475 was not until 1959.

From 1930, annual re-issues of the two slogans were both at the same time in the spring, though from the 1940's bilinguals tended to be put in use slightly earlier than the English versions. Dies were normally returned after use and subsequent re-issues appear to have been made randomly, so that dies used by an office often differ from year to year.

In subsequent years additional dies of each slogan were issued in groups, all with the same wording, but in different formats from the originals and from one another. There were eventually four formats of 6465 and two each of 6465-A and 6475. The eight formats are illustrated in Appendix A,

Formats can be easily separated, but the eventual total of 30 dies of 6465 and 10 of 6465-A include such similarities that, in spite of considerable effort to establish separate identification of each so that rotation over the many years of use can be determined, it has not been feasible. The basis for such a determination depends on seeing actual or proof book receipt strikes of each office's use in each year. Receipt strikes exist for 1929 until 1952, but are too often so unclear, or in some cases missing, as to make accurate identification very difficult or impossible.

For the late use in the 1950-60's period, there are no receipt strikes and identification can only be made for strikes actually seen. It therefore has been reluctantly decided that, rather than wait until enough material can be examined to permit a detailed listing with die rotation, it is better to now show as comprehensive a usage by office, without reference to die or format, as can presently be established.

Usage of slogan 6465

Assisted by receipt strikes, even if somewhat incomplete and unclear, plus the not entirely reliable CPSGB usage reports to 1957, 6465 annual use by offices can be quite completely listed until the mid-1950's. Later use is based only on intermittent reports and sightings, but these suggest that some offices may have had continuous use from 1951 until as late as 1969, though these patterns still require substantial confirmation.

English slogan 6465 - OBSERVE SUNDAY and bilingual versions
6465-A, English over French and 6475, French over English

Usage of slogan 6465 continued

A total of 30 dies were issued in four formats. Format A, 16 dies issued in 1929, format B six dies issued in 1932, format C, four dies issued in 1935 and format D, four dies issued in 1936.

Catalogue lists use in 32 offices, 1928-38, 1942, 1944-46, 1948-49 and 1951-69. but only 29 are confirmed. 1928 earliest appears incorrect, but use from 1929 to 1950 is confirmed, except for 1949. 1951-69 listing is also confirmed. Gaps in annual use, as opposed to more consistent bilingual use, may in part be the result of the influx of war related slogans in the early 1940's. The confirmed usage is therefore 1929-38, 1942, 1944-46, 1948, and 1951-69.

Usage of slogan 6465-A

Use was from 10 dies in two formats, format A had 7 dies issued in 1929, reading OBSERVE SUNDAY OBSERVEZ LE DIMANCHE in two lines, without grid. Format B had 3 dies issued in 1932, The wording in four lines, with grid.

Catalogue states used in 15 offices, 1929-69 and 1972, but only 14 offices are confirmed, though with SHAWINIGAN FALLS daters used both with and without FALLS, this could be considered 15 offices. Listed use is confirmed for 1929-65, without gaps, but 1966-69 is not known or reported and 1972 is probably confused with WILLOWDALE 1972 use of slogan 6475.

Use appears as in each year 1929-65, without gaps known in the 6465 usage. There are no reports of use beyond 1965, though 6465 use extended to 1969.

Usage of slogan 6475

The catalogue lists only 3 using offices, MONTREAL in 1959, ST. HYACINTHE in 1965 and WILLOWDALE in 1972, but some further use is known and there were at least two formats, a two line and a four line, both reading OBSERVEZ LE DIMANCHE OBSERVE SUNDAY. The two line format is recorded for MONTREAL in 1959, RIMOUSKI in 1962 and 1964 and SHAWINIGAN in 1963, all probably concurrent with 6465-A. This suggests unrecorded use in 1960-61.

The four line format is known at ST. HYACINTHE, GRANBY and DRUMMONDVILLE in 1965, suggesting more than one die, though strikes are very similar. Reported 1972 WILLOWDALE has not been seen and the format is not known.

The author is much indebted to member Jean-Guy Dalpe for help offered from his specialized collection of Quebec Province material, which was so valuable for slogans having as extensive bilingual use as 6465-A and 6475.

Using offices of 6465 and 6465-A are listed alphabetically in Appendix B, indicating probable USE periods as determined from confirmation, reports and usage patterns. Appendix C is a probable usage chart of 6465 and 6465-A, with "C" indicating use confirmed by sighting or documentation, "R" indicating use reported, normally by CPSGB, but not confirmed, and "P" indicating unconfirmed or reported use that appears probable from known usage patterns.

Appendix A, slogan formats
 Slogans 6465 (English), 6465-A and 6475 (Bilingual)

Slogan 6465



Format A, 16 dies - 1929



Format B, 6 dies - 1932



Format C, 4 dies - 1935



Format D, 4 dies - 1936

Slogan 6465-A

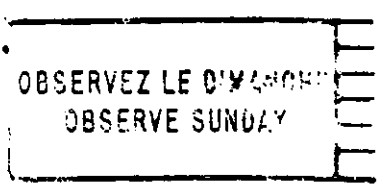


Format A, 7 dies - 1929

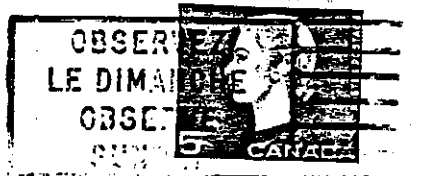


Format B, 3 dies - 1932

Slogan 6475



Two line format - 1959



Four line format - 1965

English slogan 6465 - OBSERVE SUNDAY and bilingual versions
6465-A, English over French and 6475, French over English

Appendix B

Slogan 6465 - Alphabetical office list with probable years of use

BELLEVILLE	1948 only
BRANDON	1932-35
CALGARY	All normal years of use 1929-65, 1966-69 possible
CHARLOTTETOWN	All normal years of use 1929-44
CHATHAM	All normal years of use 1942-46
COLEMAN	1951-52 and reported 1957, though 1957 use unlikely
EDMONTON	All normal years of use 1929-69 is probable
FORT WILLIAM	All normal years of use 1945-62, but later use possible
FREDERICTON	All normal years of use 1929-59, but later use possible
GALT	All normal years of use 1942-46
HALIFAX	All normal years of use 1929-69 is probable
HAMILTON	All normal years of use 1929-46, 2 dies in 1942
LETHBRIDGE	1932-34
LONDON	All normal years of use 1929-48
MEDICINE HAT	1932-35
MOOSE JAW	1929-34, 1948, 1951-65, 1966-69 possible
NEW WESTMINSTER	1932-34
OTTAWA	All normal years of use 1929-48
PORTAGE LA PRAIRIE	1932-35
PRINCE RUPERT	1932-35
REGINA	All normal years of use 1929-65, 1966-69 possible
ST JOHN	All normal years of use 1929-65, 1966-69 possible
SASKATOON	All normal years of use 1929-44. later use possible
SOUTH EDMONTON	1945 and 1951-52, interim use possible
TORONTO	All normal years of use 1929-65, 1966-69 possible
VANCOUVER	All normal years of use 1929-48
VICTORIA	All normal years of use 1929-48
WINNIPEG	All normal years of use 1929-48
YORKTON	All normal years of use 1945-65, 1966-69 possible

Slogan 6465 - Alphabetical office list with probable years of use

CHICOUTIMI	1929-34
DRUMMONDVILLE	1943-55
GRAND MERE	1937-53, possibly extending to 1955
HULL	1929-34
JONQUIERE KENOGAMI	1948-64, 1965 possible
MONTREAL	2 dies in 1929 only, probable 1929-65 use
QUEBEC	Probable 1929-65 use
RIMOUSKI	1944-63, 1964-65 possible
SHAWINIGAN FALLS	1944-59, from 1960 with dater reading SHAWINIGAN only,
SHAWINIGAN	1960-65
SHERBROOKE	1929-30, probably no later use.
THETFORD MINES	1932-34, probably no later use.
TROIS RIVIERES	Known 1929. A die was issued APR 5.30, but returned APR 10.30, so 1930 use is possible but doubtful. 1931 use not reported or Known. probable 1932-65 use
VALLEYFIELD	1937-48, probably no later use.
VICTORIAVILLE	1948 only. other use unlikely.


APPENDIX C, SLOAN 6465, OBSERVE SUNDAY

1929-48 USE	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1942	1944	1945	1946	1948
ELLEVILLE															C
BRANDON				C	C	C	C								
CALGARY	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
CHARLOTTETOWN	C	C	C	C	C	C	P	C	C	C	C	C			
CHATHAM											C	C	C	C	
EDMONTON	C	C	C	C	C	C	P	C	C	C	C	C	P	R	C
FORT WILLIAM													C	C	C
FREDERICTON	C	C	C	C	C	C	P	C	C	C	R	C	C	C	R
GALT											C	C	C	C	
HALIFAX	C	C	C	C	C	C	C	C	C	C	C	R	R	C	C
HAMILTON	C	C	C	C	C	C	C	C	C	C	C	C	C	C	
LETHBRIDGE				C	C	C									
LONDON	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
MEDICINE HAT				C	C	C	C								
MOOSE JAW	C	C	C	C	C	C									C
NEW WESTMINSTER				C	C	C									
OTTAWA	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
PORTAGE LA PRAIRIE				C	C	C	C								
PRINCE RUPERT				C	C	C	C								
REGINA	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
ST. JOHN	C	C	C	C	C	C	C	C	C	C	C	P	R	C	C
SASKATOON	C	C	C	C	C	C	P	C	C	C	C	R			
SOUTH EDMONTON													C		
TORONTO	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
VANCOUVER	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
VICTORIA	C	C	C	C	C	C	C	C	C	C	C	R	R	C	C
WINNIPEG	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
YORKTON													C	C	C


APPENDIX C, SLOGAN 6465, OBSERVE SUNDAY


1951-69 USE	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
CALGARY	C	C	R	C	C	P	R	P	C	C	C	P	P	P	C				
COLEMAN	C	C					R												
EDMONTON	P	P	P	P	P	C	C	C	C	P	P	P	C	P	P	P	P	C	P
FORT WILLIAM	C	C	P	R	R	C	R	P	P	C	C	C							
FREDERICTON	C	C	R	P	R	R	R	C	P										
HALIFAX	C	C	R	R	R	C	C	C	C	C	P	P	P	P	C	P	P	C	C
MOOSE JAW	C	R	R	P	R	R	R	C	P	P	P	P	P	P	C				
REGINA	C	C	P	P	R	C	C	P	P	P	P	P	P	P	C				
ST. JOHN	C	C	R	R	R	R	R	C	C	P	P	P	P	C	P				
SOUTH EDMONTON	C	C																	
TORONTO	C	C	C	C	C	C	C	C	C	C	C	C	C	P	P				
YORKTON	C	C	C	P	R	C	R	P	P	P	P	P	P	P	C				

English format A, Calgary, 1932



AT POINT OF MAILING





C. J. Campbell, Limited,
403 Lancaster Building,
CALGARY, Alberta.

FORM NO. 10

APPENDIX C, SLOGAN 6465-A, OBSERVE SUNDAY

1929-47 USE	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	
CHICOUTIMI	C	C	C	C	C	C														
DRUMMONDVILLE															C	C	C	C	C	
GRAND MERE									C	C	P	C	C	C	C	P	C	C	C	
HULL	C	C	C	C	C	C														
MONTREAL	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	
MONTREAL used two dies in 1929, only one thereafter																				
QUEBEC	C	C	C	C	C	C	C	C	C	C	P	C	C	C	C	C	C	C	C	
RIMOUSKI																		C	C	C
SHAWINIGAN FALLS																	C	C	C	C
SHERBROOKE	C	C																		
THETFORD MINES				C	C	C														
TROIS RIVIERES	C	C		C	C	C	C	C	C	C	P	C	C	C	C	C	C	C	C	
A die was issued to TROIS RIVIERES APR 5.30, but returned APR 10, so use if any was very short																				
VALLEYFIELD									C	C	P	C	C	C	P	C	C	C	C	

SLOGAN 6465-A, OBSERVE SUNDAY

1948-65 USE	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
DRUMMONDVILLE	P	C	C	C	C	R	P	R										
GRAND MERE	C	P	C	C	C	R												
JONQUIERE	C	C	C	C	C	P	P	R	P	P	P	C	P	P	C	C	C	
MONTREAL	C	C	C	P	C	C	C	C	P	C	C	C	C	P	C	C	C	C
QUEBEC	C	C	C	C	C	R	C	C	P	R	P	C	P	P	C	P	C	P
RIMOUSKI	C	C	C	C	C	P	P	P	P	R	P	P	C	P	P	C		
SHAWINIGAN FALLS		C	C	C	C	P	P	R	P	C	P	P						
SHAWINIGAN	SHAWINIGAN FALLS daters read SHAWINIGAN only from at least 1960												C	P	P	P	C	P
TROIS RIVIERES	C	C	C	C	C	C	R	P	P	P	P	C	P	P	C	C	C	C
VALLEYFIELD	C																	
VICTORIAVILLE	C																	

English format A, 1960 on a "CP" perfin cover



OBSERVE
SUNDAY



Perfin

Messrs. J. Spencer Turner Co. Ltd.,
Sherman Avenue, North,
HAMILTON, Ont.

Bilingual format B, Montreal, 1943

PAUL GALIBERT Limited

MAKERS OF FINE GLOVES
650 WELLINGTON ST. - MONTREAL



OBSERVE
SUNDAY
OBSERVEZ
LE DIMANCHE



Messrs. Jones & Naudin Co.,
Gloversville,
N.Y.

J-5

RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Edmonton, Alta.

SLUG READING	ISSUED	RETURNED	IMPRESSION ON PAGE
"Edmonton Exhibition July 10-15, 1916"	1916		
"Save your Money lend it to your country"	1917		
"Buy Victory Bonds to the limit of your ability"	1918		
"Buy War Savings Stamps and help Reconstruction"	1919		
"Home Building Exhibition, Edmonton Alta"			1921-22 below
"Remember Red Cross membership 1922"	1922		
"Government Motor Highway Banff Windermere Open June 30th 1923"	1923		
"Do not place money in unregistered mail"	10-9-23		
"Mail your Christmas Parcels"	5-11-23		
"Register all letters of value"	26-12-23		
"Your Postman sells stamps"	-3-24		
"Don't fail to visit Postal Exhibit at Edmonton Exhibition July 14-19"	1924		
"Help prevent Forest Fires"	7-4-24		
"Remember Red Cross membership October 31st"	1924		
"Post Office Money Orders cover the globe use them"	10-12-24		
"Give your change of address to the Postmaster"	10-12-24		
"Invest in Post Office Savings Bank"	12-2-25		
"Have Postal address on all stationery"	12-2-25		
"Send your money by Post Office Money Order"	20-2-25		
"Stamped envelopes save time and money"	20-2-25		
"Don't fail to visit Postal Exhibit at Edmonton Exhibition, July 12-15"	1925		
"Advise your correspondents of your correct Post Office address"	20-7-25		
"Carnival for children's Playgrounds Sept. 1st to 7th"	1925		
"Remember Red Cross Day October 31st"	1925		
"Send your money by Post Office Money Order"	12-1-26		
"Mail early and take advantage of midday mails"	13-1-26		
"Parcel Post Insurance \$500 for 3 cents"	30-1-26		
"Help prevent forest fires"	5-10-26	3-10-26	
"Get up! Fire Prevention Day October 9th 1919"	1919		
"Get up! Fire Prevention Day October 9th 1920"	1920		
"Remember the National Fish Day February 9"	1921		
"Build, Build and work to reduce unemployment"	1922		
"Work - Provide work"	1922		0720
"Clean up! Fire Prevention Day October 9th 1922"	1922		
"Post Office C. O. Speeds Business"	9-10-26		

RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Edmonton, Alta.

SLUG READING	ISSUED	RETURNED	IMPRESSIONS ON PAGE
"Mail early be sure your gifts arrive on time"	15-11-26	3-1-27	
"Buy a Dominion Government Annuity ask Postmaster for booklet"	9-12-26	29-8-28	
"Help prevent forest fires"	23-3-27	7-10-27	
"Edmonton Exhibition July 18 th to 23 rd "	7-5-27	29-7-27	
"Help the Red Cross"	3-5-27	9-7-27	
"Parcel Post Reaches Everywhere"	7-10-27	19-12-27	
"Stamp out Tuberculosis Buy Christmas Seals"	15-11-27	3-1-28	
"Mail Early Be Sure your gifts arrive in time"	18-11-27	3-1-28	
"Use Better Seeds - Grow Better Crops"	24-2-28	16-4-28	
"Edmonton Exhibition July 16 th to 21 st "	29-5-28	28-7-28	
"Insure Parcels for Great Britain and Ireland at the Post Office"	20-8-28	11-2-29	
"Mail Early and Take Advantage of Mid-Day Mails"	20-8-28	11-2-29	
"Use Air Mail Dec. 10 to 29 Special Cruise Flights"	30-11-28	7-1-29	
"Address your Mail to Street and Number"	1-2-29	12-8-29	
"Advise Correspondents of your correct Address"	1-2-29	20-8-29	
"Edmonton Boys and Girls Fair April 3-4-5-6-1929"	25-2-29	12-4-29	
"Use Better Seeds - Grow Better Crops"	4-3-29	22-3-29	
"Edmonton April 9 th to 13 th 1929 Spring Show"	12-3-29	19-4-29	
"Buy a Dominion Government Annuity ask Postmaster for Booklet"	17-5-29	10-8-29	
"Edmonton Exhibition July 15 th to 20 th "	25-6-29	31-7-29	
"Have Street Address on all Stationery"	12-8-29	26-11-29	
"Observe Sunday"	17-9-29	22-11-29	
"Armistice Day Canadian Legion Interest Coffees"	7-10-29	16-11-29	
"Save Time, Use Air Mail"	6-11-29	22-3-30	
"Mail Early Be Sure your gifts arrive in time"	6-11-29	2-1-30	
"Your Postman Sells Stamps"	26-11-29	2-5-30	
"Post Office to U.S. Speeds Business"	26-11-29	2-5-30	
"Observe Sunday" 02221	10-4-30	12-5-30	
"Give your change of address to the Postmaster"	22-4-30	7-10-30	
"Have Street Address on all Stationery"	22-4-30	2-9-30	
"Edmonton Exhibition July 14 th to 19 th "	30-4-30	26-7-30	
"Edmonton Highland Gathering August 1 st , 2 nd and 4 th "	23-6-30	11-8-30	
"Buy a Dominion Government Annuity ask Postmaster for Booklet"	24-7-30	9-9-30	
"Come to Edmonton for the Big Air Show September 17 th "	23-8-30	29-9-30	
"Insure your Parcels at the Post Office"	2-9-30	6-6-30	

RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Edmonton, Alta.

SLUG READING	ISSUED	RETURNED	IMPRESSIONS ON PAGE
"Post office E.O.W. Speeds Business"	23-7-30	2-3-32	
"Armistice Day Canadian Legion Veterans Coffees"	2-10-30	17-11-30	
"Mail Early, Be Sure Your Gifts Arrive in Time"	6-11-30	19-1-31	
"Send your Christmas Greetings by Air Mail"	7-11-30	19-1-31	
"Work and Provide Work to Reduce Unemployment"	9-1-31	7-3-31	
"Observe Sunday"	3-3-31	17-4-31	
"Edmonton Exhibition July 13th. to 18th."	18-5-31	24-7-31	
"Edmonton Highland Gathering August 1st. and 3rd"	23-6-31	7-8-31	
"Remembrance Day Canadian Legion Veterans Coffees"	21-10-31	16-11-31	
"Mail Early Be Sure your Gifts Arrive in Time"	3-11-31	4-1-32.	
"Save time use Air Mail" (2 Slugs sent from Winnipeg)	14-11-31	22-3-32	
"See The Flying Postman at your Theatre"	15-3-32 4-2-32	5-3-32	
"See The Flying Postman at your Theatre"	11-3-32	30-3-32	
"Observe Sunday"	10-3-32	15-4-32	
"Your Postman Sells Stamps"	21-3-32	18-11-33	
"Buy a Dominion Government Annuity Ask Postmaster for Booklet"	26-4-32	17-6-32	
"Edmonton Exhibition July 18th to 23rd"	6-5-32	30-7-32	
"Remembrance Day - Canadian Legion Veterans Coffees"	22-10-32	16-11-32	
"Mail your Christmas parcels early"	8-11-32	31-1-32	
"Edmonton Highland Gathering - May 24"	24-3-33	27-5-33	
"Observe Sunday"	8-5-33	7-7-33	
"Edmonton Exhibition, July 17th to 22nd"	10-5-33	26-7-33	
"Your friend will appreciate a letter - Write today"	9-9-33	9-10-33	
"Remembrance Day Canadian Legion Veterans Coffees"	6-10-33	18-11-33	
"Mail early. Be sure your gifts arrive in time"	8-11-33	30-1-33	
"Observe Sunday"	17-3-34	16-4-34	
"Address your mail to street and number"	12-4-34	23-10-34	
"Your Postman Sells Stamps"	17-4-34	25-1-34	
"Edmonton Highland Gathering, May 24"	28-4-34	29-5-34	
"Edmonton Exhibition July 16-24"	26-5-34	21-7-34	

RECORD OF POSTAL ADVERTISING DIE SLUGS

NAME OF POST OFFICE Post Offices, Cent.

SLUG READING	ISSUED	RETURNED	DEFERRED ON PAGE
"Register All Letters of Value"	13-12-27	7-2-28	
"Post your Mail when Ready and Secure Early Handling"	7-2-27	10-4-28	
"Post Office C. O. D. Speeds Business"	10-4-28	13-8-28	
"Place Return Address on All Mail"	13-8-28	18-1-29	
"Invest in Post Office Savings Bank"	18-1-29	2-4-29	
"Cancel Post Insurance \$5.00 for 3 cents"	2-4-29	7-12-29	
"Mail Early and Take Advantage of Mid-Day Mails"	21-8-29	22-3-30	
"Have Postal Address on All Stationery"	22-3-30	27-8-30	
"Buy Dominion Government Annuity and Estimate for Booklet"	24-7-30	5-9-30	
"Stamped Envelopes Save Time and Money"	26-8-30	24-2-31	
"Register all Letters of Value"	24-2-31	16-11-31	
"Mail your Christmas Parcels Early"	5-11-31	8-1-32	
"Invest in Post Office Savings Bank"	8-1-32	6-5-33	
"Post Office C. O. D. gives Satisfaction"	28-4-33	14-9-33	
"Insure parcels for Great Britain and Ireland at the P.O."	7-9-33	16-11-33	
"Mail your Christmas parcels early"	7-11-33	8-1-34	
"Post Office Money Orders cover the Globe Use them"	8-1-34	10-4-34	
"Parcel Post Reaches Everywhere"	12-4-34	3-12-34	
"Invest in Post Office Savings Bank"	26-11-34	9-35	

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BRITISH NORTH AMERICA PHILATELIC SOCIETY.

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CUSTOMS DUTY FREE	1	4	4876, INTERNATIONAL PEACE CELEBRATION	25	2
Distribution lists, see TEXT INDEX			5543, L'EXPOSITION PROVINCIALE DE QUEBEC	22	2
Klussendorfs	2	6		20	5
Proof Book page	18	1	5349, LEST WE FORGET	13	3
THIS MAIL WAS CARRIED BY POSTAL AIRPLANE	7	6	5965, NATIONAL PATRIOTIC WEEK	26	5
Slogan illustrations			6408, NOVA SCOTIA LIONS CONVENTION	26	2
45, ADDRESS YOUR MAIL TO STREET AND NUMBER	20	6	6855 and 275, PARCEL POST INSURANCE	5	6
Die illustrations	19	6	6985, PICTON CENTENNIAL	25	2
55, ADVISE CORRESPONDENTS OF YOUR CORRECT			6995, PLACE RETURN ADDRESS ON ALL MAIL	34	5
Die illustrations	14	6	7025, PLAN TO PLANT ANOTHER TREE	3	3
125, AIR MAIL SAFE SURE SPEEDY	9	6	7040, PLAN TO VISIT WORLD'S GRAIN EXHIBITION	36	5
128, AIR MAIL SAVES TIME	31	5	7355, PROVINCIAL WINTER FAIR REGINA	21	5
132, AIR MAIL SPEEDS BUSINESS	6	3	7555, REMEMBER THE DEAD	13	3
	9	6	7595, REMEMBRANCE DAY	8	3
265, ARMISTICE DAY	8	3	Die illustrations	14-15	3
394, AVOID DELAY ADDRESS MAIL	35	5	Die illustrations	12-13	5
615, BETTER SECRETARIES	32	4	7597, REMEMBRANCE DAY WEAR A POPPY	7	3
649A, BIG TRACTOR DEMONSTRATION	27	6	7875, SAVE TIME FLY YOUR MAIL	9	6
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	5	3		8	6
	28	4	7881, SAVE TIME USE AIRMAIL	26-29	3
1020, CANADA'S GREAT EASTERN EXHIBITION	2	3		26	4
1100, CANADIAN FORESTRY CONVENTION	16	4	8060, SEE THE FLYING POSTMAN	8	6
1150, CANADIAN NATIONAL EXHIBITION	6-8	2	8160, SEND YOUR SEASONS GREETINGS	8	6
	21	2	8170, SEPTEMBER SEVENTH TRANS CANADA HIGHWAY	35	5
	25	5	8715, ST. JOHN EXHIBITION	24	2
1300, CAPE BRETON ISLAND EXHIBITION	24	2		26	4
1400, CELEBRATION OF CITYHOOD	6	4	8770, STRATFORD OLD BOYS RE-UNION	20	4
1655, CHILD WELFARE	6	4	9095, SUPPORT THE POPPY FUND	7 & 12	3
1890, COME TO EDMONTON FOR THE BIG AIR SHOW	20	4	9265, SYDNEY'S 150TH ANNIVERSARY	20	2
1920, COME TO LONDON CENTENNIAL	23	2	9802, USE AIR MAIL SPECIAL PRARIE FLIGHTS	32-33	5
2155, COMPASS DIRECTION NECESSARY	19-23	3	9964, VICTORIA'S WINTER SEASON	29	6
2215 and 2216, CONSERVE COAL	31	4	9965, V . . .	14-16	1
2262 & 2262A, CORONATION H.M. GEORGE VI	9-19	2		4	2
2625, DO NOT PLACE MONEY	11-12	6	9966, VICTORY LOAN-1919 THE BRIDGE FROM WAR	15	3
3720, GALT HORSE SHOW	13	4	10200, VISIT PROVINCIAL EXHIBITION BRANDON	23	2
3740, GERMAN CANADIAN "SOHMERFEST"	26	2	10350, WEAR A FLANDERS POPPY	11	3
3945, GIVE WINGS TO YOUR MAIL	9	6	10352, WEAR A POPPY	13	3
4160, HALIFAX FIREMENS TOURNAMENT	21	2	10358, WEAR A POPPY ON NOVEMBER 11TH	12	3
4570, HELP TO WIN THE WAR	23	6	10362, WEAR A VETCRAFT POPPY	12	3
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			10530, WHY WAIT FOR SPRING	3	3
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BRITISH NORTH AMERICA PHILATELIC SOCIETY.

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	1	4	128, AIR MAIL SAVES TIME	31	5
	1	5	615, BETTER SECRETARIES	32	4
	1	6	895, BUY WAR SAVINGS CERTIFICATES	3-13	1
Collectors' Exchange	31	3	1150, CANADIAN NATIONAL EXHIBITION	6-8	2
	33	4	COME TO KEMORA TRANS CANADA HIGHWAY	19	4
	7	5	2155, COMPASS DIRECTION NECESSARY	19-23	3
	30	5	2215 and 2216, CONSERVE COAL	29-31	4
	38	6	2262 & 2262A, CORONATION H.N. GEORGE VI CUSTOMS DUTY FREE	9-19	2
Distribution lists			2625, DO NOT PLACE MONEY	1	4
SASKATOON	17	1	6855 and 275, PARCEL POST INSURANCE	11-12	6
AMHERST, BELLEVILLE	37	5	7040, PLAN TO VISIT WORLD'S GRAIN EXHIBITION	5-6	6
BRANDON	38-39	5	Related Air Mail Slogans	36	5
BRANTFORD, BROCKVILLE	40	5	7595 & 7595A, REMEMBRANCE DAY and related	7-10	6
CALGARY	31-34	6	ARMISTICE DAY and POPPY DAY slogans	7-18	3
CARLETON PLACE	34	6	revision	3-16	5
CHARLOTTETOWN	35-36	6	8715, ST. JOHN EXHIBITION	26	4
CHATHAM	36	6	7881, SAVE TIME USE AIRMAIL	26-30	3
Editor's messages	2	1		26	4
	1	3	9802, USE AIR MAIL SPECIAL PRARIE FLIGHTS	32-33	5
	2-4	4	9965, V . . . -	14-16	1
French language slogans	17-19	4	Updates	24-25	3
			Updates	32	4
			9966, VICTORY LOAN-1919 THE BRIDGE FROM WAR	5	2
			10530, WHY WAIT FOR SPRING	21-25	4
			Slogan use by year		
Humor in slogans	6	3	1912	5-9	4
			1913	10-16	4
Illustrated slogan covers	20-26	2	1914	17-22	5
	20	4	1915	23-29	5
			1917	21-26	6
			1918	27-30	6
Joint Chairman and Editor message	1-2	2	Up dates to prior classifications	3-4	2
Klussendorfs	2	6		4-5	3
				24-25	3
Membership lists and additions	19	1		27-28	4
	2	2		32	4
	31	3		30-31	5
	33	4			
	1	5			
	2	6			
	37	6	Year At A Glance Calender	3-4	6