

## Newfoundland Postal Slogan Cancellations

by Dan Meyerson

The admirable series of articles written by C. B. D. Garrett concerning Canadian Postal Slogan Cancellations first begun in the January 1945 issue of the **Topics** and running serially at present, first stimulated my interest in the Newfoundland Postal Slogan Cancellations.

As usual, recourse to Boggs' revealed a list of slogan cancellations that while not complete, certainly proved to be an excellent starting point. The idea of collecting these slogans on cover appealed to me when I saw how few different varieties there were. Most of the cancellations found were included amongst the various covers that I had accumulated in the course of collecting just about everything pertaining to Newfoundland. Those that I did not have were purchased at prices ranging from 10c to 50c.

Very little has been written about this phase of Newfoundland collecting and in addition to the article in Boggs' book, the only other mention that I have been able to find is an occasional note by Harry E. Huber written in the early 20's about the dates that certain of the slogan dies were put into use by the postal authorities.

For the benefit of those collectors who may be interested in a collection of slogans as an inexpensive sideline to add to their collection, I am illustrating all those that I have, and in addition, I am also including the dates of the earliest and latest use that I have record of. I am certain that many of the members will have covers bearing an earlier or a later date than will be found in my list, but again I stress that these are the earliest and latest that I have, have seen, or have read about.

Before proceeding any further let me state that with one exception all of the slogans listed are used from St. Johns. The exception in question is that one slogan cancellation used from St. Johns East which will be discussed later in this article.

1. Record of use from September 27, 1918 to December 21, 1918.
2. Exactly the same as #1 except for the figure "2" found to the right of the slogan. Record of use from April 10, 1918 to May 16, 1918.
3. Used from June 10, 1921 to February 10, 1923 at St. Johns. Used at St. Johns East from September 17, 1929 to August 22, 1933. This is the only instance of a slogan cancellation from a city other than St. Johns.
4. Put into use on March 14, 1922, and latest record of use in August 29, 1922.
5. Enjoyed a tenure of more than ten years since Huber states that the first day of use was March 1, 1923 and latest record of use that I have found on cover is September 23, 1933.
6. "Newfoundland" written as two separate words. The only record of use that I have is April 28, 1925, though Boggs records its use as early as 1923.
7. According to Huber, in use from October 17, 1923 to October 31, 1924.
- 7a. Exactly the same as #7 except that the year appears as "1925" instead of "1924." This slogan is recorded in Boggs and in the 1928 price list of the Reverend E. A. Butler. However I have never seen a copy of this slogan and its appearance in this list is based solely on the basis of the above mentioned references.
8. Followed directly after #7 and was put in use on October 31, 1924 with the latest record of use October 21, 1925.
9. "Newfoundland" written as one word. Record of use from June 16, 1927 to September 25, 1930.
10. A commemorative slogan and in use only on June 14, 1929.
11. Seen on covers from July 25, 1929 to January 10, 1934.
12. Record of use on covers from November 22, 1929 to February 20, 1932.
13. One of the scarce ones and usually found as a backstamp in conjunction with the 1931 flight to the White Bay District. Records of use from November 2, 1930 to February 18, 1931.
14. Seen on covers from May 31, 1934 to May 12, 1937.
15. Records of use from April 14, 1938 to December 12, 1940.
16. Slogan in current use and first record of its appearance on cover is February 27, 1941.

Food  
will  
win the war  
don't waste it


1

Food  
will  
win the war  
don't waste it


2

BUY  
MADE IN  
NEWFOUNDLAND  
GOODS


3

HAVE YOU  
CONTRIBUTED  
TO THE  
WAR MEMORIAL


4

ADDRESS  
MAIL  
TO  
STREET OR  
BOX NUMBER


5

NEW FOUNDLAND  
FOR YOUR  
VACATION  
WRITE TOURIST  
BUREAU


6

BRITISH EMPIRE  
  
EXHIBITION 1924-7

WEAR A  
- POPPY -  
REMEMBRANCE  
DAY


8

NEWFOUNDLAND  
FOR YOUR  
VACATION  
WRITE TOURIST  
BUREAU


9

COMMEMORATING  
- FIRST -  
TRANS ATLANTIC  
AIR-MAIL  
JUNE 14TH 1919


10

PREVENT  
FOREST FIRES  
- SAVE -  
OUR FORESTS


11

SHOP AND  
MAIL EARLY  
INSURE  
PARCELS


12

KEEP  
SUNDAY  
SACRED


13

"BUY GOODS  
MADE IN  
NEWFOUNDLAND"


14

EAT MORE  
NEWFOUNDLAND FISH -  
HELP OUR FISHERMEN

15

SAVE FOR SECURITY.  
BUY SAVINGS CERTIFICATES.  
VITAL FOR VICTORY.

16