

The Slogan Cancels of Newfoundland

I: The Seasonal Cancels

by Derek Paul

In 1958, Dan Meyerson published a listing of the Newfoundland slogan cancels, complete with a numbering system, SC1 through SC19, and some information on the dates of earliest and latest usage (*BNA TOPICS*, January 1958, pp. 16-17). In 1984 a Newfoundland Study Group was formed within BNAPS, and early in 1987 Clarence Stillions, the Group's co-ordinator, published in his Newsletter a new listing by Carl Newswanger of the slogans, considerably improved over Meyerson's. Much more has been learned since.

Newfoundland's slogan cancels can now be divided into various categories according to the

pattern of usage: I seasonal, II continuous, III one or two days only, and IV sporadic or intermittent. Because little or nothing has been published on these four aspects of the slogans, it seemed like a good approach to expanding upon Meyerson's early work and Newswanger's follow-up. In the kind of study reported here one cannot expect too many very definite conclusions. I ask the reader's forbearance, and beg that this be regarded as an interim report, and perhaps a call for wider cooperation.

Some of the cancels were obviously seasonal in intent, judging by the slogan itself, but to show that they really were seasonal required in-



Fig. 1 Earliest and latest known 1928 usages of WEAR A POPPY.

formation that nobody seemed to have. My interest was aroused by the gift of a collection of slogan cancels on piece, presented to me by my friend Paul Prechner of the North Toronto Stamp Club, toward the end of 1986. In the descriptions that follow I will refer rather infrequently to the SC numbers because, it will turn out, Meyerson's numbering system is no longer logical or sequential in first usages. However,

the SC numbers are familiar to some collectors and I may therefore use them from time to time.

The earliest seasonal cancel, as far as is known, is *Wear a Poppy Remembrance Day*, but even that is slightly in doubt, because the first reported date, 31 Oct. 1924 (Dan Meyerson, 1959), stands alone in 1924 and has not been confirmed in my current study. If the present owner of the piece or cover bearing that



Fig. 2 The last known 1929 date for WEAR A POPPY.

date with *wear a poppy* were to confirm its existence it would settle the matter. Likewise any newly discovered date in 1924 would settle the matter of whether *wear a poppy* was the first seasonal slogan. In support of Meyerson's information, I note that 31 Oct. 1924 is also the last known date of the slogan cancel *British Empire Exhibition 1924*, known also as SC7. It is possible that SC7 was withdrawn in order to start off *wear a poppy* on the same day.

These cancels are relatively scarce from 1928 on and it is noticeable that there is a correlation of sorts between the span of the dates and the number of known different dates.

The next seasonal cancel is *New Foundland For Your Vacation Write Tourist Bureau* which was revised in 1927 to change *Newfoundland* into one word. This cancel has two different SC numbers, 6 and 9, which are not consecutive, an unfortunate labelling, because the withdraw-

al of this slogan in 1926 was merely a necessary factor in its seasonal usage!

The first reported date, 28 April 1925, is again Meyerson's, and again the only reported date for the first year. It is thus slightly in doubt. Also it doesn't quite make sense to have used an unfavoured spelling for two seasons. In December 1987, I purchased a collection of slogan cancels that included some of Meyerson's material, including early and late dates of usage, and at least one earliest known date. The collection included an example of *New Foundland For Your Vacation* dated 28 April 1926. Could this have been reported as 1925 through a typographical error? Again, I can only hope that the present owner of this cancel bearing, the date 28 April 1925 will come forward and prove Meyerson's case. The reporting of other 1925 dates would confirm nicely that *New Foundland For Your Vacation* was used in



Fig. 3 Earliest-known 1926 date on NEW FOUNDLAND...



Fig. 4 Earliest-known SC9 for 1928: NEWFOUNDLAND in one word.

1925. Table 2 tells the story of use of both dies. (tables are at the end of article.)

The next seasonal cancel (table 3) is in a category of its own, because it began as a seasonal cancel and stayed that way for three seasons, but its fourth run turned out to span nearly two years continuously.

Recently the 1947 cancel *Drive Slowly Drive Safely Drive Right* was suspected of having had a second season in 1948, but the lone report of a 1948 date has not been confirmed.

The last Newfoundland slogan to have been used before confederation was *Help The Red Cross*, which enjoyed two seasons only in its original form, that is, having the word *Newfoundland* curved around the inside bottom of the datestamp (see fig.7 and table 4). The first of the two seasons spans six weeks of 1948 while the second spans five and a half weeks in 1949 after confederation which took place on 1 April (why did they choose April Fool's day?).

To pursue Newfoundland's postal history further, the same slogan reappeared in 1950, un-

altered except for the datestamp which has *Newfoundland* replaced by *Canada* at the bottom of the circle, and *St. John's Newfoundland* around the upper half of the circle (see fig.8). Newfoundland specialists do not appear to be sending me dates for this unique variety, so I can only report my own dates: 1, 3, and 20 March 1950. *Help The Red Cross* is perhaps the scarcest of all the Newfoundland preconfederation slogans and is the only slogan to have spanned the confederation date unchanged and the only one to have reappeared with the slogan design unaltered but with *Canada* in the datestamp.

(Ed. note: Jeff Switt noted two dies in the July 1, 1990, **Slogan Box** along with unreported dies of three other slogans. These will be published in detail later. In fig. 7, in the top example the R of RED is above left the R of CROSS, while in the bottom example, the R's are aligned vertically.)

Colleagues who send me the dates of their slogan cancels can be assured in advance of



Fig. 5 Last-known NEWFOUNDLAND FOR YOUR VACATION, 9 Oct. 1930.



Fig. 6 PREVENT FOREST FIRES: an example dated 15 Oct. 1932, the date of issue.

my appreciation.

My thanks go to Paul Prechner once again, and to the following people who supplied much of the information summarised in the below ta-

bles: Clarence Stillions, Palmer Moffat, Carl Newswanger, George McGowan, John Ayshford, Douglas Campbell, Brian Noble, Charles Jacobsen, Doug Hannan, and Dean Mario, John Robertson, and James Luetje.

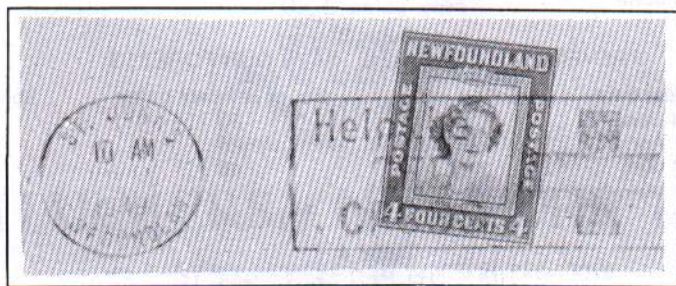
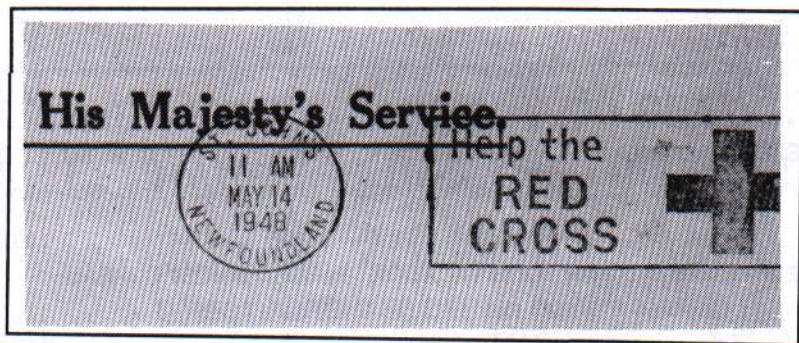


Fig. 7 HELP THE RED CROSS: 14 May 1948 and May 14 1949.



Fig. 8 A scarce example of HELP THE RED CROSS from 1950.

TABLES 1 -4

Table 1 gives the present picture of the usages of *Wear a Poppy*.

Table 1
WEAR A POPPY REMEMBRANCE DAY

Year	Earliest date	Latest date	No. of different dates	Span(days)
1924	31 Oct.		1	1
1925	26 Sept.	24 Nov.	15	60
1926	6 Oct.	11 Nov.	8	37
1927	4 Oct.	11 Nov.	15	39
1928	31 Oct.	7 Nov.	4	8
1929	26 Oct.	18 Nov.	8	24
1930	1 Nov.	8 Nov.	3	8

Table 2
NEW FOUNDLAND FOR YOUR VACATION WRITE TOURIST BUREAU

Year	Earliest date	Latest date	No. of different dates	Span(days)
1925	28 Apr.		1	1
1926	17 Apr.	3 Aug.	19	109
1927	1 May	24 Oct.	35	177
1928	19 June	6 Oct.	9	110
1929	21 June	5 Sept.	7	77
1930	5 June	9 Oct.	12	127

Table 3
PREVENT FOREST FIRES SAVE OUR FORESTS

Year	Earliest date	Latest date	No. of different dates	Span(days)
1929	21 June	15 Oct.	23	117
1930	2 Apr.	20 Sept.	20	172
1931	21 Apr.	14 Dec.	46	238
	4 May, then continuous use until	12 Apr. 1934	179	709

Table 4
HELP THE RED CROSS +

Year	Earliest date	Latest date	No. of different dates	Span(days)
1948	1 May	11 June	15	42
1949	14 May	21 June	7	39