

CANADIAN PATRIOTIC METER SLOGANS  
1940 - 1948

Compiled by  
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Canada Meter Study Group  
Miscellaneous Report  
No.1  
December 1984

CANADIAN PATRIOTIC SLOGANS

Preliminary Report

Slogan Number	Number reported all Irwin types	Earliest & Latest Dates		Slogan Number	Number reported all Irwin types	Earliest & Latest Dates	
WS-1	103	20/8/40	8/1/46	VL 1-1	1	26/5/41	
WS-1F	5	25/11/41	1/11/43	VL 1-2	1	10/9/42	
WS-2	59	30/6/40	9/7/46	VL 1-3	6	14/6/41	16/9/44
WS-2F	5	18/1/40	6/10/44	VL 1-4	5	14/6/41	16/10/44
WS-3	3	26/8/43	26/4/44				
WS-4	2	5/8/41	16/8/41	VL 2-1	2	3/3/42	25/3/42
WS-5	3	2/8/40	25/9/41	VL 2-2	1	2/3/42	
WS-6	nil			VL 2-3	5	23/3/42	22/6/43
WS-7	18	29/4/41	30/5/44	VL 2-4	19	12/2/42	22/11/45
WS-7F	1	24/9/41		VL 2-4F	1	11/3/42	
WS-8	16	23/3/41	1/8/44	VL 2-5	20	30/1/42	20/2/45
WS-8F	nil			VL 2-5F	nil		
WS-9	13	6/5/41	5/7/46				
WS-9F	nil			VL 3-1	4	16/10/42	5/6/44
WS-10	3	3/2/44	26/2/44	VL 3-2	6	17/10/42	15/4/46
WS-11	58	31/7/40	2/7/46	VL 3-2F	1	28/8/44	
WS-11F	4	10/9/40	19/7/42	(no illustration available)			
WS-13	2	12/6/40	24/7/40	VL 3-3	16	15/10/42	6/7/44
WS-14	1	27/6/42		VL 3-4	11	15/10/42	2/5/44
WS-15	4	20/9/40	14/1/41				
WS-16	3	23/9/40	28/2/44	VL 4-1	4	5/5/43	7/7/44
WS-17	7	29/8/42	7/3/46	VL 4-1F	1	30/4/43	
WS-18	2	29/8/42	20/12/43	VL 4-2	28	3/5/43	28/1/46
WS-19	nil			VL 4-3	9	17/5/43	31/3/48
				VL 5-1	1	9/11/43	
				VL 5-2	15	22/10/43	13/10/44
				VL 5-3	3	8/11/43	28/8/44
				VL 5-4	2	30/12/43	22/1/44

## Preliminary Report








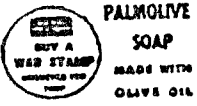














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VL 9-1	8	16/10/45	9/11/45	MP-1	3	31/12/42	2/11/43
VL 9-2	2	4/12/45	29/3/46	MP-2	2	14/12/42	12/7/43
				MP-3	nil		
VLM-1	11	21/6/41	10/5/44	MP-4	1	20/3/40	
VLM-2	1	18/10/43		MP-5	1	7/11/40	
VLM-3	4	14/4/42	19/3/46	MP-6	4	13/8/40	28/2/42
VLM-4	1	4/3/42		MP-7	nil		
VLM-5	1	7/11/40		MP-8	nil		
VLM-6	1	16/5/41		MP-9	9	21/10/41	16/8/44
VLM-7	11	26/2/42	2/5/45	MP-10	1	26/8/41	
VLM-8	3	1/5/42	1/9/43	MP-11	4	26/2/42	3/9/43
				MP-12	1	10/9/41	
				MP-13	1	31/7/43	
				MP-14	1	26/8/41	
				MP-15	8	6/10/41	24/3/42
				MP-16	1	16/7/42	
				MP-17	2	5/9/41	27/1/42
				MP-18	2	27/1/42	25/10/43
				MP-19	10	29/8/41	29/3/44
				MP-20	6	26/7/41	2/11/43
				MP-21	5	26/9/41	14/7/42
				MP-22	3	30/12/41	17/11/42
				MP-23	nil		
				MP-24	1	16/4/42	
				MP-25	1	2/11/42	
				MP-26	2	5/7/44	6/4/45
				MP-27	nil		
				MP-28	1	6/3/41	
				MP-29	2	26/3/42	15/4/42
				MP-30	3	2/12/42	28/6/43

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Slogan Number	Number reported all Irwin types	Earliest & Latest Dates		Slogan Number	Number reported all Irwin types	Earliest & Latest Dates	
MP-31	6	31/10/42	5/1/44	MP-60			
MP-32	2	30/6/41	8/1/42	MP-61	5	21/6/40	8/4/42
MP-33	1	30/7/43		MP-62	3	9/9/41	14/8/42
MP-34	3	31/5/43	24/4/45	MP-63	1	17/4/41	
MP-35	4	29/1/43	31/7/44	MP-64	3	9/11/43	4/2/44
MP-36	1	20/11/44		MP-65	3	20/12/43	22/2/45
MP-37	1	23/4/43		MP-66	2	4/1/40	11/9/40
MP-38	nil			MP-67	1	18/4/42	
MP-39	nil			MP-68	1	20/7/42	
MP-40	nil			MP-69	2	27/4/42	15/2/45
MP-41	1	27/2/42		MP-70	2	20/8/43	16/12/43
MP-42	1	20/10/42		MP-71	1	6/11/43	
MP-43	1	13/3/44		MP-72			
MP-44	2	30/7/42	26/1/43				
MP-45	2	10/4/42	16/4/43				
MP-46	1	21/1/43					
MP-47	1	10/11/44					
MP-48	1	26/5/43					
MP-49	1	15/7/43					
MP-50							
MP-51							
MP-52							
MP-53	1	16/12/43					
MP-54	1	12/2/45					
MP-55	nil						
MP-56							
MP-57							
MP-58F	1	22/4/42					
MP-59F	1	10/1/41					








Group I - WAR SAVING STAMPS & CERTIFICATES

<p>WS-1</p> 	<p>WS-1F</p> 	<p>WS-13</p> <p>Buy War Savings Certificates   Achetez des Certificats d'Épargne</p>
<p>WS-2</p>  <p>37mm wide</p>	<p>WS-2F</p> 	<p>WS-14</p> 
<p>WS-3</p>  <p>33mm wide</p>		<p>WS-15</p> <p>You too can SERVE - by SAVING! BUY WAR SAVING STAMPS</p>
<p>WS-4</p> 		<p>WS-16</p> 
<p>WS-5</p> 		<p>WS-17</p> 
<p>WS-6</p> 		<p>WS-18</p> 
<p>WS-7</p> 	<p>WS-7F</p> 	<p>WS-19</p> 
<p>WS-8</p> 	<p>WS-8F</p> 	
<p>WS-9</p> 	<p>WS-9F</p> 	
<p>WS-10</p>  <p>42mm wide</p>		
<p>WS-11</p>  <p>38½mm wide</p>	<p>WS-11F</p> 	

CANADIAN PATRIOTIC SLOGANS  
GROUP II - VICTORY LOAN AND BOND DRIVES

VL1-1	<p>Help finish The Job! <small>Invest in</small> <b>VICTORY LOAN 1941</b></p>	VL3-1	<p>BUY VICTORY BONDS</p>	VL5-1	<p>YOUR BOND MAY BUY THE FINAL BOMB! <b>5<sup>TH</sup> VICTORY LOAN</b></p>
VL1-2	<p><i>Invest in the Future</i> Buy <b>VICTORY BONDS</b></p>	VL3-2	<p>HELP HIM TO HELP YOU! <b>BUY VICTORY BONDS</b></p>	VL5-2	<p><b>SPEED THE VICTORY</b></p>
VL1-3	<p>HELP FINISH THE JOB! <small>Buy</small> <b>VICTORY BONDS</b></p>	VL3-3	<p>NOTHING MATERS NOW! BUT <b>VICTORY!</b> <b>BUY VICTORY BONDS</b></p>	VL5-3	<p><i>Speed the Victory</i> <b>5<sup>TH</sup> VICTORY LOAN</b></p>
VL1-4	<p>HELP FINISH THE JOB! <b>BUY VICTORY BONDS</b></p>	VL3-4	<p>BUY VICTORY BONDS</p>	VL5-4	<p><i>Speed the Victory</i> <b>5<sup>TH</sup> VICTORY LOAN</b></p>
		VL3-2F			
VL2-1	<p>REMEMBER HONG KONG Buy 1942 VICTORY BONDS</p>	VL4-1	<p>BUY VICTORY BONDS</p>		
VL2-2	<p>"WHO, ME? - "YES, YOU!" VICTORY BONDS</p>	VL4-1F	<p>ACHETEZ DES OBLIGATIONS DE LA VICTOIRE</p>		
VL2-3	<p>"WHO, ME? - "YES, YOU!" VICTORY BONDS</p>	VL4-2	<p>BACK THE ATTACK! VICTORY BONDS</p>		
VL2-4	<p>"COME ON CANADA!" BUY VICTORY BONDS</p>	VL4-3	<p>BE THANKFUL YOU CAN BUY VICTORY BONDS</p>		
VL2-4F	<p>L'ennemi est à nos portes! Achetez des obligations de la Victoire</p>				
VL2-5	<p>"COME ON CANADA!" BUY VICTORY BONDS</p>				
VL2-5F	<p>L'ennemi est à nos portes! Achetez des obligations de la Victoire</p>				

CANADIAN PATRIOTIC SLOGANS  
GROUP II - VICTORY LOAN AND BOND DRIVES

	VL9-1		— MISCELLANEOUS — VICTORY LOAN & BOND SLOGANS
	VL9-2		VLM-1 
			VLM-2 Help finish The Job! INVEST IN <u>VICTORY LOAN</u>
			VLM-3  PALMOLIVE SOAP MADE WITH GENTLE OLIVE OIL
			VLM-4 BUY VICTORY BONDS
			VLM-5 
			VLM-6 DO YOUR PART BUY <i>Victory</i> BONDS
			VLM-7 
			VLM-8 


**CANADIAN PATRIOTIC SLOGANS**  
**GROUP III - MISCELLANEOUS VICTORY & WAR SLOGANS**

MP-1		MP-13		MP-25	
MP-2	As MP-1 except 37mm wide	MP-14		MP-26	
MP-3		MP-15		MP-27	
MP-4		MP-16		MP-28	<i>Our Staff Have Pledged 100%</i>
MP-5		MP-17		MP-29	
MP-6		MP-18		MP-30	
MP-7		MP-19		MP-31	
MP-8		MP-20		MP-32	
MP-9		MP-21		MP-33	
MP-10		MP-22		MP-34	
MP-11		MP-23		MP-35	
MP-12		MP-24		MP-36	



CANADIAN PATRIOTIC SLOGANS

GROUP III - MISCELLANEOUS VICTORY & WAR SLOGANS

MP-37	<i>Buy Wisely Conserve!</i>	MP-49	SELL WAR RISK INSURANCE	MP-61	<b>SERVE</b> <i>by</i> <b>SAVING</b>
MP-38	CONSERVE TIRES AND GAS BUY A WEEKLY PASS	MP-50		MP-62	CANADA NEEDS YOUR SAVINGS <i>Confederation Life</i> TORONTO 2
MP-39	<i>Overseas</i> \$1.00 SENDS 300 BRITISH CONSOLS	MP-51		MP-63	CANADA NEEDS YOUR SAVINGS <i>Confederation Life</i>
MP-40	COOL UNDER FIRE <b>EXPORT CIGARETTES</b>	MP-52		MP-64	SAVE FATS make explosives CANADA needs them urgently
MP-41	"BRAVE MEN SHALL NOT DIE BECAUSE I FALTERED"	MP-53	<b>WINGS for NORWAY</b>	MP-65	SAVE FATS and BONES <i>To Make Explosives</i>
MP-42	<i>Safeguard</i> WAR PRODUCTION AND SUPPLIES FROM FIRE!	MP-54	R.N.A.F. 1940-1945 FAREWELL CANADA	MP-66	SAVE WASTE PAPER "IT PAYS"
MP-43	THEY WILL ALWAYS BE AN <b>EMPIRE</b>	MP-55	<b>NORWAY STILL FIGHTS! AT HOME, AT SEA, &amp; IN THE AIR ..</b>	MP-67	<b>SAVE TIRES GAS</b>
MP-44	<i>War Workers FIRST</i>	MP-56		MP-68	Save Your Tires with <b>"RUBBER-LIFE"</b>
MP-45	SPEED VICTORY PRODUCTION RETURN EMPTY PROMPTLY	MP-57		MP-69	SUBSCRIBE BY MAIL ... SAVE AGENTS' TIRES AND GAS "Order NOW for Victory"
MP-46	STEEL BARRELS ARE URGENTLY NEEDED	MP-58 F	<i>Canadiens-français, aidons-nous!</i>	MP-70	BANK BY MAIL Save Tires and Gasoline
MP-47	RETURN BARRELS <b>76</b> PROMPTLY THEY ARE URGENTLY NEEDED	MP-59 F	 PLUS QUE JAMAIS! 9 <sup>e</sup> CAMPAGNE 10-19 MARS	MP-71	<i>Save Fuel</i> WITH STORM SASH
MP-48	<i>Canadian energy will win!</i> <b>PEPSI-COLA</b> <small>ONE DRINK WITH QUOTE 10-10-1945</small>	MP-60		MP-72	