

## San Francisco Machine Slogan Cancels 1911 - 1916

### Slogan Advertising Cancels – International Machine

**SF15-09** - A series of International machine slogans used by the main San Francisco post office, beginning in May of 1911 and continuing through January of 1916. These slogan cancels are arranged and identified by slogan characteristics, not chronologically.

**SF15-09-01** – Large slogan box (25 millimeters long) with a neat number '1' in the killer bars. All have the dial dented at the bottom under '12' of the date. Depending on the ink strength, the dial's perimeter may or may not be broken at the location of the dent.

EKU: 5 February 1912

LKU: 29 August 1912

Values:

\$2.00 – card

\$4.00 – cover



**SF15-09-01A** – Same as SF15-09-01, but the number '1' has been removed from the killer bars.

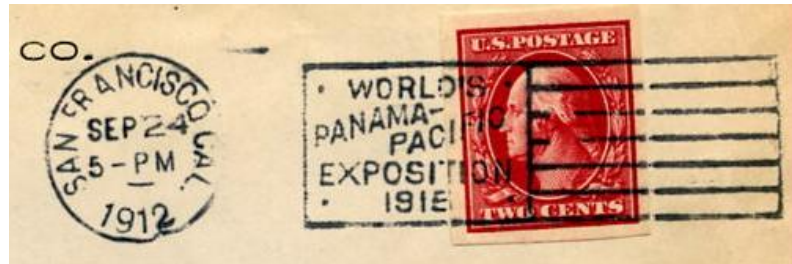
EKU: 31 August 1912

LKU: 30 October 1912

Values:

\$3.00 – card

\$6.00 – cover



**SF15-09-01B** – A large break has developed in the top of the slogan box. This is really two breaks divided by a thin 2 millimeter 'bar' above the letters RL in WORLD'S. This thin bar is not always visible.

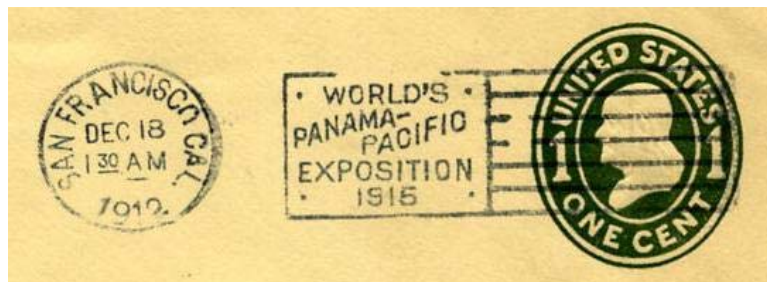
EKU: 31 October 1912

LKU: 26 September 1913

Values:

\$2.00 – card

\$4.00 – cover



For 1913, the dial with the dented bottom has been replaced.

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**SF15-09-01C** – A heavy vertical bar looking like a thick ‘1’ added to the die space in the killer bars. The break remains at the top of the slogan box, with the thin 2 millimeter ‘bar’ visible on well inked versions.



EKU: 30 September 1913

LKU: 30 October 1913

Values:  
\$ 8.00 – card  
\$15.00 – cover

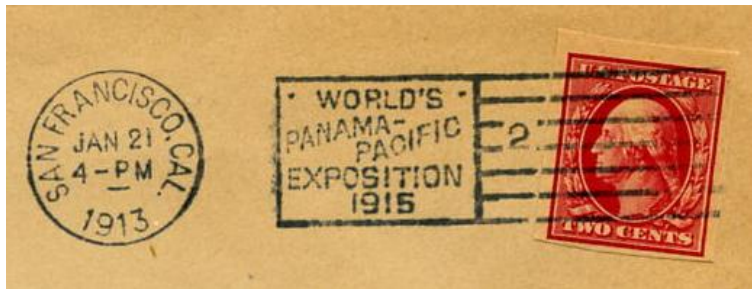


**SF15-09-02** – Smaller slogan box (23 millimeters long). No dots in the lower corners of the slogan box. Number ‘2’ in the die space. Large last letter ‘O’ in EXPOSITION.

EKU: 10 September 1912

LKU: 21 January 1914

Values:  
\$1.00 – card  
\$2.00 – cover

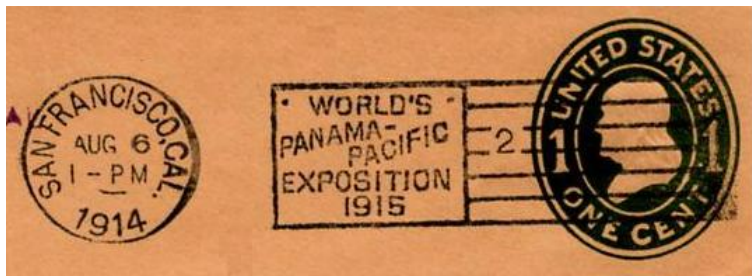


**SF15-09-02A** – The number ‘2’ has been replaced by a different die slug, showing a smaller and thinner ‘2’.

EKU: 16 February 1914

LKU: 30 December 1915

Values:  
\$1.00 – card  
\$2.00 – cover



The values indicated are for domestic usage. Types 02 and 02A are frequently found on mail posted to foreign countries, for which triple the values shown; plus add the value of the stamps if other than one, two, or five cent definitives of the Washington-Franklin series. Unusual destinations will have additional value.

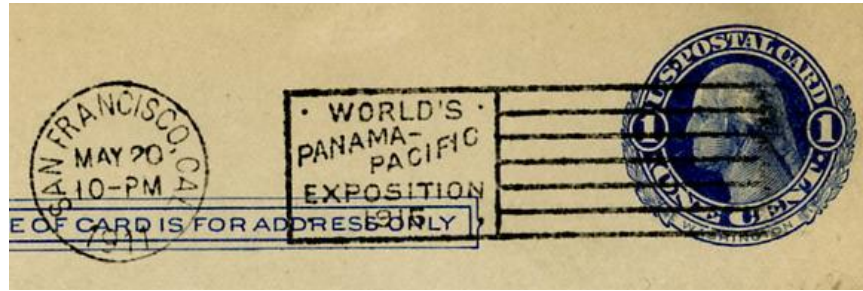
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**SF15-09-03** – Small lettering and a round ‘O’ in EXPOSITION. No die space.

EKU: 19 May 1911

LKU: 26 May 1911

Values:  
 \$15.00 – card  
 \$30.00 – cover



**SF15-09-03A** – Same as Type 03, but the top and bottom killer bars are broken just to the right of the slogan box.

EKU: 26 May 1911

LKU: 23 June 1911

Values:  
 \$10.00 – card  
 \$20.00 – cover

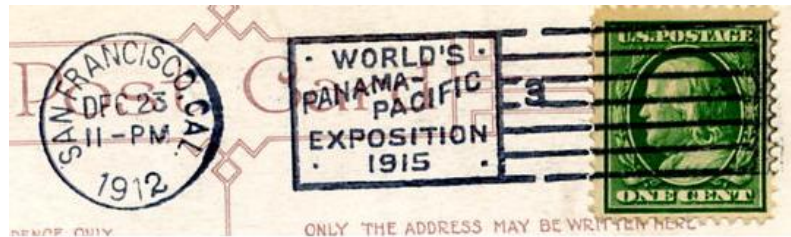


**SF15-09-03B** – Number ‘3’ added in the die space. Top and bottom killer bars remain broken.

EKU: 25 June 1911

LKU: 21 December 1915

Values:  
 \$2.00 – card  
 \$4.00 – cover



Third class use of Type 03B is valued at \$10.00

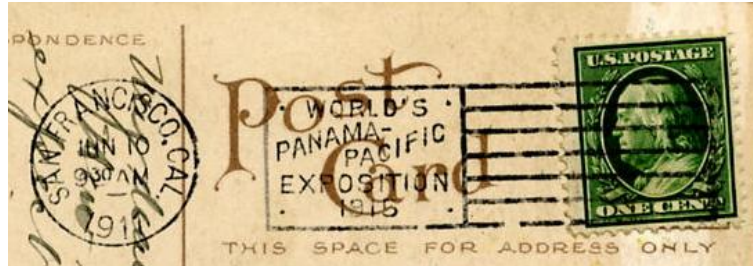


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**SF15-09-04** – No die space.  
Two small breaks in the  
lower killer bar.

EKU: 22 May 1911  
LKU: 24 June 1911

Values:  
\$25.00 – card  
\$50.00 – cover

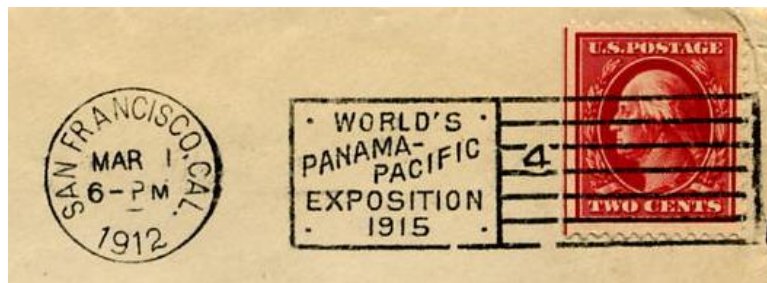


**SF15-09-04A** – The number '4' added to the killer bars. The die slug appears to have been wedged in or force-fitted; deforming the killer bar beneath the die number.

EKU: 26 June 1911

LKU: 5 January 1916

\$2.00 – card  
\$4.00 – cover  
\$30.00 – 1916 use



**SF15-09-04B** – There are two periods of time where the die space is blank. Perhaps the number '4' die slug was loose and fell out, or was removed for maintenance and not immediately re-installed. In order to be properly classified as Type 04B, the die space must be completely empty without any trace of ink.

First period – mid July to early August 1914

Second period – first two weeks of September 1915

Specific EKU and LKU dates have not been firmly established for either period.

Values:  
\$15.00 – card  
\$30.00 – cover

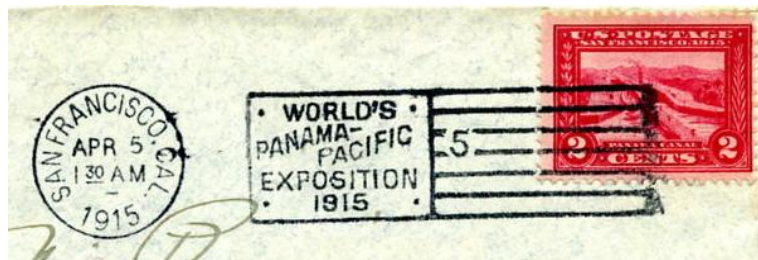


**SF15-09-05** – The number '5' is present in the die space. No breaks in the killer bars.

EKU: 2 January 1914

LKU: 6 December 1915

Values:  
\$4.00 – card  
\$8.00 – cover



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Third class examples of Type 05 are valued at \$20.00.



**SF15-09-06** – The 'N' in EXPOSITION is close to the right vertical side bar of the slogan box. Initial use in 1912 has no number in the die space. On heavily inked examples, the '5' of 1915 in the slogan box appears to have the lower loop closed, almost looking like 1916.

EKU: 6 June 1912

LKU: 10 September 1912

Values:  
\$4.00 – card  
\$8.00 - cover



**SF15-09-06A** – Same as Type SF15-09-06, but a badly formed '5' which looks like a '6' has been added to the die space.

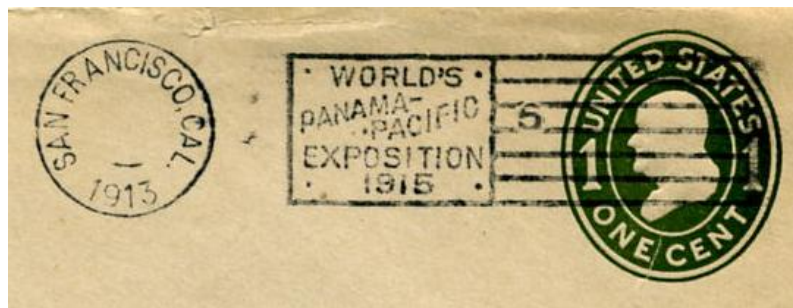
EKU: 22 December 1912

LKU: 16 February 1914

Values:  
\$3.00 – card  
\$6.00 - cover



Third class examples of Type 06A are valued at \$15.00.



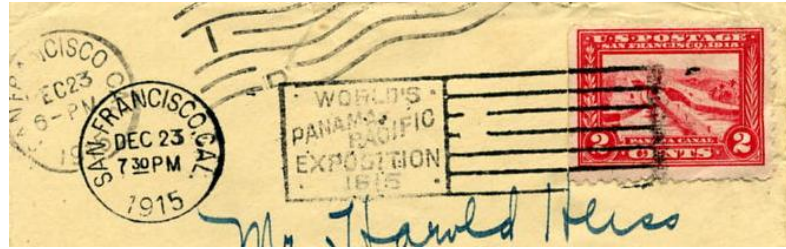
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**SF15-09-06B** – The badly formed '5' has been removed, leaving a blank die space that is quite larger than that of Type 06.

EKU: 18 February 1915

LKU: 24 December 1915

Values:  
\$4.00 – card  
\$8.00 – cover



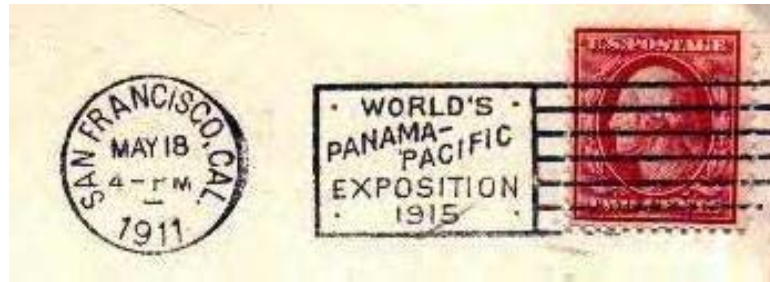
The majority of examples of all Type 06B's have the slogan portion very weakly inked. Perhaps due to this abnormality, the Type 06B slogan was apparently removed from service in mid March of 1915, and put back into use in December 1915 for the Christmas mailing. No examples of Type 06B have been seen between 12 March 1915 and December 1915.

**SF15-09-07** – As with Type SF15-09-01, a larger slogan box (25 millimeters long) than the other types. No die space.

EKU: 18 May 1911

LKU: 23 June 1911

Values:  
\$3.00 – card  
\$6.00 – cover



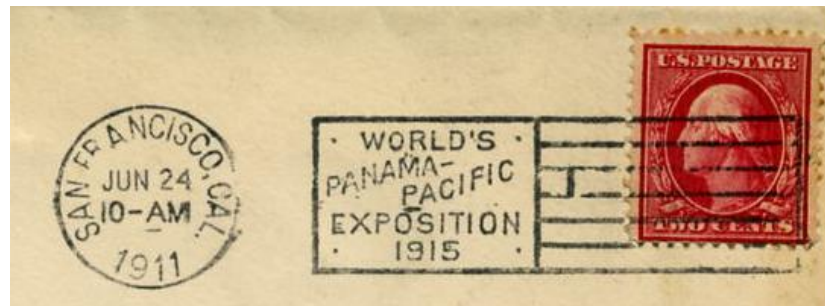
Even though in service only for a bit over a month, examples of Type 07 are much more common than the other San Francisco slogan cancels used during May and early June 1911.

**SF15-09-07A** – A very thin vertical bar ( | ) which almost looks like a number '1' added between the third and fourth killer bars. Changeover from Type 07 to Type 07A occurred between 10 AM and 1 PM on 23 June 1911.

EKU: 23 June 1911

LKU: 28 June 1911

Values:  
\$20.00 – card  
\$40.00 – cover



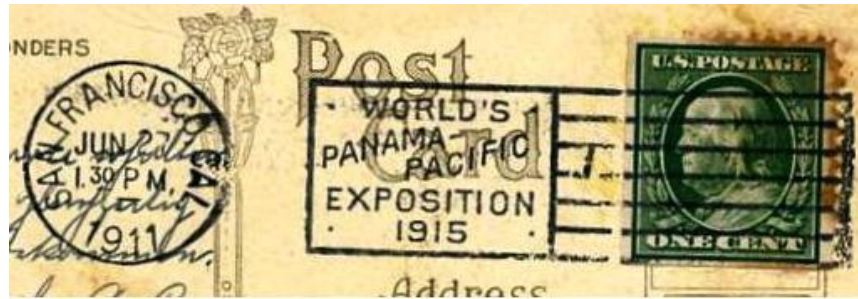
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**SF15-09-07AA** – The thin bar is now tilted at about a 20 to 30 degree angle from the vertical, as if the die slug is loose.

EKU: 26 June 1911

LKU: 28 June 1911

Value:  
\$100.00 – card  
\$200.00 – cover



**SF15-09-07AB** – The thin bar has rotated such that the slant is now in the opposite direction. Only one example currently recorded, dated 29 June 1911.

Value as such on card - \$150.00

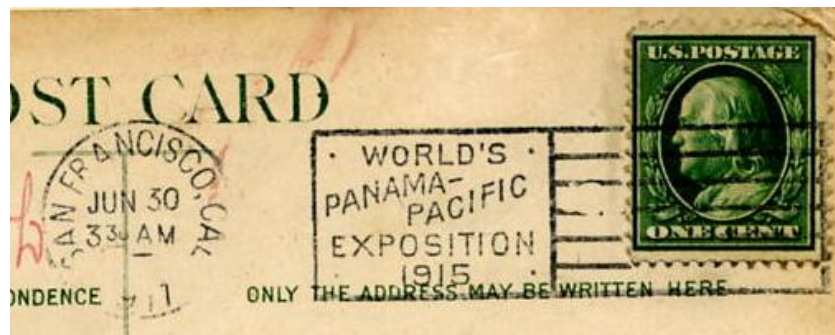


**SF15-09-07B** – The thin vertical bar has been removed. The killer bars surrounding the die space appear bent.

EKU: 27 June 1911

LKU: 1 July 1911

Values:  
\$20.00 – card  
\$40.00 – cover



Types 07A, 07AA, 07AB, and 07B overlap in their usage, as if the thin bar in the die space repeatedly became loose, fell out, was reinstated, fell out again, and so on.

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**SF15-09-07C** – An oddly shaped bar with a tail looking like a badly formed number '7' appears in the die space. The tail appears to be a small piece of wire inserted to hold the die number in place. This tail varies in clarity, ranging from extremely bold to very faint. A faint tail that falls directly on the perforations of a stamp may be misidentified as a Type 07A.

EKU: 1 July 1911

LKU: 1 December 1915

Values:

\$1.00 – card

\$2.00 – cover



From July to September 1911, some 07C's exhibit a small gap or weak spot in the top killer bar about 3 millimeters to the right of the slogan box. This is not constant.



**SF15-09-08** – The 'N' in EXPOSITION is very close to the right side of the slogan box, with the diagonal of the 'N' having a slight curve. There are two tiny breaks in the top killer bar, one just to the right of the 'D' in WORLD'S and the other about 5 millimeters to the right of the slogan box. The letter 'O' in WORLD'S is round. No die slug in the die space. The two killer bars outlining the die space are broken and slightly bent outwards.

EKU: 1 December 1911

LKU: 5 February 1912

Values:

\$2.00 – card

\$6.00 – cover



Type 08 is most often found on Christmas or New Years post cards. Cover usage is much scarcer.



## San Francisco Machine Slogan Cancels 1911 - 1916

**SF15-09-09** – The earliest slogan used, with a documented first day of 17 May 1911. No breaks in the killer bars. ‘N’ in EXPOSITION and ‘1915’ are similar to, but not exactly like, Type 02.

EKU: 17 May 1911

LKU: 22 June 1911

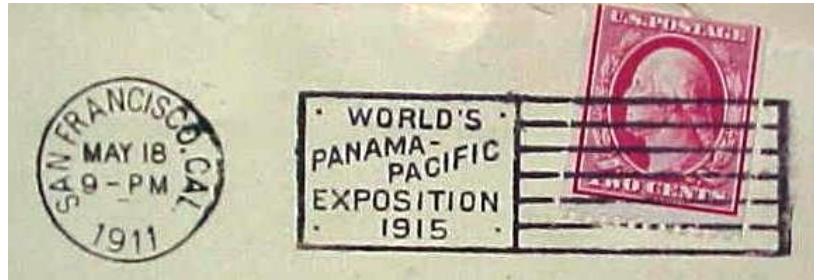
Values:

\$25.00 – card

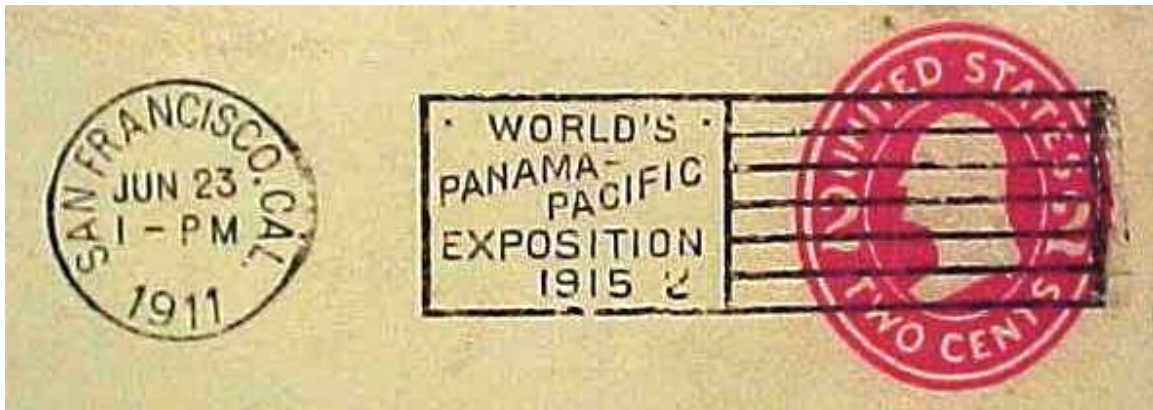
\$50.00 – cover

\$100.00 – 17 May 1911

(first day of use of any of the San Francisco Panama Pacific slogan cancels)



**SF15-09-09T** –The two lower dots in the slogan box are missing. A number ‘2’ is noted to the right of the 1915 in the slogan box. No die space in the killer bars. A transitional type with a single example seen dated 23 June 1911. Value as such - \$200.00



**SF15-09-09A** – A squarish number ‘2’ appears in a die space within the killer bars. Left leg of EXPOSITION is broken. No dots in the lower corners of the slogan box.

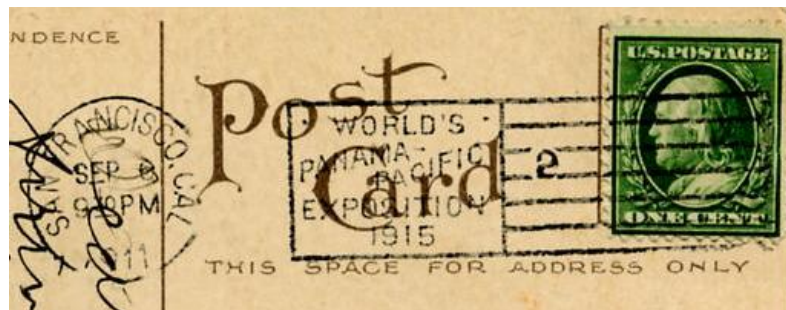
EKU: 23 June 1911

LKU: 18 September 1911

Values:

\$10.00 – card

\$20.00 – cover



## San Francisco Machine Slogan Cancels 1911 - 1916

**SF15-09-09B** – The number '2' is damaged and resembles a backwards '9'. The damaged 2 deteriorates throughout the life of 09B and by July 1912 is almost always unrecognizable, appearing to be just a large blob.

EKU: 19 September 1911

LKU: 26 July 1912

Values:

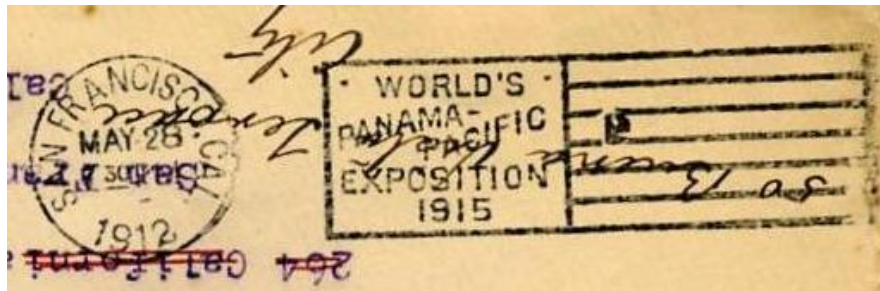
\$1.00 – card

\$2.00 – cover

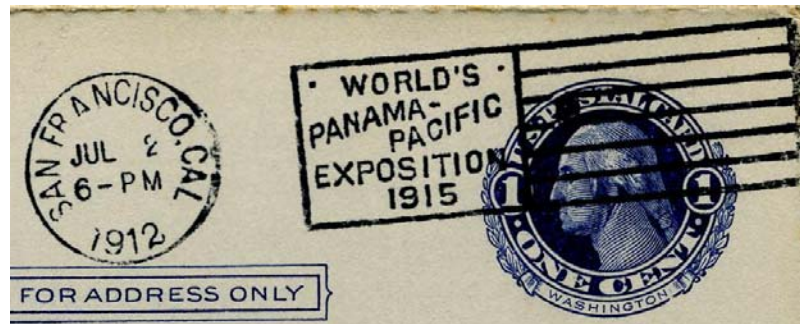


SF15-09-09B early state

SF15-09-09B  
intermediate state



SF15-09-09B late state



In third class format,  
SF15-09-09B has a  
value of \$8.00



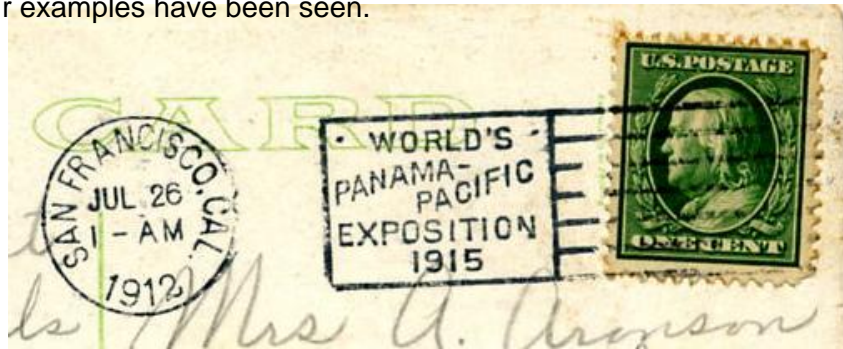
## San Francisco Machine Slogan Cancels 1911 - 1916

**SF15-09-09C** – The number '2' appears to have fallen out of the canceling die, as the die space is blank. Four examples have been seen.

EKU: 24 July 1912

LKU: 26 July 1912

Values:  
\$75.00 – card  
not recorded on cover



As with the SF15-09-07 series, slogans SF15-09-09B and -09C overlap in their dates of use, as if the missing die slug had been inserted only to fall out again.

**SF15-09-10** – The words IN SAN FRANCISCO included in the slogan box. No break or die space in the killer bars. The slogan portion of this type was transferred from the Oakland receiving marking (SF15-15A).

EKU: 14 March 1913

LKU: 28 September 1913

Values:  
\$2.00 – card  
\$4.00 – cover



**SF15-09-10A** – Same as SF15-09-10, but a large number '1' inserted in a die space within the killer bars. From mid 1915 onwards, this number is very faint.

EKU: 1 November 1913

LKU: 4 January 1916

Values:  
\$2.00 – card  
\$4.00 – cover



In third class format, SF15-09-10 is valued at \$10.00

In the example shown, note how the number 1 is lightly inked and almost obscured by the stamp design.

