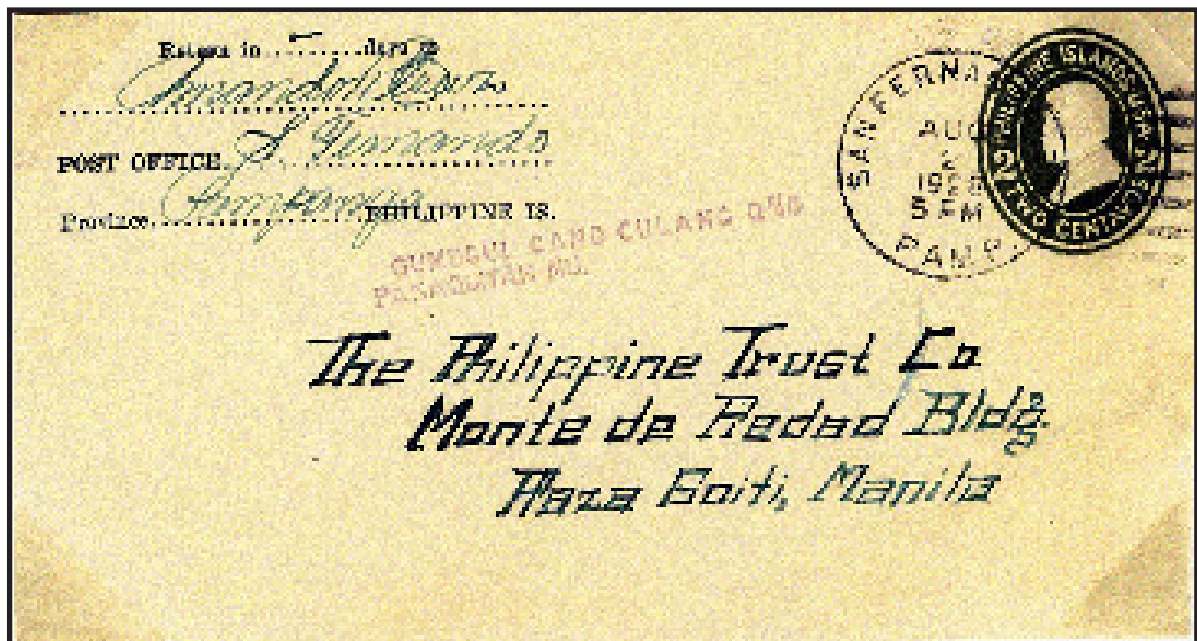


## Part II - A STRAIGHT LINE SLOGANS

The Philippine Post Office issued slogans with straight lines only, straight lines boxed type etc. but all without cds, (Circular Date Stamp), and slogans to promote the Postal Savings Bank of the Philippines, starting 1927 and later again during the Japanese occupation.

The slogans were not used as postmarks to cancel the stamps but usually well away from the stamps and regular cancellation. In Manila they were in Tagalog or English, and two were in both languages, whilst in the provinces a number of local languages or dialects were used. The earliest reported date of use is June 30, 1927.



The definitive study of Philippine Postal Slogans in general was made by Pablo M. Esperidion and published in the *Philippine Journal of Philately* in Sept-Oct 1950 and a second, more comprehensive study was published in the same Journal in Sept-Oct. 1955. Don Pablo listed seventeen thrift slogans. Twenty-two years later, Eugene A. Garrett published an article in the *Philippine Philatelic News*, Vol 3, No. 1 (Jan-Feb-Mar 1977) in which he updated the list with the addition of a further five slogans, and followed this some fifteen years later with an article and updates in the *Philippine Philatelic Journal*, Vol. XIV and XV (3rd and 4th quarters 1992 and 3rd quarter 1993) in which the number of different known slogans had risen to 38.

Gene numbered the then known slogans 1 - 38, and these numbers are included in the following list, but having had quite a job discovering whether the recently reported slogans were already known, I decided to list all the known slogans in alphabetical order. It does of course necessitate the first letter of the slogan being legible, but that possible problem overcome, it does enable a rapid means of checking new finds.

As would be expected with handstamped mail, the clarity and completeness of some of the slogans is variable, and it may be, that two copies of an identical slogan may have been deciphered differently, but every effort has been made to avoid errors.

In addition to the straight line types in different native dialects, boxed type slogans and cachets are also shown in this Part II of the catalogue.



**BTS-A 1) ES-37; Garrett Thrift 1**

Type: SHNC

**ABANGAN ANG MASIGLANG PAG-SISIKAP SA PAGTITIPID.**

Legend in Tagalog, in 2 lines, applied in red, translation:

*"Watch for the national thrift campaign."*

Known use: June 30, 1927, Batangas, Batangas and July 2, 1927. Luceny, Tayabas

**ABANGAN ANG MASIGLANG PAG-SISIKAP SA PAGTITIPID.****BTS-A 2) Garrett Thrift 18**

Type: SHNC

**AGIN-INITCA: LICLICAM DAKES A PANAGGASTO**

Legend in Ilocano, translation:

*"Be Thrifty: Avoid Foolish Spending"*

Known use: October 8, 1928, Bontoc, Mountain Province; June 25, 1928, Iligan, Isabela

**AGIN-INITCA: LICLICAM DAKES A PANAGGASTO.****BTS-A 3) Garrett Thrift 20**

Type: SHNC

**AMLIGI ANG IMO KINITAAN SA BANCO POSTAL**

Legend in Visayan, translation:

*"Keep Your Earnings in the Postal Bank"*

Known use: September 2, 1928, Bacolod, Negros Or.

**BTS-A 4) Garrett Thrift 30**

Type: SHNC

**AN CAMPAÑA NACIONAL PARA PADAMUT, CAIPOHAN NA MATAHAN TA**

Legend in Bicolano, translation:

*"The National Campaign for Thrift Needs to be Supported by Us All"*

Known use: 1927, Manila

**AN CAMPAÑA NACIONAL PARA PADAMUT, CAIPOHAN NA MATAHAN TA.****BTS-A 5)**

Type: SHNC

**AYAW PAGGUGOL LABAW SA IMONG PINAMUHOAN**

Legend in Waray, translation:

*"Do not spend more than your capital"*  
*(Capital you have raised)*

Known Use: August 8, 1928, Merida, Leyte; August 21, 1928, Cebu, Cebu

**AYAW PAGGUGOL LABAW SA IMONG PINAMUHOAN.****BTS-A 6)**

Type: SHNC

**AYAW PAGLUGA ANG MANGGARANON; PANGABUHI KA SA SALUD SANG IMO KINITA-AN**

Legend in Ilongo, translation:

*"Don't grasp (reach for) too much; live within your means"*

Known Use: November 12, 1928, Iloilo, Iloilo

**AYAW PAGLUGA ANG MANGGARANON; PANGABUHI KA SA SALUD SANG IMO KINITA-AN.****BTS-A 7) Garrett Thrift 29**

Type: SHNC

**AYAW SUNDA ANG MGA ADUNAHAN; IPAHIANGAY ANG IMONG PAPPUYO SA IMONG FINAMUHOAN**

Legend in Cebuano, translation:

*"Do Not Imitate the Rich; Live Within your Means"*

Known use: November 20, 1928, Dumaguete, Negros Occ.

**AYAW SUNDA ANG MGA ADUNAHAN; IPAHIANGAY ANG IMONG PAPPUYO SA IMONG FINAMUHOAN.**

**BTS-A 8)**

Type: SHNC

**AYON CAMO SA CAMPAÑA NING  
PAGDANON**

Legend in , translation:

Known use:

**BTS-A 9)**

Type: SHNC

**AGOR NONGCA TA PAGLAINGAM  
KEN PAGRAB SACAMTO**

Legend in Ilocano, translation:



Known use: December 10, 1927, Laoag, Ilocos Norte

**BTS-B 1) Garrett Thrift 19**

Type: SHNC

**BANTAYI NINYO ANG PAG PA-  
LAPNAG SANG PAG KUGUI SA FI-  
LIPINAS**

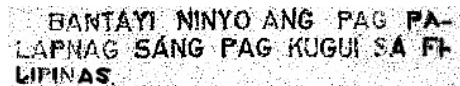
Legend in Visayan and Ilongo (the word palapnag), translation:

*"Watch the Development of Thrift in the Philippines"*

Known use: June 12, 1927, Bacolod, Negros Occ.;

July 11&amp;12, 1927, Capiz, Capiz;

July 1927, Iloilo, Iloilo; July 16, 1927, San Jose, Antique

**BTS-B 2) Garrett Thrift 21**

Type: SHNC

**BULIGI ANG PAGPALAPNAG SAN  
MGA PANGHUNAHUNA SA PAGKI-  
NUT SA INYO KATILINGBAN**

Legend in Visayan, translation:

*"Help Perpetuate the Concept of Thrift in Your Organization"*

Known use: August 6, 1928, Bacolod, Negros Or.

---

**BTS-D 1)** Esperidion No. 51; Garrett Thrift 14

Type: SHNC

**DO NOT IMITATE THE RICH, LIVE  
WITHIN YOUR INCOME**

Legend in English, applied in red

Known use: October 5, 1928, Manila

---

**DO NOT IMITATE THE RICH; LIVE  
WITHIN YOUR INCOME.**

**BTS-G 1) Garrett Thrift 25**

Type: SHNC

**GASTO KA SING KABUS SA IMO  
MAKITA**

Legend in Ilongo, translation:

*"Spend and You'll See Nothing but Poverty" or**"Spend less than you earn"*

Known use: August 20, 1928, Iloilo, Iloilo;

August 25, 1928; Jaro, Iloilo

**BTS-G 2) Esperidion No. 41; Garrett Thrift 5**

Type: SHNC

**GASTOHA ANG INYONG SAPI SA  
MAAYON PAAGI**

Legend in Visayan, applied in purple, translation:

*"Spend Your Money Wisely"*

Known use: September 24, 1927, Surigao, Surigao

September 10, 1927, Cebu, Cebu

**BTS-G 3) Garrett Thrift 26**

Type: SHNC

**GUMUGUL CANG CULANG QŃG  
PANAQUITAN MU**

Legend in Pampanga, translation:

*"Save so that your burdens (hardships) will be lessened" or**"Spend less than what you earn"*

Known use: August 2, 1928, San Fernando, Pampanga;

August 9, 1928; Paniqui, Tarlac

**BTS-G 4)**

Type: SHNC

**GAEDAM PANNAGASTOM TI CU-  
ARTAM**

Legend in Ilocano/Ibanag translation:

*"Be thrifty in spending your money"*

Known use: October 13, 1927, Angadanan, Isabela,

but postmarked Tuguegarao, Cagayan,

**BTS-G 5)**

Type: SHNC

**GASTOHON TA AN SATUYANG CU-  
ARTA SA MARAY NA CAPACANAN**

Legend in Bicolano/Bisakol translation:

Known use: September 9, 1927, Irosin, Sorsogon

September 7, 1927, Bulan, Sorsogon

**BTS-G 6)**

Type: SHNC

**GASTOEM BASBASSIT NGEM MAT-  
GEDAM**

Legend in , translation:

Known use: August 22, 1928, Aparri, Cagayan

**BTS-H 1)**

Type: SHNC

**HIMUSLI SING LABING MAAYO  
ANG INIO PINANGITA-AN**

Legend in Visayan, translation:

*"When you work and sweat for your money spend what you  
have earned wisely"*

Known use: October 4, 1927, Bacolod, Negros Or.

**HIMUSLI SING LABING MAAYO  
ANG INIO PINANGITA-AN****BTS-H 2) Garrett Thrift 27**

Type: SHNC

**HUWAG KAYONG TUMULAD SA  
MAYAMAN; MABUHAY KAYO SA  
INYONG KITA**

Legend in Tagalog, translation:

*"Don't Imitate the Rich; Live Within Your Means"*

Known use: November 7, 1926, Malolos, Bulacan

May 21, 1928, Pasay, Rizal; Nov. 1, 1928, Pasig, Rizal

**HUWAG KAYONG TUMULAD SA  
MAYAMAN; MABUHAY KAYO SA  
INYONG KITA****BTS-H 3)**

Type: SHNC

**HARE PAG-AROGA AN MAYAMARI  
MAMUHAY KA SA LAOG NIN SAI-  
MONG KINIKITA**

Legend in , translation:

"

Known use: November 12, 1928, Sorsogon

**HARE PAG-AROGA AN MAYAMARI  
MAMUHAY KA SA LAOG NIN SAI-  
MONG KINIKITA****BTS-I 1) Esperidion No. 50; Garrett Thrift 13**

Type: SHNC

**IDULINMO DAGITI URNOMMO TI-  
AYOAN ITI BANGKO ITI KOREO**

Legend in Ilocano, applied in purple, translation:

*"Deposit Your Savings in the Postal Savings Bank"*

Known use: September 19, 1928, Laoag, Ilocos Norte

September 27, 1928, Aparri, Cagayan

**IDULINMO DAGITI URNOMMO TI-  
AYOAN ITI BANGKO ITI KOREO****BTS-I 2) Garrett Thrift 31**

Type: SHNC

**IMANO YOY BINABANSAN KIMEY  
ED PANAGGIMPER**

Legend in Pangasinense, translation:

*"Look for Ways or Efforts of Thrift in our Country"*

Known use: July 5, 1927, Lingayen, Pangasinan

**IMANO YOY BINABANSAN KIMEY  
ED PANAGGIMPER**

**BTS-I 3)** Esperidion No. 42; Garrett Thrift 6

Type: SHNC

**IPATAGO ANG SINOPTAN MO  
NGA PILAK SA BANCO**

Legend in Visayan, translation:

*"Deposit Your Savings in the Bank"*

Known use: October 18, 1927, Negros

IPATAGO ANG SINOPTAN MO  
NGA PILAK SA BANCO

**BTS-I 4)**

Type: SHNC

**ILAGAK SA BANGKO ANG INYONG  
NAIMPOK**

Legend in , translation:

Known use: 1927, Cabanatuan, Nueva Ecija

ILAGAK SA BANGKO ANG INYONG  
NAIMPOK.

**BTS-I 5)**

Type: SHNC

**IBUTANG ANG IMONG TINIPIGAN  
SA PAGPANALIPOD SA BANCO  
POSTAL**

Legend in Visayan, translation:

Known use: September 6, 1928, Dumaguete, Negros Occ.

IBUTANG ANG IMONG TINIPIGAN  
SA PAGPANALIPOD SA BANCO  
POSTAL

**BTS-J 1)** Garrett Thrift 24

Type: SHNC

**JOIN THE THRIFT MOVEMENT -  
MAKISALI SA KILUSAN SA PAG-  
TITIPID**

Legend in English and Tagalog

Known use: August 7, 1927, Manila



**BTS-L 1)** Esperidion No. 44; Garrett Thrift 8

Type: SHNC

**LAGING MAGTIPID ALALAHANIN  
ANG PAGTANDA**

Legend in Tagalog, translation:

*"Always be Thrifty, Think of Old Age"*

Known use: November 11, 1927, Calapan, Mindoro

**BTS-L 2)** Garrett Thrift 35

Type: SHNC

**LIKAWAN NGA ANG MGA MANOG  
HIKOT SANG MAGASTRO NAGA KATI-  
PUNTIPUNAN KAG KASADIHAN**

Legend in Visayan, translation:

*"Stay Away from the Organizers of Social Parties and Other  
Organizations that Wastes Your Money"*

Known use: December 26, 1928, Bacolod, Negros Or.

December 18, 192?, Iloilo, Iloilo

**BTS-L 3)** Garrett Thrift 28

Type: SHNC

**LIKAYE UG PAHILAYO SA MGA  
MAGTOTOKUD SA MGA KALINGA  
WAN NGA NAGKINHANGAN UG  
DAKUNG GASTO**

Legend in Cebuano dialect, translation:

*"Avoid and Stay Away from the Organizers of Social Parties  
That waste Large Amounts of Money"*

Known use: December 11 & 13, 1928, Tagbilaran, Bohol,

December 12, 1928; Cebu, Cebu, and January 28, 1929,

Surigao, Surigao,

**LIKAYE UG PAHILAYO SA MGA  
MAGTOTOKUD SA MGA KALINGA-  
WAN NGA NAGKINHANGAN UG  
DAKUNG GASTO.**

**BTS-L 4)** Garrett Thrift 38

Type: SHNC

**LILIKAM DAGITI AGI BUANGBUA-  
ÑGAY KADAGKI RAMRAMBAK A  
DAKKEL A PAGGASTOAN**

Legend in Ilocano/Ibanag dialect, translation:

*"Keep in mind the value of thriftiness"*

Known use: December 15, 1928, Ilagan, Isabela,

Dec. 17, 1928; Aparri, Cagayan; Dec. 25, 1928, Bangued, Abra

**BTS-L 5)** Garrett Thrift 33

Type: SHNC

**LUMADANGCA A MANGIO ARAS CADAGITI  
PANPANUNOT ITI PANAG SALIMETMET**

Legend in Ilocano dialect, translation:

*"Think How to Economize and Save Money"*

Known use: July 18, 1928, San Fernando, La Union

**BTS-L 6)** Esperidion No. 53; Garrett Thrift 16

Type: SHNC

**LUMAYO KAYO SA MGA MASAMANG  
PANULA NG MGA TAUHAN  
AT LIPUNANG PANGSAMANTALA LA-  
MANG NG SALAPI**

Legend in Tagalog, applied in red, translation:

*"Beaware of Rackets and Racketeers"*

Knowns use: December 11, 1928, Calapan, Mindoro

**LUMAYO KAYO SA MGA MASAMANG  
PANULA NG MGA TAUHAN  
AT LIPUNANG PANGSAMANTALA LA-  
MANG NG SALAPI.**

**BTS-L 7)** Garrett Thrift 36

Type: SHNC

**LUMAYO KAYO SA MGA NAGPA-  
PANUKALA NG MGA KAPISTANAN  
AT LIPUNANG PAMPAUBUS LA-  
MANG NG SALAPI**

Legend in ???, translation:

*"Stay away from those who Advise People to Spend Money"*

Known use: December 23, 1928, Malolos, Bulacan;  
1928, Mindoro

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**BTS-M 1)** Esperidion No. 52; Garrett Thrift 15

Type: SHNC

**MAGDAMUT CA AT PANGINLAGAN  
ING CABULAGSACAN**

Legend in Pampango, translation:

*"Be Thrifty and Avoid Waste"*

Known use: October 20, 1928

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**BTS-M 2)** Esperidion No. 45; Garrett Thrift 9

Type: SHNC

**MAG DAMUT QUITA PAKA....-  
ABOT NA ALDAO**

Legend in Bicolano, applied in purple, translation:

*"Let Us Save for a Rainy Day"*

Known use: December 28, 1927, Legaspi, Albay

**MAG DAMUT QUITA PAKA.... -  
ABOT NA ALDAO.**

**BTS-M 3)** Garrett Thrift 34

Type: SHNC

**MAGNAYO CAMO SA MAGNA PA  
RA MUKNA NIN MAGASTONG CA-  
SARIBUTAN ASIN CAOROGMAHAM**

Legend in ???, translation:

Known use: December 12, 1928, Virac, Albay

**BTS-M 4)** Esperidion No. 43; Garrett Thrift 7

Type: SHNC

**MAGTIPIID KAYO AT HUWAG MAG-  
AKSAYA SA ANUMAN PARAAN**

Legend in Tagalog, applied in red, translation:

*"Save and Don't Waste in Any Way"*

Known use: October 21, 1927, Manila

October 24, 1927, Lilio, Laguna

**MAGTIPIID KAYO AT HUWAG MAG-  
AKSAYA SA ANUMAN PARAAN.****BTS-M 5)** Esperidion No. 39; Garrett Thrift 3

Type: SHNC

**MAKISALI SA KILUSAN SA PAG-  
TITIPIID**

Legend in Tagalog, applied in purple, translation:

*"Join the Thrift Campaign"*

Known use: August 20, 1927, Santa Cruz, Laguna

**MAKISALI SA KILUSAN SA PAG-  
TITIPIID.****BTS-M 6)** Esperidion No. 54; Garrett Thrift 17

Type: SHNC

**MANGILAG CARING MAMANA TAG AGUMAN A  
MAMIGASTOS MARAGUL QNG SAYAJAN**

Legend in Pampango, translation:

*"Beware of Organizers of Big Expensive Group Parties"*Known use: December 21, 1928, Angeles, Pampanga and  
San Fernando, Pampanga**BTS-M 7)**

Type: SHNC

**MASAKEY KATOD KIWAS NA  
PANAGGIMPER**

Legend in Ilocano, translation:

*"Be careful and avoid unnecessary spending"*

Known use: August 11, 1927, Dagupan

**BTS-M 8)**

Type: SHNC

**MAUPAY AN MACURIMOT; AYAO  
HAN CAMACARAGON**

Legend in Visayan (Waray), translation:

*"Good camaraderie"*

Known use: October 2, 1928, Tacloban, Leyte

**BTS-M 9)**

Type: SHNC

**MANDANGKA KAYO TAN LIKTA-  
RAN YOY PANDARAK YA ANGAN  
ANTOY NENGNENGTO**

Legend in Pangasinense, translation:

*"Be careful and avoid criticizing others"*

Known use: October 4, 1928, Tayug

**BTS-P 1) Garrett Thrift 39**

Type: SHNC

**PAGDAGINOT UG LIKAYE ANG  
PAGUSIK SA BISAN UNSA**

Legend in Visayan, translation:

*"Avoid any expenses don't be extravagant"*

Known use: October 16, 1928, Dumaduate, Negros Occ.

October 12, 1928, Cebu, Cebu

**BTS-P 2) Garrett Thrift 22**

Type: SHNC

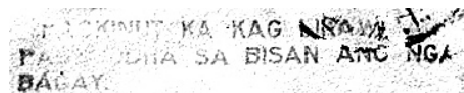
**PAGKINUT KA KAG LIKAWI ANG  
PAGKAUDHA SA BISAN ANO NGA  
BAGAY**

Legend in Visayan, translation:

*"Be thrifty and avoid spending too much on anything"*

Known use: October 4, 1928, Bacolod, Negros Or.

October 12, 1928, Iloilo, Iloilo

**BTS-P 3) Garrett Thrift 37**

Type: SHNC

**PAGLIKAY HADTON PABATUKOD  
HAN MAGASTO NGA KALIPAYAN  
NGAN MGA PIASTA**

Legend in ???, translation:

Known use: December 14, 1928, Calbayog, Samar,  
1928, Bobon, Samar

**BTS-P 4)**

Type: SHNC

**PAGGASTOS HIN HABABA ?SA  
HALAGA KAN SAIMONG KINIKITA**

Legend in , translation:

“

Known use:

**BTS-P 5)**

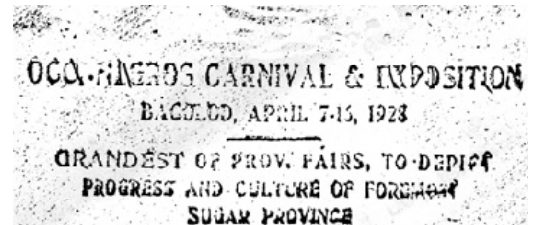
Type: SHNC

**PAGTIPIG AGUD MANGIN BULA  
SAN KA KAG MALIPAYON.****OCC. NEGROS CARNIVAL & EXPOSITION  
BAGOLOD, APRIL 7-16, 1928****GRANDEST OF PROV. FAIRS, TO DEPICT  
PROGRESS AND CULTURE OF FOREMOST  
SUGAR PROVINCE**

Legend in Visayan, translation:

“*Save so that you will be prosperous and happy*”

Known use: January 14, 1928, Bacolod, Negros Or.

**BTS-P 6)**

Type: SHNC

**PAPAGSANTUÑGAN YO DING ATI-  
PID YU QNG BANGCO POSTAL**

Legend in Pampangeno, translation:

“*Virtuous are those who have saving(s) at  
(the) Postal Bank*”

Known use: Sept. 13, 1928, San Fernando, Pampanga

**BTS-P 7)**

Type: SHNC

**PATALGEDAM TI KINALAKA IMO  
ITI NAPASNEKAN A PANAGORNONG**

Legend in , translation:

**BTS-P 8)**

Type: SHNC

**PAGDORODAGINOT ASIN LIKAYE  
AN PAG-USIK SA ANOMAN NA KA-  
PAAGIHAN**

Legend in , translation:

Known use: October ??, 192?, Matnog, Sorsogon  
October 8, 1928, San Jose, Camarines Sur



Sixteen years after the inauguration of the 1927-1928 series of Thrift Slogans, another series from the Bureau of Posts appeared in the midst of the Japanese Occupation. The new series was applied only in Manila, commencing on August 3, 1943 and was used for about six months; the latest reported date of use is February 16, 1944. The slogans were applied usually in purple and less commonly in black.

The new series was inspired by none other than Pablo M. Esperidion. Don Pablo wrote an open letter to the Bureau of Communications which was published in the "Public Pulse" letters-to-the-Editor column of the Manila Tribune on June 23, 1943, suggesting a revival of the Thrift slogans. Six weeks later, the new slogans had their first day at the Manila Post Office. Three different slogans were used, all in English, and one (ES-90) was a proverb from the writings of Benjamin Franklin - a fact which surely must have escaped the attention of the Japanese Military Administration.

**BTS-P 20) Esperidion No. 89**

Type: SHNC

"POSTAL SAVINGS BANK - Deposit your savings - with the local - postmaster" Straightline type - Handstamp. Slogan in 4 lines, the first line underlined, the rest in caps and lower cases. Exists in 4 types.

**a-Larger type;** 43 x 22 mm, earliest postmark: Aug. 24, 1943, in black; latest postmark: April 4, 1944 in purple.

**b-Medium type;** 40 x 21 mm, earliest postmark: Nov. 8, 1943 in black; latest postmark: April 4, 1944 in purple.

**c-Smaller type;** 39 x 21 mm, earliest postmark: Nov. 30, 1943 in purple; latest postmark: Dec. 2, 1943 in purple.

**d-Smallest type;** 39 x 19 mm, earliest postmark: Nov. 30, 1943 in purple; latest postmark: May 3, 1944 in purple.

a)

Postal Savings Bank  
Deposit your savings  
with the local  
postmaster.

c)

Postal Savings Bank  
Deposit your savings  
with the local  
postmaster.

**BTS-P 21) Esperidion No. 90**

Type: SHNC

"POSTAL SAVINGS BANK - Thrift takes you up - the ladder, waste - brings you down" Straightline type - Handstamp. Slogan in 4 lines, the first line underlined, the rest in caps and lower cases. Exists in 3 types.

**a-Large type;** 42 x 22 mm, earliest postmark: Sept. 2, 1943 in black; only a single strike reported.

**b-Smaller type;** 39 x 19 mm, earliest postmark: Aug. 11, 1943 in black; latest postmark: Sept. 5, 1943 in black.

**c-Different arrangement of inscription.** Smaller type; 40 x 20 mm, earliest postmark: Nov. 29, 1943 in purple; latest postmark: April 11, 1944 in purple.

a)

Postal Savings Bank  
Thrift takes you up  
the ladder, waste  
brings you down.

c)

Postal Savings Bank  
Thrift takes you up the  
ladder, waste brings  
you down.

**BTS-P 22) Esperidion No. 91**

Type: SHNC

"POSTAL SAVINGS BANK - He that will not economize, will have to - agonize" Straightline type - Handstamp. Slogan in 4 lines, the first line underlined, the rest in caps and lower cases. Exists in 3 types.

**a-Large type;** 42 x 22 mm, earliest postmark: Aug. 1, 1943 in black; latest postmark: Oct. 26, 1943 in purple.

**b-Medium type;** 39 x 19 mm, earliest postmark: Nov. 22, 1943 in black; latest postmark: Dec. 27, 1943 in purple.

**c-Smaller type size;** 40 x 20 mm, earliest postmark: Nov. 5, 1943; latest postmark: April 8, 1944, both struck in purple.

a)

Postal Savings Bank  
He that will not econo-  
mize, will have to  
agonize.

c)

Postal Savings Bank  
He that will not econo-  
mize, will have to  
agonize.

Whereas the 1927-1928 series have been observed only on commercial and private non-philatelic covers, the Japanese Occupation slogans are found on commercial private and official-mail covers as well as on philatelic "favor" covers. Whether or not they are "true" postal markings, the Thrift Slogans are a fascinating addition to any collection of Philippine covers.

**BTS-S 1) Garrett Thrift 23**

Type: SHNC

**SEGUROHON TA SA MATANOS NA PAG DAMUT AN  
SATUYANG CALUYAHAN SA HURING PANAHO**

Legend in Bicolano, translation:

*"Be sure to save for when we grow old and weak"*

Known use: December 2, 1927, Sorsogon, Sorsogon

**BTS-S 2) Esperidion No. 40; Garrett Thrift 4**

Type: SHNC

**SPEND YOUR MONEY WISELY.  
ISIPING MABUTI ANG PAGGUGU-  
GOL NG SALAPI**

Legend in English and Tagalog, applied in red

Known use: September 15, 1927, Manila

**SPEND YOUR MONEY WISELY.  
ISIPING MABUTI ANG PAGGUGU-  
GOL NG SALAPI.****BTS-T 1)**

Type: SHNC

**TABANG PANGSANGYAW SA MGA  
PAAGI SA PAGDAGINOT SA IMONG  
LUNGSUD**

Legend in Cebuano, translation:

*"Help people in your town know the many ways of saving"*  
or *"Help Publicise ways to conserve the Economy of your  
Province"*

Known use: July 19, 1928, Maasin, Leyte

**TABANG PANGSANGYAW SA MGA  
PAAGI SA PAGDAGINOT SA IMONG  
LUNGSUD.****BTS-T 2)**

Type: SHNC

**TIPTGI ANG INYONG DINAGINOTAN  
SA BANKO**

Legend in Cebuano, translation:

*Deposit (Keep) your savings in the bank" or "Safeguard your  
saving(s) at the bank"*

Known use: October 20, 1927, Cebu, Cebu

**TIPTGI ANG INYONG DINAGINOTAN  
SA BANKO.**



**BTS-T 3)** Esperidion No. 49; Garrett Thrift 12

Type: SHNC

**TUMABANG KA SA PAGPAOD  
NIN PAGTIMOS SA SAIMONG MGA  
KAIRUBA**

Legend in Bicolano, applied in purple, translation:

*"Help in Propagating the Thrift Campaign in  
Your Community"*

Known use: July 25, 1928, Legazpi, Albay;

July 6, 1928, Bulan, Sorsogon

**TUMABANG KA SA PAGPAOD...  
NIN PAGTIMOS SA SAIMONG MGA  
KAIRUBA.**

**BTS-T 4)**

Type: SHNC

**TIPONON TA AN SATUYANG CU-  
ARTA SA BANCO**

Legend in Bicolano, applied in purple, translation:

Known use: , Sorsogon

**TIPONON TA AN SATUYANG CU-  
ARTA SA BANCO.**

**BTS-T 5)** Esperidion No. 48; Garrett Thrift 11

Type: SHNC

**TUMULONG KAYONG MAGPALAGA  
NAP AND DIWA NG PAGTITIPID SA  
INYONG LIPUNAN**

Legend in Tagalog, applied in purple, translation:

*"Help in Promoting the Thrift Drive in Your Country"*

Known use: July 6, 1928, Lobo, Batangas

**TUMULONG KAYONG MAGPALAGA-  
NAP ANG DIWA NG PAGTITIPID SA  
INYONG LIPUNAN.**

**BTS-U 1)** Garrett Thrift 32

Type: SHNC

**UBAN KAMO SA KAMPANYA SA  
PAGDAGINOT**

Legend in Cebuano, translation:

*"(All of You) Join in the Savings Campaign (the Campaign to  
save)" or "We are calling everyone to join for a campaign for  
maximum thriftiness"*

Known use: August 9, 1927, Cebu, Cebu

**BTS-U 2)**

Type: SHNC

**UGYUNI NINYO ANG HINULAG SA  
PAG TIPIG SING PILAK**

Legend in , translation:

Known use: August 27, 1927, San Jose, Antique

**UGYUNI NINYO ANG HINULAG SA  
PAG TIPIG SING PILAK.**

**BTS-W 1)** Esperidion No. 38; Garrett Thrift 2

Type: SHNC

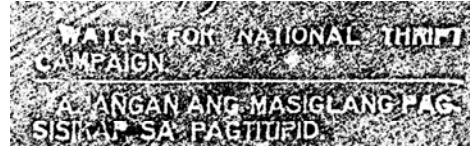
**WATCH FOR NATIONAL THRIFT  
CAMPAIGN**

**ABANGAN ANG MASIGLANG PAG-  
SISIKAP SA PAGTITIPID.**

Legend in English and Tagalog, applied in red.

Known use: July 11, 1927, Manila;

July 19, 1927 Tigoan, Camarines Sur



WATCH FOR NATIONAL THRIFT  
CAMPAIGN.  
ABANGAN ANG MASIGLANG PAG-  
TITIPID.

**BTS-W-2)** Esperidion No. 92

Type: BHNC

**“WIKANG PAMBANSA NATIN, -  
ANG LAGI NATING GAMITIN”**

Slogan in caps in 2 lines with a comma after “NATIN”. English translation of slogan: “Always use our national language”. Applied in purple, enclosed within a single-line frame measuring approximately 61,5 x 19,5 mm. Exists in 3 Types.

Type I, third “A” in “PAMBANSA” has acute accent mark.

Type II, No accent marks.

Type III, third “A” in “PAMBANSA” has acute accent mark and “I” in “LAGI” has grave accent mark.

First day use: Dec. 23, 1943. Used by the Manila Post Office for one week only, Dec. 23 - 30, 1943.

WIKANG PAMBANSA NATIN,  
ANG LAGI NATING GAMITIN

WIKANG PAMBANSA NATIN,  
ANG LAGI NATING GAMITIN

WIKANG PAMBANSA NATIN,  
ANG LAGI NATING GAMITIN

This last one shows up an imperfection of the scheme of recording slogans in alphabetical order, so the classification “OTHERS” has been used until a clearer copy comes to light and for other, non thrift slogans

**OTHERS 1)**

Type: SHNC

**?AG N(?) BAGNANG DICA TULADEN; (?)BIAGCA CAS  
MAYANATUE ITI (?)PASTRECMO**

Legend in ???, translation:

Known use: November 3, 1928, San Fernando, La Union

**BLS - 01)**

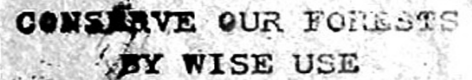
Type: BHNC

**CONSERVE OUR FORRESTS  
BY WISE USE**

Legend in English inside a one-line rectangular frame, applied in violet

*This is a forerunner of the printed versions*

Known use: Los Baños, Laguna, November 12, 1926,

**CONSERVE OUR FORRESTS  
BY WISE USE****BLS - 02)**

Type: SHNC

applied in red

Known use: Zamboanga, May 11, 1949

**HOSPITAL DAY-MAY 12  
VISIT BRENT & ZAMBOANGA GEN. HOSPITALS****BLS - 03)**

Type: SHNC

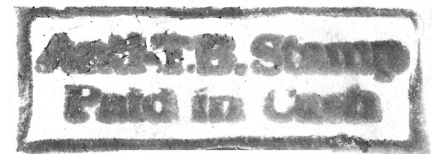
**POSTAGE ON FIRST CLASS MAIL  
6 CENTAVOS EFFECTIVE JAN. 1, 1959**

Known use: Manila, Dec, 31, 1958

**POSTAGE ON FIRST CLASS MAIL  
6 CENTAVOS EFFECTIVE JAN. 1, 1959****BLS - 04)**

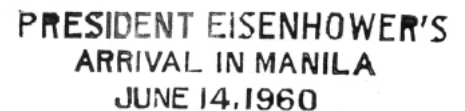
Type: BHNC

Known use: Manila, September 18, 1958

**Add T.B. Stamp  
Paid in Cash****BLS - 05)**

Type: SHNC

Known use: Manila, June 14, 1960

**PRESIDENT EISENHOWER'S  
ARRIVAL IN MANILA  
JUNE 14, 1960****BLS - 06)**

Type: SHNC

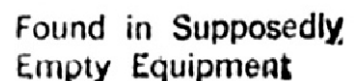
Known use: San Carlos, Negros Occidental, Nov. 30, 1960

**LET RIZAL FOREVER LIVE  
THROUGH THE SHARE YOU GIVE****BLS - 07)**

Type: SHNC

applied in red

Known use: Cebu City P.O. in April 1970

**Found in Supposedly  
Empty Equipment**

## Part II - B PRINTED SLOGANS

By definition, a slogan is a short, distinctive and memorable word, phrase or motto used by a civic or political organization, government agency, manufacturer or person, especially one used to advertise or promote an idea, campaign or product.

The following slogans are from the collection of Dr. Tommy C. Sim and are all from Official envelopes from the Philippine Government both during the US administration and early Republic periods.

### BPRS-C 2)

Type: SPNC

#### CONSERVE OUR FORRESTS BY WISE USE

Legend in English, one-line slogan, printed in red  
(78 x 3 mm, Type 1 Bureau of Forestry campaign slogan).

Known use: June 27, 1934, Masbate, Masbate

**CONSERVE OUR FORESTS BY WISE USE**

### BPRS-C 2a)

Type: SPNC

#### CONSERVE OUR FORRESTS BY WISE USE

Legend in English, one-line slogan, printed in red  
(97 x 3 mm, Type 2 Bureau of Forestry campaign slogan).

Known use: April 3, 1939, Manila

**CONSERVE OUR FORESTS BY WISE USE**

### BPRS-C 2b)

Type: BPNC

#### CONSERVE OUR FORRESTS BY WISE USE

Legend in English inside a two-line rectangular frame, printed in red  
(Type 3 Bureau of Forestry campaign slogan)

Size: 67x15mm

Known use: August 27, 1955, Agricultural College, Laguna

**CONSERVE OUR FORESTS  
BY WISE USE**

### BPRS-C 2c)

Type: SPNC

#### CONSERVE OUR FORRESTS BY WISE USE

Legend in English, one-line slogan, printed in red  
(72 x 4 mm, Type 4 Bureau of Forestry campaign slogan).

Known use: November 3, 1956, Agricultural College, Laguna

**CONSERVE OUR FORESTS BY WISE USE**

**BPRS-P-1)**

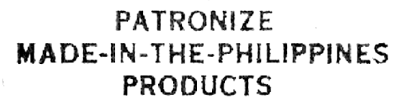
Type: SPNC

**PATRONIZE / MADE-IN-THE-PHILIPPINES / PRODUCTS**

Legend in English, three-line slogan, in a one-line rectangular frame (with segmented top and bottom lines), printed in red

Size: 64x20mm

Known use: July 6, 1935, Manila



PATRONIZE  
MADE-IN-THE-PHILIPPINES  
PRODUCTS

**BPRS-P-2)**

Type: BPNC

**Pay Your Taxes Promptly / AND SAVE MONEY by  
Avoiding Penalties**

Legend in English, three-line slogan, in a three-line rectangular frame, printed in red

(Type 1 BIR campaign slogan).

Size: 60x21mm

Known use: August 26, 1940, Manila



Pay Your Taxes Promptly  
AND SAVE MONEY by  
Avoiding Penalties.

**BPRS-P-2a)**

Type: BPNC

**Pay Your Taxes Promptly / AND SAVE MONEY  
By Avoiding Penalties**

Legend in English, three-line slogan, in a one-line rectangular frame, printed in black

(Type 2 BIR campaign slogan).

Size: 57x18mm

Known use: May 14, 1949, Manila



Pay Your Taxes Promptly  
AND SAVE MONEY  
By Avoiding Penalties

**BPRS-P-3)**

Type: BPNC

**PRODUCE FOOD / AND / CONSERVE FOOD**

Legend in English, three-line slogan, with top and bottom line, printed in black. Size: 70x15mm

Known use: July 20, 1953, Manila



PRODUCE FOOD  
AND  
CONSERVE FOOD

**BPRS-S 1)**

Type: SPNC

**Save a Life and Win a Prize**

Legend in English, one-line slogan, printed in red  
(Type 2 PCSO campaign slogan).

Size: 87x6mm

Known use: October 29, 1940, Manila

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*Save a Life and Win a Prize*

**BPRS-S 2)**

Type: SPNC

**SELF-SUFFICIENCY IN PRIME NECESSITIES**

**QUALITY PRODUCTS FOR EXPORT**

Legend in English, Two-line slogan, printed in red  
(Bureau of Plants campaign slogan).

Size: 81x8mm

Known use: August 14, 1955, Manila

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**SELF-SUFFICIENCY IN PRIME NECESSITIES  
QUALITY PRODUCTS FOR EXPORT**

**BPRS-W 1)**

Type: SPNC

**Win a Prize and Save a Life**

Legend in English, one-line slogan, printed in red  
(Type 1 PCSO campaign slogan).

Size: 91x6mm

Known use: August 4, 1936, Manila

*Win a Prize and Save a Life*