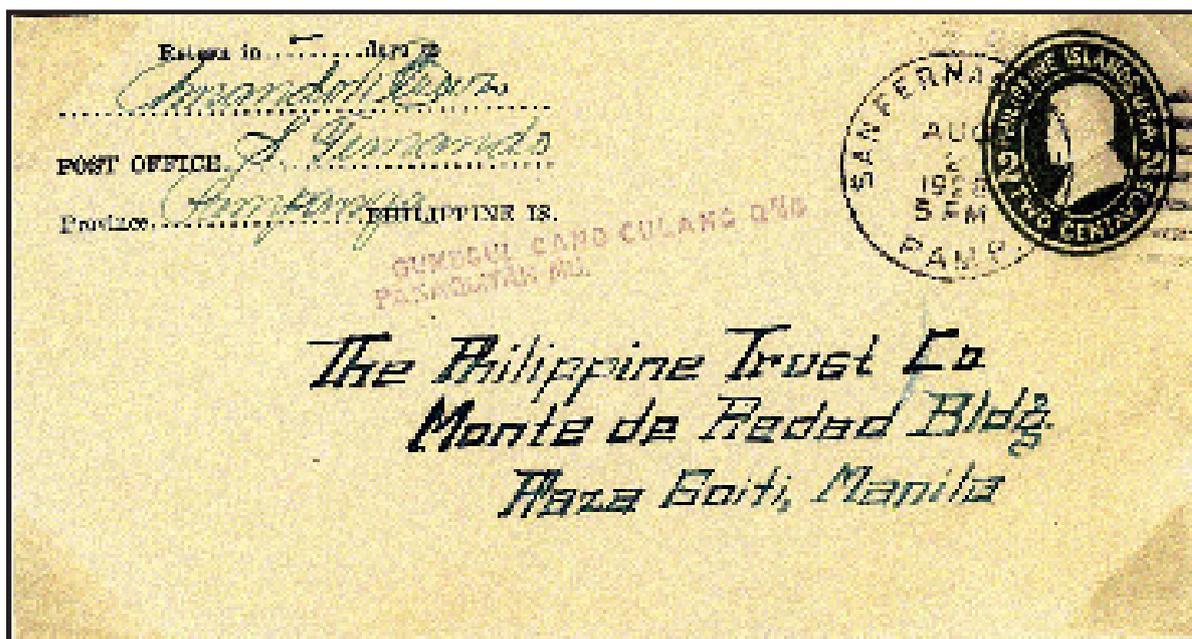


## Part II - A STRAIGHT LINE SLOGANS

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

Type: SHNC

**ANLIGI ANG IMO KINITAAN SA  
BANCO POSTAL**

Legend in Visayan, translation:

*"Keep Your Earnings in the Postal Bank"*Known use: September 2, 1928, Bacolod, Negros Occ.;  
Molo, Iloilo, Sept. 1927**ANLIGI ANG IMO KINITAAN SA  
BANCO POSTAL.****BTS-A 4) Garrett Thrift 30**

Type: SHNC

**AN CAMPAÑA NACIONAL PARA  
PADAMUT, CAIPOHAN NA MATA-  
HAN 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 MATA-  
HAN 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 MANGGA-  
RANON; 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 MANGGA-  
RANON; PANGABUHI KA SA SALUD  
SANG IMO KINITA-AN.****BTS-A 7) Garrett Thrift 29**

Type: SHNC

**AYAW SUNDA ANG MGA ADUNA  
HAN; IPAHIANGAY ANG IMONG  
PAYPUYO SA IMONG FINAMUHOAN**

Legend in Cebuano, translation:

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

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

**AYAW SUNDA ANG MGA ADUNA  
HAN; IPAHIANGAY ANG IMONG  
PAYPUYO 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**

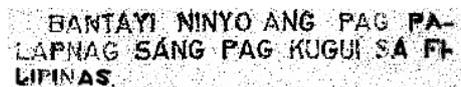
Legend in Visayan and Ilongo (the word palapnag), translation:

*"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 SANG  
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 Occ.

**BTS-B 3)**

Type: SHNC

**BANTAYE ANG KAMPANYA RACIONAL SA PAGDAGINOT**

applied in blue

Legend in, Translation:

Known use: July 19, 192?, Cagayan, Misamis,

**BANTAYE ANG KAMPANYA RACIONAL SA PAGDAGINOT****BTS-B 4)**

Type: SHNC

**BUMADANGCA A MAÑGIOARAS CADAGITI PANPANUNOT ITI PANAG-SALIMETMET.**

applied in dark red

Legend in, Translation:

Known use: July 10, 1928, Vigan, Ilocos Sur

**BUMADANGCA A MAÑGIOARAS CADAGITI PANPANUNOT ITI PANAG-SALIMETMET.****BTS-B 5)**

Type: SHNC

**BIAG NI BACNANG DICA TULADEN;/ AGBIAGCA CAS MAYANATUP ITI / IMPASTRECMO**

applied in dark red

Legend in Ilocano Translation:

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

**BIAG NI BACNANG DICA TULADEN;/ AGBIAGCA CAS MAYANATUP ITI / IMPASTRECMO.****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

**GASTO KA SING KABUS SA IMO  
MAKITA.****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; September 27, Ormoc, Leyte

**GASTOHA ANG INYONG SAPI SA  
MAAYON PAAGI.****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

**GUMUGUL CANG CULANG QŃG  
PANAQUITAN MU.****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

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

**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-H 4)**

Type: SHNC

**HELP DISSEMINATE THRIFT IDEAS/  
IN YOUR COMMUNITY**

Legend in english.

Known use: 1928, Manila

**HELP DISSEMINATE THRIFT IDEAS  
IN YOUR COMMUNITY.****BTS-I 1) Esperidion No. 50; Garrett Thrift 13**

Type: SHNC

**IDULINMO DAGITI URNONMO 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 URNONMO 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

A rectangular stamp with the slogan 'IPATAGO ANG SINOPTAN MO NGA PILAK SA BANCO' in a bold, sans-serif font.

**BTS-I 4)**

Type: SHNC

**ILAGAK SA BANGKO ANG INYONG  
NAIIMPOK**

Legend in , translation:

Known use: 1927, Cabanatuan, Nueva Ecija

A rectangular stamp with the slogan 'ILAGAK SA BANGKO ANG INYONG NAIIMPOK.' in a bold, sans-serif font.

**BTS-I 5)**

Type: SHNC

**IBUTANG ANG IMONG TINIPIGAN  
SA PAGPANA LIPOD SA BANCO  
POSTAL**

Legend in Visayan, translation:

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

A rectangular stamp with the slogan 'IBUTANG ANG IMONG TINIPIGAN SA PAGPANA LIPOD SA BANCO POSTAL' in a bold, sans-serif font.

**BTS-I 6)**

Type: SHNC

**IMATALEK YO RAY NAGIGIMPE-  
RAN YO RAN KUADTA DIAD AL-  
KANSIAY GIMPER DIAD CORREO.**

Legend in , translation:

Known use: February 23, 192?, Bayambang, Panay,

A rectangular stamp with the slogan 'IMATALEK YO RAY NAGIGIMPE-RAN YO RAN KUADTA DIAD AL-KANSIAY GIMPER DIAD CORREO.' in a bold, sans-serif font.

**BTS-I 7)**

Type: SHNC

**IPATAGO NINYO'T IPALIGTAS SA  
BANGKO POSTAL ANG INYONG NA-  
IIMPOK**

Legend in , translation:

Known use: September 26, 1928, Lopez, Tayabas;  
September 3, 1928, San Pablo, Laguna

A rectangular stamp with the slogan 'IPATAGO NINYO'T IPALIGTAS SA BANGKO POSTAL ANG INYONG NA-IIMPOK.' in a bold, sans-serif font.

**BTS-I 8)**

Type: SHNC

**INSURE YOUR OLD AGE BY SYS-  
TEMATIC SAVINGS  
LAGING MAGTIPID ALALAHANIN  
ANG PAGTANDA**

Legend in english and tagalog, translation:

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

Known use: November 8, 1928, Manila

A rectangular stamp with the slogan 'INSURE YOUR OLD AGE BY SYSTEMATIC SAVINGS. LAGING MAGTIPID; ALALAHANIN ANG PAGTANDA.' in a bold, sans-serif font.

**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

**LAGING MAGTIPID, ALALAHANIN  
ANG PAGTANDA.**

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

Type: SHNC

**LIKAWAN MO NGA MGA MANOG  
HIKOT SANG MAGASTO NGA KATI-  
PUNTIPUNAN KAG KASADIAHAN**

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 Occ

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

**LIKLIKAM DAGITI AGIBUANGBUA-  
NGAY KADAGITI RAMRAMBAK A  
DAKKE LA PAG GASTOAN**

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;

December 13, 1928, Malolos, Bulacan,

**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 KAPISYANAN  
AT LIPONANG 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

---

**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

---

**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-  
SIMBUTAN 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;

October 12, 1928, Cabanatuan, Nueva Ecija

**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

August 26, 1927, Cabanatuan, Nueva Ecija

**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:

*"It is good to be frugal, don't be wasteful"*

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-M 10)**

Type: SHNC

**MAGTIPID BAN MAGUAGUI AT MI  
NONO**

Legend in , translation:

Known use: January 4, San Fernando

**MAGTIPID BAN MAGUAGUI AT MI  
NONO.****BTS-M 11)**

Type: SHNC

**MAGGUGOL KAYO NG MALIIT SA  
INYONG KINIKITA**Legend in Tagalog, translation: *Spend Below your Earnings*

Known use: August 4, Lucena, Tayabas

**MAGGUGOL KAYO NG MALIIT SA  
INYONG KINIKITA.****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, Dumaguete, Negros Or

October 12, 1928, Cebu, Cebu

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

Type: SHNC

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

Legend in Visayan, translation:

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

Known use: October 4, 1928, Bacolod, Negros Occ

October 12, 1928, Iloilo, Iloilo

**PAGKINUT KA KAG LIKAWI ANG  
PAGKAUDHA SA BISAN ANG NGA  
BAGAY.****BTS-P 3) Garrett Thrift 37**

Type: SHNC

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

Legend in ???, translation:

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

1928, Bobon, Samar

December ?? 1928, Catarman, Samar

**BTS-P 4)**

Type: SHNC

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

Legend in , translation:

Known use:

**BTS-P 5)**

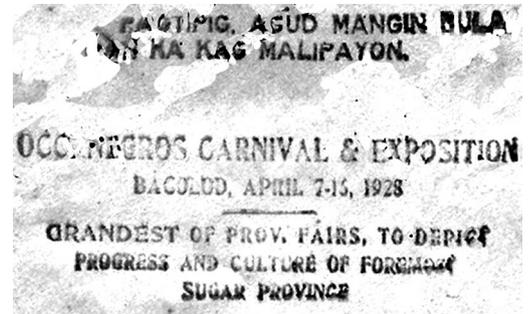
Type: SHNC

**PAGTIPIG AGUD MANGIN BULA  
SAN KA KAG MALIPAYON.****OCC. NEGROS CARNIVAL & EXPOSITION  
BACOLOD, 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 Occ

**BTS-P5a) Esperidion No 46; Garrett Thrift 10**

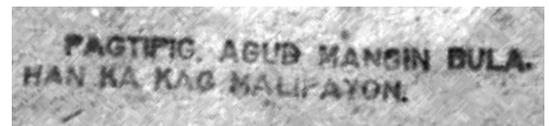
Type: SHNC

**PAGTIPIG AGUD MANGAD DULA  
HAN KA KAG MALIPAYON**

Legend in Ilongo, translation:

*"Save so that you will obtain happiness  
and prosperity".*

Known Use: January 14, 1928, Bacolod, Occ. Negros

**BTS-P 6)**

Type: SHNC

**PAPAGSANTUÑGAN YO DING  
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

**BTS-P 9)**

Type: SHNC

**PABAYAE NA AN SAIMONG PIRAK  
NA TINIMOSAN PAGN ----- NANAN  
KAN BANCO POSTAL**

Legend in , translation:

Known use: September 18, 1928, Tabaco, Albay

**PABAYAE NA AN SAIMONG PIRAK  
NA TINIMOSAN PAGN ----- NANAN  
KAN BANCO POSTAL**

**BTS-P 10)**

Type: SHNC

**PUUTEM PANANGIWAYAT ----  
PANGUEP PANAGSALIMETMET**

Legend in , translation:

Known use: July 12, 1927, Laoag, Ilocos Norte,

**PUUTEM PANANGIWAYAT  
PANGUEP PANAGSALIMETMET**

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 economize,  
will have to  
agonize.

c)

Postal Savings Bank  
He that will not economize,  
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 CALU-  
YAHAN SA HURING PANAHOON**

Legend in Bicolano, translation:

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

Known use: December 2, 1927, Barcelona, Sorsogon

**SEGUROHON TA SA MATANOS NA  
PAG DAMUT AN SATUYANG CALU-  
YAHAN SA HURING PANAHOON.**

**BTS-S 2) Esperdion 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 PAGPAGONO  
HIN 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 PAGPA...  
HIN 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 ANG 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 thriftness"*

Known use: August 9, 1927, Cebu, Cebu

**UBAN KAMO SA KAMPANYA SA  
PAGDAGINOT.**

**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.**

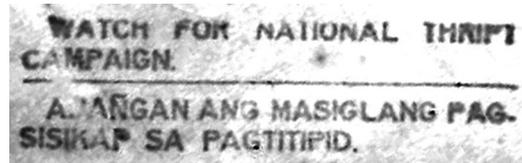
**BTS-W 1)** Esperidion No. 38; Garrett Thrift 2

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;

**BTS-W 1a)**

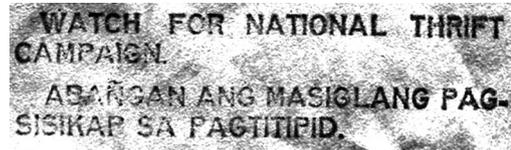
Type: SHNC

**WATCH FOR NATIONAL THRIFT  
CAMPAIGN****ABANGAN ANG MASIGLANG PAG-  
SISIKAP SA PAGTITIPID.**

Legend in English and Tagalog, applied in red.

Known use: July 25, 1927, Manila, Registered

July 19, 1927 Tigaon, Camarines Sur

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

Type: BHNC

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

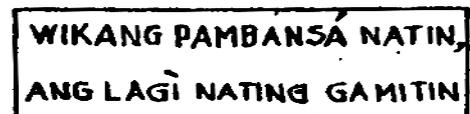
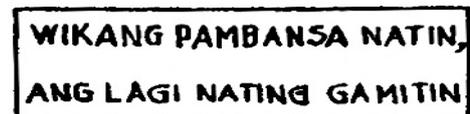
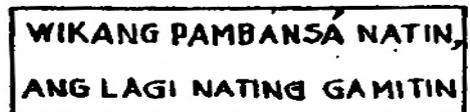
Slogan in caps in 2 lines with a comma after “NATIN”. English translation of slogan: “Always use our national language”. Applied in purple, enclosed within a single-line frame measuring approximately 61,5 x 19,5 mm. Exists in 3 Types.

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.



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 - 00)**

Type: SHNC  
 applied in blue  
 Known use: Manila, August 24, 1898

U-S - MILITARY P O STA.  
 San Francisco Cal. U.S.A.  
 No 1 Philippines

**BLS - 01)**

Type: SHNC  
 applied in red  
 Known use: Baguio, April 27, 1912

INSUFFICIENTLY PAID FOR  
 TRANS-SIBERIAN ROUTE

**BLS - 02)**

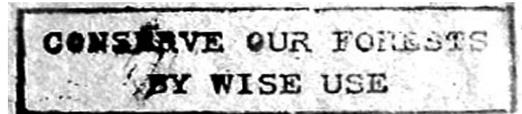
Type: SHNC  
 applied in black  
 Known use: Baguio, April 27, 1912

POSTAGE DUE 0

**BLS - 03)**

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,

**BLS - 04)**

Type: SHNC  
 applied in red  
 Known use: Zamboanga, May 11, 1949

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

**BLS - 05)**

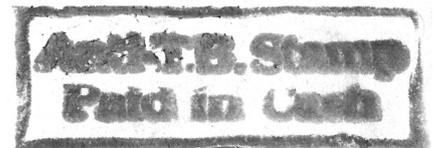
Type: SHNC  
**POSTAGE ON FIRST CLASS MAIL  
 6 CENTAVOS EFFECTIVE JAN. 1, 1959**

Known use: Manila, Dec, 31, 1958

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

**BLS - 06)**

Type: BHNC  
 Known use: Manila, September 18, 1958

**BLS - 06-A)**

Type: SHNC  
 applied in blue

Known use: Manila, September 8, 9,10, 1959  
 on metered cover

**ANTI-T.B. STAMP  
 PAID IN CASH**

**BLS - 07)**

Type: SHNC  
 Known use: Manila, June 14, 1960

**PRESIDENT EISENHOWER'S  
 ARRIVAL IN MANILA  
 JUNE 14, 1960**

**BLS - 08)**

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

**LET RIZAL FOREVER LIVE  
 THROUGH THE SHARE YOU GIVE**

**BLS - 09)**

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)**

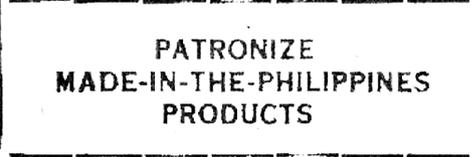
Type: SPNC

**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

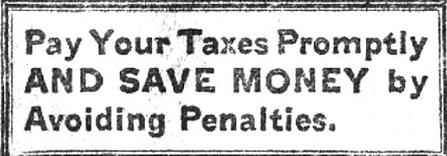
**Pay Your Taxes Promptly / AND SAVE MONEY by  
Avoiding Penalties**

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

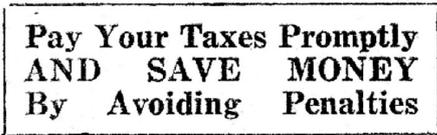
**Pay Your Taxes Promptly / AND SAVE MONEY  
By Avoiding Penalties**

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  
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

---

*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

---

**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*