

British Telephone Campaign

The Slogan Postmarks

1931 to 1934

Single Frame Exhibit Synopsis

Background

The **general slogan** postmark used in Great Britain between 1918 to 1953 which demonstrate campaigns and events sponsored by the Government or the Post Office.

Title and Treatment & Fit for a One Frame

There are ten slogans that comprised the Telephone campaign, plus one introductory slogan. In the exhibit there are typically two covers per slogan. The first with an exceptionally clear strike, the second cover, an a further example but different representation of use or destinations. A few of the slogans have an additional page, when there is something extra to add to the story. In one frame there is enough detail is presented to describe the slogan campaign and also show varieties in the slogans and promotional items that exist.

An alternate possibility that I considered in creating this exhibit was to also include display elements, which would have included post cards about and showing early telephone use in Great Britain. I decided against this approach as the display elements might have overwhelmed the philatelic, so that is just kept to the title page, as the story is about these slogans.

Knowledge, Study and Research

The actual slogans, time of use, number of dies used is information from the catalogs. This exhibit includes the details, slogan by slogan, as to the machines used and number of dies fitted to each slogan. This study comes "from the books". Added to this is my own storytelling, which comes from historical readings on how, why and where the campaigns or events took place. This information is added at the top of the pages.

Rarity

Rarity of these slogan postmarks: With only 25 dies (devices that canceled with the slogan) in use over the three year period, the slogans were limited. Typical campaigns at the time used up to 350 dies, not just 25. Added to that, these dies were moved from town to town, so they were not in use all the time as they spent time in transit and between set up, and suffering any damage or delay that the shifting around would have caused. A variety of one slogan that is in the catalog is not shown. Fellow collectors and I agree: that slogan does not exist, only poor strikes of the actual slogan mimic the listed variety (a broken frame line on the Shop by Telephone slogan).

Condition

Covers were selected for clarity of strike. Sounds easy, but easily 40 or 50 covers have poor strikes to every one good enough to be included here. fewer with multiple stamps so can see strike well. The exhibit is drawn from a well larger collection.

Importance

The campaign captured the introduction of the telephone into public use, it offers a view to the social and business setting of the time.