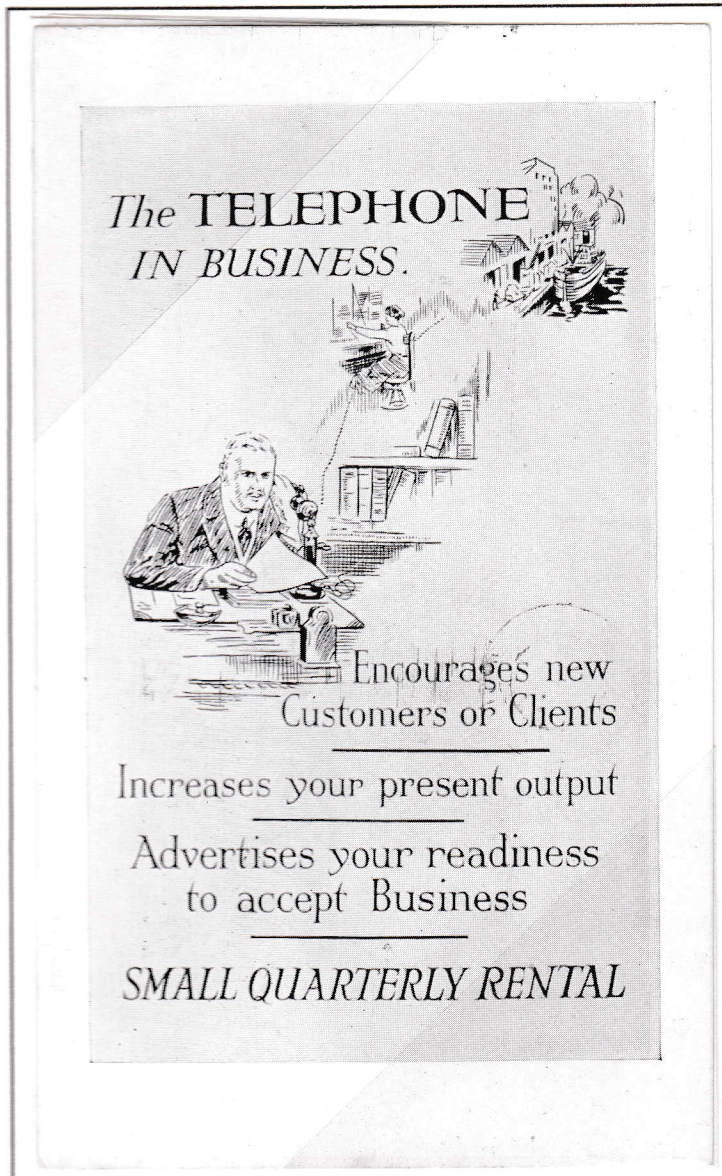


British Telephone Campaign

The Slogan Postmarks



Telephones were new! Phones were introduced to the public through the Post Office, where public phones were first made available.

A major campaign to promote the use of telephones ran from 1931 to 1934. It was the first use of slogans that took the approach of using ten different slogan designs and rotating the slogan dies from post office to post office.

In this one frame exhibit each of the ten slogans are shown. The attractive and clever slogans were very popular in Britain. These slogans also have their stories of misperception and sentiments of the time, which are shared in the text.

Covers were selected for clarity of strike and variety of uses.

Exhibit Plan

Title & Precursor Slogan	Page 1-2
Telephone Slogan Campaign	
Appeals to Business	Pages 3-9
Appeals to Homeowners	Pages 10-15
Conclusion: Making Life Easier	Page 16

Highlights include:

- ◆ An inverted slogan
 - ◆ Exhibition items
 - ◆ Slogan with excised border
 - ◆ Uses to foreign destinations
- Exceptional items are boxed in maroon.

References:

Collect Slogan Postmarks, Parsons, Peachy
Collect British Postmarks, Gibbons
The Slogan Postmarks of Great Britain, Parsons
 Britishtelephones.com—historical reference
Public Ownership and the Telephone in Great Britain, Mayer



POST OFFICE EXHIBIT.
 GOVERNMENT PAVILION
 — WEMBLEY —

H. M. Government Pavilion,
 Wembley Exhibition.

Souvenir of the Post Office Exhibit.