

# ELIZALDE *Stamp Journal*



CENTRAL OFFICES: MUELLE DE LA INDUSTRIA, MANILA



United States Life Insurance Co.

*In this issue:*  
1941 Elizalde Christmas Seal.



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# ELIZALDE STAMP JOURNAL

OFFICIAL PUBLICATION

of the

**ELIZALDE STAMP CLUB**

Elizalde Bldg.  
Manila, Philippines

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**ELIZALDE STAMP CLUB**

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Manila, Philippines

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## EDITORIAL

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### *Elizalde Christmas Seals*

We are pleased to announce that Elizalde & Co. Inc., will issue a new Christmas seal this year. Design of the seal portrays the Baptism of Sultan Ali Mudin in 1750, a significant event in the history of the Philippines and in the annals of Christianity in this country. Particulars of the seals are published elsewhere in this magazine. The seals will be ready for free distribution sometime in December.

### *New Philippine Air Mail Stamps*

In this issue of the Elizalde Stamp Journal, we are also pleased to publish full particulars of the new air mail stamps of the Philippines, the design of which shows a Moro vinta and a Clipper soaring above, and which stamps were placed on sale by the Bureau of Posts on June 30 of the present year. That the new air mails show a great departure from our old air mail stamps, is indeed worthy of note, and we wish to congratulate our postal authorities as well as all concerned, who were responsible for this new air mail issue. Not that we consider it only as one of the best postal series issued by the Bureau of Posts as far as the design and artistic appeal are concerned, but also for its social significance—"The Linking of the West and the East"—with the Clipper plane representing America and the Moro vinta, the Philippines.

### *Keep 'em Flying*

We believe this is the first time in the history of Philippine philately that a postal slogan, suggested by a stamp collector, was considered by our postal authorities. The postal slogan is KEEP 'EM FLYING, and was suggested by our own editor, Pablo M. Esperidi6n. It is a feeling of pride for us, indeed, to have to record, a postal slogan which was born out of the suggestion of a stamp collector. Details and the significance of this postal slogan are published elsewhere in this issue, too, of the *Elizalde Stamp Journal*.

EDUARDO YREZABAL.

## GRATITUDE, THEME OF 1941 ELIZALDE CHRISTMAS SEAL

Seals Will Be Ready For Distribution in December

Free to Collectors Upon Request



The 1941 Elizalde Christmas seals will be ready for free distribution sometime in December, it was announced by Don Manuel Elizalde, vice-president of the Elizalde & Co. Inc., on August 30.

Design of the seal portrays the baptism of Sultan Ali Mudin, ruler of Jolo, in 1750, a symbolic event in the history of the Philippines. Its theme is "Gratitude," for it marked the beginning of a better understanding between the Christian and Mohammedan Filipinos; the paving of the Philippine-Spanish cooperation in building trade and commerce for three centuries; and the last forty-three years of Philippine-American collaboration and friendship.

Explaining the theme of the Elizalde seal, Mr. Elizalde declared: "It was not only a significant milestone in the triumphant march of Christianity in the Philippines, but also promoted a better understanding among Filipinos of different religions, convictions, and customs. It is also symbolic of the capacity of the Filipinos for loyalty and affection for those whom they consider their friends. When Magellan discovered the Philippines in 1521, the Filipinos were at first hostile and waged a continuous war against the Spanish conquerors. Convinced that the Span-

iards were their friends, however, they showed their appreciation by embracing Christianity, and for the next three hundred years up to 1898, the Filipinos cooperated in building trade, commerce, and Spanish prestige. After the last forty-three years of American collaboration and friendship, the Filipino people have pledged themselves to the American ideals of democracy and to fight with America in case of war, just when a world conflagration threatens to engulf all nations into a maelstrom of greed, hate, and destruction. Just as Ali Mudin embraced Christianity to show his loyalty to Spain, on June 19, 1941, President Manuel L. Quezon led 16,971,100 Filipinos in a solemn pledge born of gratitude to stand side by side 'with America in life and death.' The 1941 Elizalde Christmas seal will be a reminder of the Filipino capacity for gratitude and loyalty."

The seals will be issued in six colors and in rectangular format. 20,000 copies will be printed. The design was prepared by Victor Loyola, a Manila artist. As in the past year, the Elizalde Christmas seals will be sent to stamp collectors, *free of charge*, and no return postage is required. Address all requests to Elizalde & Co. Inc., Elizalde Building, Manila, Philippines.

These 2 pages inserted from the Collection of:  
Douglas K. Lehmann  
(Meter is dated November 27, 1941)

ELIZALDE STAMP CLUB



ELIZALDE BLDG.  
MANILA, PHILIPPINES

*It lifts you up!*  
**TANDUAY**  
**VERMOUTH**  
*The price of peace.*



Mr. Andrew Rasmussen  
731 U.S. Custom House  
Bowling Green  
New York City.





# ELIZALDE STAMP CLUB

ELIZALDE BUILDING  
MANILA, PHILIPPINES

November 17, 1941.

Mr. Charles B. Gilbert  
234 Wood Street  
Burlington, New Jersey

Greetings!

As requested in your letter of recent date, we take pleasure in enclosing herewith, some copies of the 1941 Elizalde Christmas seals issued by Elizalde & Co. Inc. We hope they will make some addition to your collection.

Philatelically,

ELIZALDE STAMP CLUB

Encls.

  
Eduardo Yrezabal  
President

## NEW P. I. AIRMAIL STAMPS PORTRAY "LINKING OF THE WEST AND THE EAST"

Considered as One of P. I. Best Issues

Manila Artist Prefers Design

Philippine Air Mail Society Responsible for Issue



● NEW regular airmail stamp of the Philippines.

The new airmail stamps of the Philippines showing a Moro vinta with a Clipper plane soaring above, were placed on sale at the Manila Post Office on June 30, 1941. They are issued for regular air mail and printed in four values: 8, 20, 60-centavo, and 1-peso, or a total face value of P1.88, a set.

Officially known as "The Linking of the West and the East," the design of the stamps was prepared by Oscar Espiritu, director of the Fine Arts Academy, Manila, and which design was selected thru a contest sponsored by the Philippine Air Mail Society, Chapter 13 of the American Air Mail Society. Although it was the first time he tried his brushstrokes on postal designs, Mr. Espiritu is not new in the art of cameo-drawing, he being an artist by profession, backed with 26 years of experience.

A graduate of the School of Fine Arts, University of the Philippines, and present director of the Fine Arts Academy, Mr. Espiritu, true to the life of many an artist, slaves for

the love of art, and prefers to teach painting rather than dip his brush and palette in commercial art. Theory and common sense are two qualities essential to an artist, according to him, and interpreting life through his paintings, the design on the new air mail stamps of the Philippines is a case in point.

Issued in rectangular format and measuring 22.225 x 33.933 millimeters, the new airmail stamps come in rows of 5 x 10 or 50 subjects in a sheet. They are unwatermarked, with perforation 11, and printed by the Bureau of Engraving and Printing, Washington, D. C.

Denominations, colors, quantities of stamps received (first shipment), and their plate numbers, are as follows:

Denomination	Color	Quantity	Plate Number
8c	Red	100,000	146128
20c	Blue	300,000	146129
60c	Green	100,000	146130
1p	Brown	1,500,000	146131

and their initial printing orders, are:





• OSCAR ESPIRITU, designer of the new airmail stamps of the Philippines, at his studio, in Manila.



• CACHET used by the Bureau of Posts.

8c	—	1,000,000
20c	—	2,000,000
60c	—	1,000,000
1p	—	2,000,000

Issuance of the 8, 20, 60-centavo and 1-peso values has been made in line with the current airmail rates—within the Philippines, Manila-Guam or Singapore, Manila-Hawaii, and Manila-United States, respectively. Receipt of the large quantity of the 1-peso value is for the heavy volume of Clipper mail from Manila to the United States, according to the postal authorities.

At any rate, from the philatelic point of view, the new air mails, despite that every sheet has two sides with straightedges, are considered by

local collectors as one of the best sets issued by the Bureau of Posts and that they are “a breathing spell” from the airmailitic overprints which have been jockeying Philippine stamps for several years.

With the issuance of these air mails, it's interesting to note that for the second time in the history of Philippine philately, the three-year-old Philippine Air Mail Society, has been instrumental in the release of two issues of the Islands: the First Airmail Exhibition stamps issued in 1939, and the current air mails, which, in some ways no doubt, will serve as daily reminders of “The Linking of the West and the East,” with the Clipper plane representing America and the Moro vinta the Philippines.

The story of a  
postal slogan . . .

# KEEP 'EM FLYING!

... by Pablo M. Esperidi6n

On July 15, 1941, there appeared in the *Manila Daily Bulletin* the following news item:

"To spur the national defense program and bolster the already high morale of the people and the military forces, a comprehensive campaign has been launched in the United States and its far-flung possessions to make the army-inspired expression, Keep 'em Flying, a national slogan.

"Comparable to the hardy and determined Britons' Thumbs Up and the United States' Keep Your Chin Up, the new slogan, which was introduced to newspaper readers and radio listeners in Manila last week, is designed as an expression of felicity and high morale. It is also can be used as a toast at social gatherings and other public functions.

"Generally the slogan applies to the wheels of progress of the entire national defense effort in the United States and its possessions, as well as to airplanes.

"The purpose of the present campaign is to popularize Keep 'em Flying to the extent that it will be used by persons of all ages in all walks of life as an everyday expression.

"Keep 'em Flying is scheduled to replace such by-words of greeting and farewell as So Long, How, Adios, I'll be seeing you, Down the Hatch, Goodbye, Goodnight, Aloha, Au Revoir, Best of Luck, and many more.

"Everyone can share in making this new slogan popular so that it will be remembered by future generations along with The Spirit of '76, 54-40 or Fight, And Remember the Maine.

"So remember to Keep 'em Flying."

Upon reading the above news, I wrote an open letter to the editor of the *Manila Daily Bulletin*, suggesting a postal slogan with the inscription KEEP 'EM FLYING! On July 17, my letter was published in the same paper. My letter reads:

July 15, 1941.

"The Editor  
*Manila Daily Bulletin*  
Manila, P. I.

Sir:

"In line with the aims of the slogan KEEP 'EM FLYING of the United States and its possessions as published in today's issue of the *Manila Daily Bulletin*, it would have more latitude if our postal authorities would use a postal slogan or flag cancellation with the inscription KEEP 'EM FLYING.

"In point of fact, to voice the call of the Volunteer Guard in a postal way, the Bureau of Posts used on June 18, a postal slogan Join The Volunteer Guard on all letters. This slogan is still in use up to the present, and is applied on thousands and thousands of letters postmarked at the Manila Post Office like nobody's business.

"If our government authorities wish to popularize the new national slogan in connection with Uncle Sam and Juan de la Cruz's national defense, a postal slogan or flag cancellation with the wording KEEP 'EM FLYING is very opportune.

"Keep 'em Flying.

Yours truly,

PABLO M. ESPERIDI6N

Secretary, Philippine Air Mail Society,  
Chapter 13, American Air Mail Society."

Two weeks after the publication of the above letter, on Aug. 2 there appeared in the *Manila Tribune*, the following news item:

"Keep 'em Flying, the new U. S. Army slogan, will soon be carried on all mail matter passing the Manila post-office. The Civilian Emergency Administration has authorized the bureau of posts to postmark with the slogan, letters, packages, and other mail matter handled by it."

Three days after this announcement, on Aug. 5, the Bureau of Posts started using a postal slogan with the wording "KEEP 'EM FLYING." This postal slogan is applied on let-

ters postmarked at the Manila Post Office and is still being used at the time of writing (Sept. 12).

Just after the birth of this postal slogan, virtually all newspapers and magazines which are published in English in the Philippines, have bolstered its significance, by illustrating it in different types and designs, with the inscription KEEP 'EM FLYING! And like searchlights that emblazoned the sky, it flashed from north to south and from east to west of the Islands; and to both the military and civilian, it's now a popular slogan.

Not that it found its way only in local radio broadcasts, newspapers and magazines, but also in different channels. Movies, in voicing the significance of this slogan, flash it in lantern slides with bold types KEEP 'EM FLYING! Advertisements of a number of local firms are run with KEEP 'EM FLYING! A chain of buses operated by a large transportation firm are painted with KEEP 'EM FLYING! Lapel pins manufactured by a Manila concern are engraved with KEEP 'EM FLYING! Identification tags (to avoid formal introduction) pinned at parties given in honor of the visiting U. S. Army and Navy personnel are inscribed with KEEP 'EM FLYING! Even party cakes with chocolate frosting were introduced with cream lettering KEEP 'EM FLYING! And out of this booming slogan, the *Nichols News*, official publication of the U. S. Army stationed at Camp Nichols, Parañaque, Rizal, in one of its recent issues it versified:

*Keep 'em Flying, Keep 'em Flying,  
Flags of Freedom blest.  
Smoking billows, from the chimneys—  
Industry 'neath test.  
Keep 'em Flying, Keep 'em Flying,  
The wings that guard our skies.  
Faith, Courage, Zeal will win...  
And thraldom die.*

*And while we're at it, here's another,  
drawn up to that tune the spirit of the  
land caught up a few year ago when the  
big bad depression was haunting us...  
Happy Days Are Here Again.*

*Our Liberty's again at stake.  
There's no doubt what course our land will take:  
We'll defend our rights with wings on high:  
Keep 'em Flying, that's our cry.  
Join together, all our strength,  
Our wings will win and tyrants die,  
Keep 'em Flying, that's our cry.*

Moved by the significance of this slogan, the *Philippines Herald* in its issue of Aug. 2, published a four-column, front-page, bi-colored editorial, with a banner line KEEP 'EM FLYING! The editorial was illustrated, showing the American flag and the Philippine flag, both flying side by side, with seventeen Army planes flying in echelon formation. In passing it's worthy to quote the editorial which reads in part:

"Wars are not won by slogans, but a slogan may help win a war. It crystallizes the national sentiment and helps mould the solidarity of the popular will...

"The slogans of democracy must... express no passion for world conquest nor preach hate of others. They may spring from the exuberance of sheer energy and may denote deep-seated anxieties and angers, but they can neither be arrogant nor vicious. Thus, the slogan that has been adopted by the U. S. armed forces: Keep 'em Flying!

"Born of no unworthy motive or passion, this slogan is expressive of the high and generous spirit of a free nation. It is a slogan behind which the Filipino people side by side with American people, shall throw the full measure of their strength, as behind a bright banner flying defiantly in the ether."

Thus, defense today means more than merely fighting; it means morale, civilian as well as military, as President Roosevelt, No. 1 Stamp Collector of the United States, aptly puts it in his recent radio address.

(Continued on page 11)



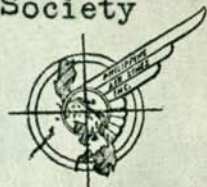
• POSTER stamp used by the United States Army. Courtesy of Lt. Col. F. L. Black, Hq. First Air Force, Mitchell Field, New York.

-FIRST DAY POSTAL SLOGAN-

PHILIPPINE AIR LINES, INC.  
P. O. BOX 785  
MANILA, PHILIPPINES



Mr. Pablo M. Esperidi6n  
Secretary, Philippine Air Mail Society  
P.O.Box 716  
Manila.



● FIRST DAY POSTAL SLOGAN cover with the postal cancel KEEP 'EM FLYING.

EXPT. 1941



THE SPACE ABOVE IS RESERVED FOR POSTMARK.  
**POSTAL CARD**  
 THE SPACE BELOW IS FOR THE ADDRESS ONLY.

S. S. "Lanao"  
 c/o Manila Steamship Co.  
 M a n i l a, P. I.



THE SPACE ABOVE IS RESERVED FOR POSTMARK.  
**POSTAL CARD**  
 THE SPACE BELOW IS FOR THE ADDRESS ONLY.

Mr. Washington R. Nelson  
 P.O.Box 716  
 Manila, P.I.

● TWO POSTAL CARDS with different types of the postal slogan KEEP 'EM FLYING.

**Keep 'Em Flying**

...ately for 20 years, said the morale of the people extended throughout the Soviet Union and included all groups he saw during the slow train trip from Riga to Alma Ata. He said the public believed im-

...binet decree ratifying the extension of the Soviet-United States trade agreement to August 6, 1942.

...over to the library. He also stated that the first batch of pirated books that arrived here from China early this year was burned.

**Keep 'em Flying**

...to teach Spanish to 5,000 officers and enlisted men. The new Spanish teaching program also will apply to 15,000 army aviators.

...cross-country flight instructor \$7,200 to Francis School of Aviation, Lansing, Mich., for use in the purchase of a training plane.

...told his men that the "lineup is now complete," with Rome, Berlin and Tokyo on one side and London, Wash- have been arriving at the front," the agency adds. "They are all excellently equipped."

• SOME of the types and designs used by newspapers and magazines in the Philippines in bolstering the morale behind the slogan KEEP 'EM FLYING!

**PIN, TAG and CAKES...help in boosting the slogan  
KEEP 'EM FLYING!**



**KEEP 'EM FLYING!** (Continued from page 7)

Philatelically, to stamp collectors, with a particular mention to collectors of postal slogans, perhaps, the postal slogan KEEP 'EM FLYING of the Philippines, will earn a place

in their "Album of Postal Memories"... memories of the days in which we are living today... memories that hinge in the history of humanity.

## PHILIPPINE AIR LINES INAUGURATES MANILA-CEBU AIR SERVICE

### Masbate and Leyte, Intermediate Points

An air service that permits a man to have a leisurely breakfast at his home in Manila, hop a plane at 9 a. m., visit Paracale, Legaspi, Masbate, Catarman in Northern Samar, Tacloban, Cebu, then back to Masbate, Rio Guinobatan, Paracale, and still back in the city in time for 5 o'clock tea the same day is the latest addition to Manila's transport system.

This service has been made possible with the inauguration on September 2 of the Philippine Air Lines' southern route, which links Manila with the key points in the south.

The new service was inaugurated with the company's new twin-motored Beechcraft taking off from Nielson airport shortly after 9 o'clock in the morning of Sept. 2 with all but one of the six passenger seats taken. P. I. Gunn was at the controls and H. O. Lott was co-pilot.

Forty-five minutes after the take-off the trim red plane was set down on the golf course of Paracale. After a 10-minute stop to deliver mail and let one passenger off, the Beechcraft was off again for Legaspi.

Half an hour later the plane landed in Legaspi, taking off again in five minutes for Masbate. A short 22-minute run and the plane was in Masbate.

Ten minutes were all the time needed to let three passengers off and

deliver the mail, and the craft was off again for Catarman on the northern-most tip of Samar. This was a special trip made to accommodate the governor of Samar.

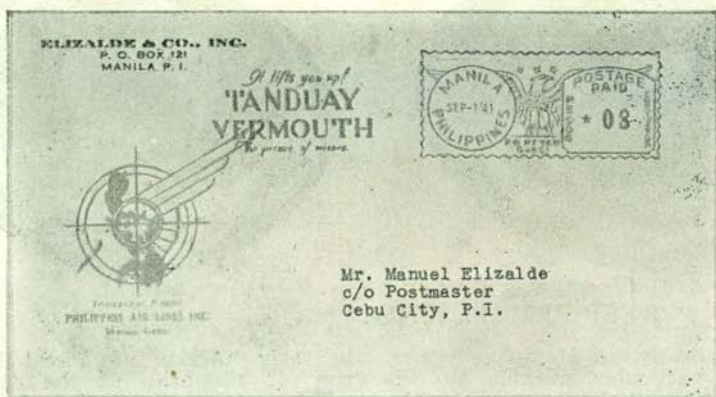
From Catarman the plane took off for Tacloban, Leyte, traversing the heart of the third largest island of the Philippines. Half an hour later, at 12:30 p. m., the plane was set down at Tacloban airport where another 10-minute stop was made. At 12:40 the plane was off again for Cebu, arriving at the latter city at 1:15 p. m.

Servicing of the plane and lunch for the crew took almost an hour after which the plane began its return trip, striking out for Masbate. Forty-five minutes later she reached Masbate and shortly afterwards took off for Rio Guinobatan. From there the plane returned to Paracale for another 10-minute visit, and then back to Manila.

The service, which is regularly scheduled for Tuesdays, Thursdays and Saturdays, is fast and the pilots do their utmost to keep the ship on schedule, both as to arrivals and departures.

Later on, as soon as all arrangements can be made, the Philippine Air Lines will extend its southern service to Mindanao, covering Del Monte, Davao, Zamboanga and Surigao.

(continued on next page)



● FIRST FLIGHT COVER of the PAL inaugural airmail service from Manila to Cebu.





● CACHET used by the Philippine Air Mail Society.

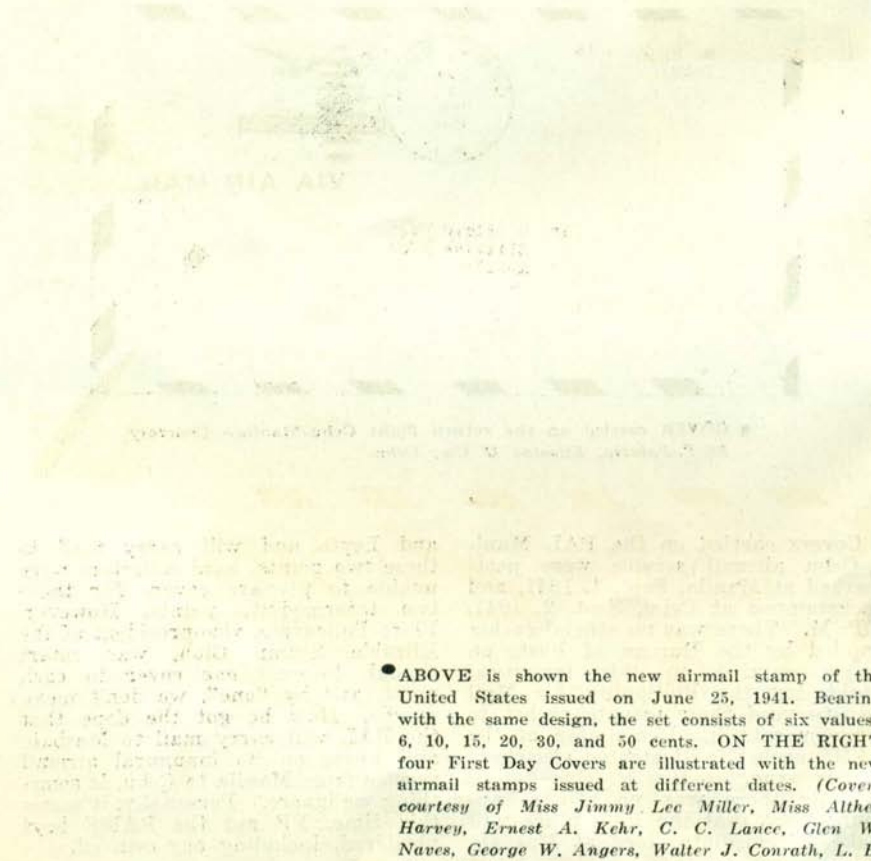


● COVER carried on the return flight Cebu-Manila.—Courtesy M. P. Palacio, Elizalde & Co., Cebu.

Covers carried on the PAL Manila-Cebu airmail service were post-marked at Manila, Sept. 1, 1941, and backstamped at Cebu, Sept. 2, 1941, 3 P. M. There was no official cachet applied by the Bureau of Posts on covers carried on this inaugural flight, but the Philippine Air Mail Society used their private cachet to commemorate it. Description of the PAMS cachet is illustrated elsewhere in this issue.

While there was no official announcement that the PAL plane will make intermediate stops at Masbate

and Leyte and will carry mail to these two points, local collectors were unable to prepare covers for these two intermediate points. However, Floro Policarpio, vice-president of the Elizalde Stamp Club, was smart enough to send *one* cover to each point, and by "one", we don't mean maybe. How he got the dope that the PAL will carry mail to Masbate and Leyte on its inaugural airmail service from Manila to Cebu, is something we ignore. Personally, it seems this time, FP got the PAMS boys plastered, including our own ed.



• ABOVE is shown the new airmail stamp of the United States issued on June 25, 1941. Bearing with the same design, the set consists of six values: 6, 10, 15, 20, 30, and 50 cents. ON THE RIGHT four First Day Covers are illustrated with the new airmail stamps issued at different dates. (Covers courtesy of Miss Jimmy Lee Miller, Miss Althea Harvey, Ernest A. Kehr, C. C. Lance, Glen W. Naves, George W. Angers, Walter J. Covrath, L. B. Gatchell, Emil Vlasack, and Meridian House, N.Y.)

- **FIRST Day Cover with the new 6c airmail stamp of the U.S.A. issued June 25, 1941, at Washington, D.C.**



- **FIRST Day Cover with the new 10c airmail stamp of the U.S.A. issued Aug. 15, 1941, at the annual convention of the American Air Mail Society, Atlantic City, N.J.**

Mr. Pablo Esperidion,  
P. O. Box 716,  
Manila, Philippines,

- **FIRST Day Cover with the new 15c airmail stamp of the U.S.A. issued Aug. 18, 1941, at the annual convention of the American Philatelic Society, Baltimore, Md.**



- **FIRST Day Cover with the new 20c airmail stamp of the U.S.A. issued Aug. 27, 1941, at the annual convention of the Society of Philatelic Americans, Philadelphia, Pa.**

## A BRIEF HISTORY OF THE METER MAIL IN THE PHILIPPINES

... by Floro J. Policarpio

Mr. Policarpio, assistant editor of the ELIZALDE STAMP JOURNAL, has given in this article, very interesting information about meter mail in the Philippines, as well as a complete check list on this new phase of Philippine philately. By far, Mr. Policarpio is the foremost collector of meter mail and meter slogans of the Islands, and he has the distinction of being the first Filipino member of the Meter Slogan Associates of America.—Ed.

### Introduction

Nine years after the introduction of the postage meter mail in the United States, meter mail was approved in the Philippines in the early part of 1929. However, it was not until July 20, 1933, that the first permit was granted the Insular Life Assurance Co., Ltd. and therefore considered the forerunner.\* The meter machine used was Pitney-Bowes 74744 with a square stamp print known as Model HX. To the Insular Life Assurance Co., Ltd. goes the honor of having been given Permit A-1 by the Bureau of Posts, Manila.

Permit A-2 was granted the Philippine American Drug Company, also known as the Botica Boie, although both Permits A-1 and A-2 were dated July 20, 1933. These two meters, the oldest in use, are still subsisting. Since then, fifty-one business firms including six banks, a Polo Club and a practising physician, have adopted the use of the postage meter machine and all of them, except three, use the HX model.

The Omni Model Postage Meter Machine was introduced in the Islands in

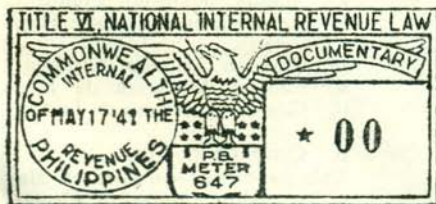
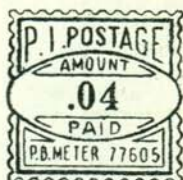
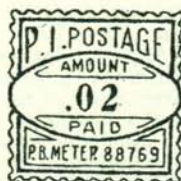
1940 and permit A-33 was granted the Philippine Long Distance Telephone Company on January 12, 1940. The second machine of this type was acquired by Elizalde & Co., Inc. This model is known as the JD and prints a rectangular meter stamp. Third to acquire this model is The Chartered Bank of India, Australia and China, who was recently given permit on July 29, 1941. This bank, it must be noted, has the distinction of being the first to use blue ink on their postage meter besides being the only one using this color at present. Except for the above three, no other firm has used the model JD postage meter up to the time of writing this article.

A slight variation, however, appears in PB-94502 used by the aforementioned bank. Said meter is a half millimeter shorter and a half millimeter shorter than PB-94500 and 94501. This will therefore be considered as indicia JD-9.

### Models

Records of The Business Equipment Company show that the only models in

(\*) Although the records of The Business Equipment Company, previous agents of Pitney-Bowes Postage Meter Machines showed that the first Postage Meter Machine was sold to the Philippine National Bank, permit was only given the above bank on October 14, 1933 and therefore should not be considered the forerunner as the first permit was granted the Insular Life Assurance Co. Ltd. on July 20, 1933 by the Bureau of Posts.



• ILLUSTRATED above are the different types of meter mail used in the Philippines. The last specimen is used for tax-meter.

## A BRIEF HISTORY OF THE METER MAIL... (con'td from page 16)

use in the Philippines are the HF, HX, JC and C meters, the last two being tax-meters. However, the writer has not come across any of the HF models and no record of this model appears to have been registered at the Bureau of Posts. Neither does model JD appear in the records of The Business Equipment Company which is strange because they were the agents when this model was introduced in the Islands. Records, however, from the Bureau of Posts confirm this model.

Apparent interest is at present being shown by collectors of meter mail on meter items of the Philippines. Because of this increasing interest, the writer, as a collector of meter mail of the Islands, has attempted to prepare this article with a view to making a complete check-list of all the meter mail in the Philippines, both the existing and non-existing. It must be borne in mind, however, that interest in the collecting of meter mail in the Islands did not become apparent until the year 1939, which strangely enough, is ten years after the introduction of the meter mail in this country.

For guidance of collectors of meter mail of the Philippines, a complete check-list is given hereunder. This list covers from the beginning of the postage meter mail in the Islands up to the present writing (September 25, 1941).

All information and other data given in the accompanying list were furnished by the Bureau of Posts, Manila, and by business and commercial firms, which have used and are using meter mail in the Philippines.

## Check List

1. INSULAR LIFE ASSURANCE CO., LTD.  
Permit A-1.  
Meter No. HX 74744.  
Issued: July 20, 1933.  
First used: July 20, 1933.  
Remarks: The following were allowed to use the same meter:  
Mr. Jose H. Gustilo (Agent).  
Mr. C. S. Salmon (Agent. Philippine Guarantee Co. (Sub. Corp.).
2. PHILIPPINE AMERICAN DRUG CO. (Botica Boie).  
Permit A-2.  
Meter No. HX 80545.  
Issued: July 20, 1933.
3. FILIPINAS COMPANIA DE SEGUROS.  
Permit A-3.  
Meter No. HX 74743.  
Issued: August 29, 1933.
4. PHILIPPINE NATIONAL BANK.  
Permit A-4.  
Meter No. HX 74747.  
Issued: October 14, 1933.  
First used: December 1, 1933.
5. MANILA ELECTRIC COMPANY.  
Permit A-5.  
Meter No. HX 74745.  
Issued: August 18, 1933.  
First used: August 18, 1933.
6. PEOPLE'S BANK & TRUST CO.  
Permit A-6.  
Meter No. HX 74746.  
Issued: January 9, 1935.  
First used: January 21, 1935.
7. LA INSULAR CIGAR & CIGARETTE FACTORY, INC.  
Permit A-7.  
Meter No. HX 72473.  
Issued: March 3, 1936.
8. SAN MIGUEL BREWERY.  
Permit A-8.  
Meter No. HX 87905.  
Issued: October 30, 1936.  
First used: November 4, 1936.
9. ELIZALDE & COMPANY INC.  
Permit A-9.  
Meter No. HX 88769.  
Issued: December 15, 1936.  
First used: February 2, 1937.  
Remarks: The following subsidiary corporations of Elizalde & Co., Inc., were allowed by the Bureau of Posts to use the same meter:
  - a. Los Tamarao's Polo Club (private club).
  - b. Philippine Milling Co.
  - c. Bukidnon Cattle Development.
  - d. Davao Gold Mining Co.
  - e. Samar Mining Co.
  - f. United States Life Insurance Co.
  - g. Elizalde Rope Factory, Inc.
  - h. Elizalde Paint & Oil Factory, Inc.
  - i. Elizalde Merchandise Dept.
  - j. Destileria de Tanduay, Inc.
  - k. Manila Steamship Company.
  - l. Metropolitan Insurance Company.
  - m. Anakan Lumber Company.
  - n. Central Azucarera de Pilar.
  - o. Central Azucarera de La Carlota.
  - p. Central Sara-Ajuy.
 This meter was cancelled on May 28, 1940. Compania General de Tabacos de Filipinas then took up the meter (A-41) and now used by Messrs. Fleming

- & Williamson. On May 17, 1940, Elizalde & Co., Inc. was given permit A-37 for the JD Model PB 94501, with the above corporations using the same model.
10. PHILIPPINE TRUST CO.  
Permit A-10.  
Meter No. HX 70716.  
Issued: April 17, 1937.
  11. CHINA BANKING CORPORATION.  
Permit A-11.  
Meter No. HX 70717.  
Issued: September 2, 1937.  
First used: September 3, 1937.
  12. THE TEXAS COMPANY (PHILIPPINES) INC. Now CALTEX (PHILIPPINES) INC.  
Permit A-12.  
Meter No. HX 70718.  
Issued: March 31, 1938.
  13. AMERICAN INTERNATIONAL UNDERWRITERS.  
Permit A-13.  
Meter No. HX 74750.  
Issued: September 12, 1938.  
Remarks: This meter was also used by the Asia Life Insurance Co., an agency of the AIU. This Agency was separated from them on January 12, 1940.
  14. NATIONAL CITY BANK OF NEW YORK.  
Permit A-14.  
Meter No. HX 74748.  
Issued: December 14, 1938.  
First used: December 17, 1938.
  15. BUSINESS EQUIPMENT CO. INC.  
Permit A-15.  
Meter No. HX 87904.  
Issued: March 25, 1939.  
Remarks: This was the first meter used by Business Equipment Co. Inc. Permit was cancelled April 2, 1941. See A-26).
  16. KODAK PHILIPPINES, LTD.  
Permit A-16.  
Meter No. HX 74749.  
Issued: April 3, 1939.
  17. RED STAR AUTOMOTIVE SUPPLY CORPORATION.  
Permit A-17.  
Meter No. HX 77603.  
Issued: May 31, 1939.  
Remarks: This meter is also used by PHILBERT MANUFACTURING CO., a subsidiary of RED STAR.
  18. NESTLE & ANGLO-SWISS MILK PRODUCTS, LTD.  
Permit A-18.  
Meter No. HX 77604.  
Issued: May 31, 1939.  
First used: June, 1939.
  19. PAN-ORIENTAL FILMS.  
Permit A-19.  
Meter No. HX 77605.  
Issued: May 31, 1939.  
First used: June 9, 1939.  
Remarks: This permit was cancelled on August 15, 1941 and granted to the FILIPINO BOOKING CENTRAL (A-50).
  20. F. E. ZUELLIG, INC.  
Permit A-20.  
Meter No. HX 77729.  
Issued: June 27, 1939.  
First used: July 11, 1939.
  21. TIDE WATER ASSOCIATED OIL COMPANY.  
Permit A-21.  
Meter No. HX 77730.  
Issued: June 27, 1939.  
First used: June 27, 1939.
  22. LUZON BROKERAGE CO., INC.  
Permit A-22.  
Meter No. HX 77731.  
Issued: June 27, 1939.  
Remarks: This permit was cancelled on July 20, 1939 and is now being used by S. M. BERGER & CO. INC.
  23. ENGINEERING EQUIPMENT & SUPPLY CO.  
Permit A-23.  
Meter No. HX 77732.  
Issued: June 27, 1939.  
First used: July 6, 1939.
  24. C. ILLIES & CO.  
Permit A-24.  
Meter No. HX 77733.  
Issued: June 28, 1939.  
Remarks: Permit was cancelled on April 30, 1940. This meter is now being used by the PHILIPPINE COLD STORES.
  25. PHILIPPINE EDUCATION COMPANY.  
Permit A-25.  
Meter No. HX 77731.  
Issued: July 20, 1939.  
Remarks: Permit was cancelled on October 2, 1939. This meter was first used by the Luzon Brokerage Co., next by the Philippine Education Co., and at present used by S. M. Berger & Co.
  26. BUSINESS EQUIPMENT CO.  
Permit A-26.  
Meter No. HX 77706.  
Issued: August 9, 1939.  
Remarks: This is the second meter used by the Business Equipment Co. Permit was cancelled on April 2, 1941 and given to Marsman Trading Corp. (See A-48).
  27. DR. W. H. WATEROUS.

- Permit A-27.  
Meter No. HX 77705.  
Issued: August 12, 1939.
28. GENERAL ELECTRIC CO.  
(PI) INC.  
Permit A-28.  
Meter No. HX 77704.  
Issued: August 30, 1939.  
First used: August 30, 1939.
29. S. M. BERGER & CO., INC.  
Permit A-29.  
Meter No. HX 77731.  
Issued: October 2, 1939.  
First used: October 9, 1939.  
Remarks: This meter was first used by Luzon Brokerage Co., Inc. (A-22) and then by the Philippine Education Co., Inc. (A-25). Also permitted to use this meter are: The Acme Films, Inc. and Minerva Cigar Corporation.
30. FRED WILSON & CO., INC.  
Permit A-30.  
Meter No. HX 77927.  
Issued: October 11, 1939.  
First used: October 13, 1939.  
Remarks: Also allowed to use this meter is Blue Diamond Petroleum Co., Inc.
31. MANILA DAILY BULLETIN  
Permit A-31.  
Meter No. HX 77928.  
Issued: November 7, 1939.  
First used: November 10, 1939.
32. WARNER, BARNES & CO., LTD.  
Permit A-32.  
Meter No. HX 77929.  
Issued: December 6, 1939.  
Remarks: The following entities under Management Contract have been permitted to use this meter. The meter however remains in the possession of Warner, Barnes & Co and all mail sent out is under the name of Warner, Barnes & Co.
- Commonwealth Insurance Co.
  - North Camarines Gold Mining Co.
  - Acoje Mining Co., Inc.
  - Ipo Gold Mines, Inc.
  - Antamok Goldfields Mining Co.
  - International Engineering Corp.
  - IXL Mining Co.
  - Ramona Mining Co.
  - Mindanao Mother Lode Mining Inc.
  - Mambulao Consolidated Mines, Inc.
  - Paracale Gold Mining Co.
  - Paracale National Mining Co.
  - Eastern Development Co.
  - Batong Buhay Mining Co.
33. PHILIPPINE LONG DISTANCE TELEPHONE CO.  
Permit A-33.  
Meter No. JD 94500.  
Issued: January 12, 1940.  
First used: February 27, 1940.  
Remarks: This new type of meter known as the Omni Model Postage Meter was the first to be used in the Philippines. This model is known as the JD.
34. INHELDER, WALCH & CO.  
Permit A-34.  
Meter No. HX 77932.  
Issued: January 23, 1940.  
First used: January 27, 1940.
35. MARSMAN TRADING CORPORATION.  
Permit A-35.  
Meter No. HX 77934.  
Issued: April 6, 1940.  
First used: April 16, 1940.  
Remarks: Marsman Trading Corporation also holds Permit A-48.
36. R. C. A. COMMUNICATIONS, INC.  
Permit A-36.  
Meter No. HX 77733.  
Issued: May 7, 1940.  
Remarks: This meter was first used by C. Illies & Co. (A-24). According to the R.C.A. this permit was cancelled two or three weeks after but the records of the Bureau of Posts do not show this cancellation. However, this meter is now being used by the Philippine Cold Stores under permit A-42 dated August 15, 1940 and consequently must have been cancelled before permit was given the Philippine Cold Stores.
37. ELIZALDE & CO., INC.  
Permit A-37.  
Meter No. JD 94501.  
Issued: May 17, 1940.  
First used: August 27, 1940.  
Remarks: This is the second machine of its type to be used in the Philippines. The following subsidiary corporations have been given permission to use this meter:
- Anakan Lumber Co.
  - Bukidnon Cattle Development.
  - Central Azucarera de Pilar.
  - Central Azucarera de La Carlota.
  - Central Azucarera Sara-Ajuy.
  - Davao Gold Mining Co.
  - Destileria de Tanduy, Inc.
  - Elizalde Paint & Oil Factory, Inc.



- i. Elizalde Rope Factory, Inc.
- j. Manila Steamship Company.
- k. Merchandising Dept.
- l. Metropolitan Insurance Co.
- m. United States Life Insurance Co.
- n. Samar Mining Company.
- 38. ALHAMBRA CIGAR & CIGARETTE MANUFACTURING COMPANY.  
Permit A-38.  
Meter No. HX 77931.  
Issued: May 21, 1940.  
First used: May 24, 1940.
- 39. MANILA POLO CLUB.  
Permit A-39.  
Meter No. HX 77930.  
Issued: June 5, 1940.  
First used: June 13, 1940.
- 40. EDWARD J. NELL CO.  
Permit A-40.  
Meter No. HX 77933.  
Issued: July 31, 1940.  
First used: August 1, 1940.
- 41. COMPANIA GENERAL DE TABACOS DE FILIPINAS.  
Permit A-41.  
Meter No. HX 88769.  
Issued: August 14, 1940.  
Remarks: Permit was cancelled on September 12, 1940. This meter was first used by Elizalde & Co., Inc. (A-9) and now being used by Messrs. Fleming & Williamson (A-51).
- 42. PHILIPPINE COLD STORES.  
Permit A-42.  
Meter No. HX 77733.  
Issued: August 15, 1940.  
First used: August 20, 1940.  
Remarks: This meter was first used by C. Illies & Co. and then by the R.C.A. Communications, Inc. Although permission does not appear in the records of the Bureau of Posts to have been granted the Australian-Oriental Line Ltd., managed by G. S. Yuill & Co., proprietors of the Philippine Cold Stores, a cover in the writer's possession shows that the above meter machine was used by the Australian-Oriental Line Ltd.
- 43. DY BUNCIO & CO., INC.  
Permit A-43.  
Meter No. HX 87904.  
Issued: August 15, 1940.  
Remarks: According to Messrs. Dy Buncio & Co., this postage meter machine was never used by them although permit was granted to them. It was first used by the Business Equipment Co. (A-15) and permit was later granted to Dy Buncio & Co. while the Business Equipment Co.'s permit was still existing. It was cancelled on April 2, 1941.
- 44. J. P. HEILBRONN CO.  
Permit A-44.  
Meter No. HX 77925.  
Issued: November 7, 1940.  
First used: November 13, 1940.
- 45. INSULAR DRUG CO., INC.  
Permit A-45.  
Meter No. HX 77926.  
Issued: November 7, 1940.  
First used: November 9, 1940.
- 46. PHILIPPINE BANK OF COMMUNICATIONS.  
Permit A-46.  
Meter No. HX 79536.  
Issued: January 18, 1941.  
First used: January 22, 1941.
- 47. LA TONDEÑA, INC.  
Permit A-47.  
Meter No. HX 79537.  
Issued: February 20, 1941.  
First used: February 25, 1941.  
Remarks: Permit was granted the following to use the same meter:  
a. Destilerias Ayala, Inc.  
b. Bogo Distilling Corporation.  
c. Manila Rice Mill Corporation.  
d. Philippine Distiller' Association.  
e. Hacienda de Sapangcawayan.  
f. Carlos Palanca (Pres. of La Tondena).
- 48. MARSMAN TRADING CORP.  
Permit A-48.  
Meter No. HX 77706.  
Issued: April 16, 1941.  
Remarks: This meter was acquired from the Business Equipment Co., whose permit was cancelled April 2, 1941. Marsman Trading Corporation took over the former's business and are now the agents of PB Meter Machines. Marsman Trading also has Permit A-35.
- 49. CHARTERED BANK OF INDIA, AUSTRALIA & CHINA.  
Permit A-49.  
Meter No. JD 94502. (Note: As already explained, this meter will be considered as type JD1).  
Issued: July 29, 1941.  
First used: August 1, 1941.  
Remarks: The Chartered Bank has been the first to use blue ink on their meter and still the only one using this color at present.
- 50. FILIPINO BOOKING CENTRAL  
Permit A-50  
Meter No. HX 77605.  
Issued: August 20, 1941.  
Remarks: This meter was pre-

viously used by Pan-Oriental Films (A-19).

51. FLEMING & WILLIAMSON  
(Certified Public Accountants).  
Permit A-51.

Meter No. HX 88769.

Issued: September 17, 1941.

Remarks: This meter was first used by Elizalde & Co., Inc. and then by Compañía General de Tabacos de Filipinas. The following subsidiary entities were authorized to post their mails under this permit on condition that all envelopes or covers of such mails bear the stamped or printed name of the respective senders. Furthermore, that Fleming & Williamson shall retain possession of the postage meter and that its name shall appear as sender in every statement of mailing covering the metered mails posted by the subsidiary entities:

- a. Mindanao Mother Lode Mines, Inc.
- b. Pure Cane Molasses Co. (PI) Inc.
- c. Ipo Gold Mines, Inc.
- d. Nalesbitan Mining Co.
- e. Demonstration Gold Mines, Ltd.
- f. Benguet Goldfields, Inc.
- g. Gold Wave Exploration Co.
- h. Mountain Goldfields, Inc.
- i. Mineral Exploration & Development Co.
- j. Virac Exploration Co.
- k. British War Relief Association of the Philippines.
- l. H. Hausmann.
- m. Mine Factors, Inc.
- n. Personal Mail with return address, P. O. Box 214.

#### Agents of Meter Machines

The following have been the agents for the Pitney-Bowes Postage Meter Machines:

J. A. Manrique & Co. (1933); West & Whitaker; The Business Equipment Co. (1939-1941); Marsman Trading Corp. (March 1, 1941) respectively with the latter as the present agents.

#### Emergency Meters

Since it is but natural that machines

of any kind should get out of order sometime, the writer, in looking over the records of the Bureau of Posts, observed that several users of the postage meter machine had experienced trouble with their machines which naturally necessitated their temporary replacement.

In this connection, the following replaced their meter machines temporarily and used "emergency meters" listed below:

Philippine National Bank.....		
Manila Electric Company.....		
Filipinas Cia. de Seguros.....		
Philippine Long Distance Telephone Company.		
.....	87904	December 24, 1936
.....	87904	January 19, 1937
.....	16153	May 10, 1937
.....	87904	June 14, 1939

Obviously, the above shows that meter 87904 was always at hand for "emergency cases" with the exception of Meter No. 16153, the model of which is not known. This meter has an entirely different indicia (see illustration). A cover in the writer's possession shows an imprint of this meter dated September 17, 1937 on a cover bearing the printed name of "Filipinas Cia. de Seguros." The Bureau of Posts records verify that this meter was used by Filipinas Cia. de Seguros since May 10, 1937, but when it was again replaced with their present postage meter (74744) is not known. It must be noted that the above list shows the dates when the "emergency meters" were first used. How long they remained in emergency use is not known.

#### Conclusion

The writer wishes to express his appreciation for the valuable cooperation of the Bureau of Posts and the local firms using postage meter machines in the preparation of this article.

Should any information or listing not given above and which might bring light to some "missing links" in this brief resumé and check list of the postage meter mail in the Philippines be in the possession of any reader of this article, any advice on the matter would be greatly appreciated by the writer.

Today the Postage Meter is indispensable in our machinery of communications.—PITNEY-BOWES POSTAGE METER CO., Stamford, Connecticut, U. S. A.

## A BRIEF HISTORY OF THE METER MAIL IN THE UNITED STATES

... by Althea Harvey

Miss Harvey is a meter columnist and contributes to six publications in the United States on meter mail and meter slogans, and is therefore an authority on the subject.

(Written especially for the ELIZALDE STAMP JOURNAL)

This number of the Elizalde Stamp Journal with emphasis in meter mail would not be complete without mention of the increased use of postage meters in the United States. This year meters have come of age as the post office department approved of their use on September 1, 1920. During this period many companies have manufactured postage meters, but the Pitney Bowes plant in Stamford, Connecticut is responsible for most of the meters in use today.

In 1929 the slogan, "X adhesive stamps are out of date" appeared on PB mail and later came, "Your slogan or advertisement here" and "You see more and more metered mail". There were comparatively few slogans used until the government experiment N R A went into effect in 1933, and that was the first general slogan. The design was of the blue eagle with "NRA We do our part." Since then there have been the Parcel Post Jubilee slogan of November 1938, Christmas greetings and more recently National Defense. The World's Fair brought forth a large variety of slogans which collectors eagerly sought.

A tie up between stamps and meter slogans is seen when philatelic conventions use a special cover such as was used in Philadelphia in November 1940 on meter 100604 for "SEPAD 1940 Stamp Exhibition". Slo-

gans have also been used at S. P. A. and Worldwide exhibitions.

Some collectors prefer meter types to slogans and they will find William Steiger's "A Handbook of U. S. Postage Meters" of great assistance,

(continued on next page)



● Miss Althea Harvey.

## Some of the types of meter mail used in the United States



## A BRIEF HISTORY OF THE... (continued from page 23)

as it has many illustrated charts. The streamlined eagle of the 100000 series or type KK as it is referred to is a newcomer and is very popular with fans.

Two pioneer meter collectors, John Coulthard and Walter Swan realized the need for a society to bring together others interested in the same hobby and they organized Meter Slogan Associates three years ago. It has grown to over 250 active members and they are all enthusiastic boosters for the society. A monthly bulletin of latest meter news is one of the advantages obtained through membership. Trading duplicates is accomplished by direct personal contacts which in many cases have led to face to face meetings. The society is proud of its first and only P. I. collector, Floro Policarpio, and we hope before long to welcome more of our Pacific neighbors.

Postage meters have not been confined to business concerns as there are many other uses. Many meters have been installed for use in parcel post divisions of city post offices. The clerk weighs up a package as

usual, but instead of selling the required amount of stamps, he punches a button on the meter and out comes a gummed tape ready for sticking on the package. These meters proved popular during the Christmas rush.

Meter machines are now used in several states for imprinting state tax on cigarettes. They are for superior to the fragile decals and are more accurate and economical.

The coin operated mailbox known as the mailomat first went into use on May 17, 1939 at the General Post Office in New York City. Since then they have been installed in the Pennsylvania Station and Grand Central as well as in some of the department stores. The mailomat numbers are in the 51000 series and a brand new slogan just appeared on 51026, "Mailed in Grand Central Terminal, 20th Century Limited, Famous Luxury Streamliner". I shall be glad to send readers of ELIZALDE STAMP JOURNAL one of these covers with my compliments and I shall inclose an application blank for Meter Slogan Associates if so requested.

## THIRTY YEARS AGO

... by Francis J. Field

Mr. Field is the publisher of *The Aero Field*, Sutton Coldfield, England.

We in Britain are remembering in September the thirtieth anniversary of the Coronation Aerial Post, but no active commemoration is likely to be realized because of war conditions. In recalling this significant event, two interesting facts are at once evident: the first is that we look back over this short period to an era in which Britain was a land of leisure and wealth, without serious forebodings of the two world wars that have since intervened; the other, that the London and Windsor mail service was an expression of bold initiative without contemporary parallel in its chief features, yet the aeronautical factors then involved appear to be the merest child's play as compared with those of the last five years.

The popular air mail catalogues of all countries and periods convey no just or accurate impressions of the actual story, either aeronautical or aero-philatelic, of this air post service, the first official one in Britain that operated for a longer period than any other in the world in those pre-1914 years. It was organized as a fitting, up-to-date celebration of the 1911 Coronation of King George the Fifth and ran between the London Aerodrome and Windsor, where a part of the Park adjoining the Royal Residence was used as a temporary airport. The mails were confined to specially designed envelopes and postcards bearing an attractive "Castle and aeroplane" design printed in a variety of colours, of which

nearly 120,000 were flown from London alone between September 9th and 26th.

Three pilots and machines were engaged in the operations. The average overall length of a machine was 27 feet, its wing-span 28 to 30 feet, and its engine power 50 h. p. Only one crash, without fatal consequences, marred the programme.

Many aero-philatelists will be surprised to learn that the operations lasted till the end of September, for the catalogues list only postmark, and not flight, dates; while the special stationery colour listings are inaccurate — some do not even exist! — as well as incomplete. The well-known monograph "The Coronation Aerial Post, 1911" contains all these and many other details too numerous to summarize in a general article.

As to market and potential investment values, it is interesting to recall that flown pieces could be found at sixpence each twenty years ago; five years ago many changed hands at from 5/- to 10/- each. Today the commonest is valued at from 17/6 to 20/-. This consistent appreciation is due primarily to the regular demand from many classes of specialists, for the aerogrammes can be studied as postal and postmark history, as souvenirs of pioneer aviation, as postal stationery and so on; apart from the popularity due to their attractive pictorial and philatelic appeal.

**KEEP 'EM FLYING!**

## AIR EXPRESS LABELS OF AEROVIAS NACIONALES PUERTO RICO, INC.

The above-named company operates an air express service between various cities in Puerto Rico and the Virgin Islands. As an accommodation service to its clients, the company carries letters from points where the United States air mail service has not been established to air mail post-offices. In connection with this service of carrying letters by air express to be deposited in the mails, the company has since 1938 propagated various labels. The Sanabria catalogue lists as "semi-official stamps" seven varieties which appeared in 1938. A second series of eight has recently appeared in miniature sheets of ten.

These labels have been causing annoyance to the postal employees since they have apparently been confused with postage stamps. They have on occasion been placed on the front of letters contrary to the Postal Regulations. The Post Office Department has objected to the labels currently in use but the company filed an appeal in which they stated that the labels are necessary for advertising purposes, whereupon the Department graciously granted permission for their use until September 16, 1941, after which date the company might use only labels which could not be confused with postage stamps.

The company's plea for the need of a series of labels of various denominations ranging from 1c to \$1.00 merely for advertising purposes is somewhat difficult to understand. Curiously enough, the labels have recently been advertised by a dealer as "officially accepted local air mail stamps" because they have been officially tolerated as advertising labels.

We are now in receipt of a communication from Mr. Roy M. North, Acting Third Assistant Postmaster General, under date of July 19, 1941, as follows:

"The air-express labels in question are not official postage stamps and to advertise them as such is very misleading. Considerable confusion has arisen since the appearance of the National Airways' labels on letters carried by air express which are deposited in the mails for ultimate delivery and in view of the misunderstanding as to their status, it has been decided, after carefully reconsidering the matter, to request the discontinuance of such labels on matter deposited in the mails after September 16, 1941, which is the expiration date of the time extended the Company to use up the supply of labels on hand before adopting a new design."

—AMERICAN PHILATELIC SOCIETY,  
LATIN-AMERICAN UNIT.

### PRES. QUEZON FETES DON JUAN ELIZALDE

Guest of honor at a luncheon given by President Manuel L. Quezon at Malacañan Palace on August 9, was Don Juan Elizalde, president of Elizalde & Co. Inc., who left for the United States on August 15. Other guests were Speaker Jose Yulo, Secretary of Finance Manuel Roxas, Secretary of Agriculture Benigno S. Aquino, Secretary Jorge B. Vargas, Justice Claro M. Recto, Don Manuel Elizalde, Don José Ma. Elizalde, Major Ignacio Jimenez, Major Manuel Nieto, Don Andres Soriano, Don Benito Razon, Don Juan Scholtz, Don Antonio Roxas, Don Eduardo Roxas, and S. L. Lawrence.

### PRES. ROOSEVELT SENDS GREETING

*Praises Collecting Hobby in Letter to  
Philatelic Americans*

President Roosevelt has sent a special letter to J. Edward Vining, president of the Society of Philatelic Americans, which will hold its annual convention in Philadelphia from Aug. 25 to 31. The letter reads:

"My hearty greetings to the forty-seventh annual convention of the Society of Philatelic Americans. There are few hobbies which will bring richer rewards to their devotees than stamp collecting, and I know the gathering in Philadelphia will be a grand success. Very sincerely yours, FRANKLIN D. ROOSEVELT."  
—*New York Herald-Tribune*, New York City.

## SENATOR JAMES M. MEAD OF NEW YORK WRITES...

JOSHUA W. BAILEY, N. C., CHAIRMAN  
MORRIS SHEPPARD, TEX.  
HATTIE W. CARAWAY, ARK.  
BENNETT CHAMP CLARK, MO.  
JOHN M. OVERTON, LA.  
THEODORE G. BILBO, MISS.  
FRANCIS MALONEY, CONN.  
GEORGE L. RADCLIFFE, MD.  
CLAUDE PEPPER, FLA.  
JOSH LEE, OKLA.  
LISTER HILL, ALA.  
JAMES M. MEAD, N. Y.  
PRENTISS M. BROWN, MICH.  
WON C. WALLGREN, WASH.

CHARLES L. McNARY, OREG.  
HIRAM W. JOHNSON, CALIF.  
ARTHUR H. VANDENBERG, MICH.  
W. WARREN BARBOUR, N. J.  
RALPH O. BREWSTER, MAINE  
HAROLD H. BURTON, OHIO

### United States Senate

COMMITTEE ON COMMERCE

A. H. AND JAMES. CLEW

July 18, 1941.

Mr. Leon J. Bamberger,  
RKO Radio Pictures, Inc.,  
Rockefeller Center,  
New York City.

Dear Mr. Bamberger:

Thank you very much for the copy of my stamp talk as printed in the *Elizalde Stamp Journal*. I had no idea that it would get all the way to the Philippines.

Sincerely yours,



Jas. M. Mead

ck

...to which we believe, philately follows the flag.—ESJ.

# YES and NO

... by Sidney Mochuelo

*We introduce Sidney Mochuelo from his watchtower, with what he sees and hears and feels and smells, in and around our philatelic sphere.*

While Leon Bamberger, sales promotion manager of RKO Radio Pictures, New York suggests that Uncle Sam's P. O. Dept. may issue a postage stamp picturing Hedy Lamarr so that boys could stay home at night, Wiley Padan in his pic syndicated column "It's True!" reveals that Hedy Lamarr designs automobile bodies for a hobby! and body by Hedy is tops for a chassis!

\* \* \*

*Mekeel's Weekly Stamp News*, one of the oldest American magazines, has submitted to a second "plastic surgery," to keep up with the March of Time, presumably. Another sign of progress, we believe, and reminds us of "Cheers For Miss Bishops," a yarn about an old school marm who kissed goodbye to her old-fashioned ideas and tuned to the history of our modern age. Cheers for MWSN.

\* \* \*

Since Emil Bruechig's "Fortune in The Mails" which squeezed in the *American Magazine* has given us a new twist, perhaps it would be doubly interesting if some raconteur bang out a yarn, say "Misfortune in The Mails," exposing the mail racketeers. For instance, our three Manila-Cebu covers on the first flight of the PAL plane were taken for a ride by some mail racketeers.

\* \* \*

Yes, *Linn's Weekly Stamp News* was talking turkey when the Ohio boys spilled the beans on the striking similarity of the plane designed on the new air mails of the PI and that of the USA.

\* \* \*

The magazine *Time* has now an air-mail edition to Latin America, the first copy of which, some day might be a collector's item.

What's \$100 approvals between a sucker and a guy behind a Circuit Department? For three long years we have been waiting for the return of our approvals with a measly value of \$100 from a stamp frat in NY.

\* \* \*

A Manila collector buzzed to this department that since March 1940, he has some approvals to the value of \$400 in a Circuit Department of one of the national societies in the USA. The year 1941 is now shoving to September, but the poor guy hasn't heard yet from the "guardian angel."

\* \* \*

Ever tried peeling off the stamps from the paper by freezing the cut-squares in a refrigerator?

\* \* \*

We have seen stamps and chorus girls wrapped in cellophane, so it wouldn't be surprising if city philatellites were saved from "slavery" with the coming of mashed potatoes in cellophane from Idaho.

\* \* \*

Cactus craze is the latest in interior decoration down in Iloilo, and right here in Manila one of the cacti nuts is our own vice-prexy Floro Policarpio.

\* \* \*

Whether it's a sign of progress or merely copycatting, it seems that the most abused columns among philatelic paragraphers are those with the typographical oddities of Walter Winchell; then of late we have been observing that stamp "colyums" are being injected with the special humor and salty characterization of Damon Runyon.

\* \* \*

Miss Alicia Parker, stamp editor of the *New York Mirror*, tells to this depart-



ment that Walter Winchell is not a stamp collector.

\* \* \*

"The role of a modern writer is to learn the truth and write it," is the message of Ernest Hemingway, famed American writer, to Filipino scribes during his visit in Manila last February. Will philatelic wordsters, peek-and-write journalists and mosquito informants, please note?

\* \* \*

Charles Sidney Thompson, the new editor of the 25-year-old *Weekly Philatelic Gossip*, is not only a stamped, but also a scientist, archeologist, zoologist, botanist, chemist, movie technician, polygot, traveler, educator, and a collector of stamps, birds' eggs, and international slang, of the first degree.

\* \* \*

"What is the difference between a Lady and a Postage Stamp?" runs an ad of The Peerless Enterprises, Jacksonville, Illinois, in a mail order paper.

\* \* \*

George W. Linn, publisher and editor of the *Linn's Weekly Stamp News*, Columbus, Ohio, wonders if there are no poetical philatelists today. (Informa-

tion is sold to the highest bidder).

\* \* \*

And then, there's Harold S. Kahn, a free-lance writer in Mexico, dabbling in *The Writer*, Aug. 1941, Boston, Massachusetts, says that the main Post Office in Mexico City is worthy of a W.P.A. project and the Mexicanos have a special Neon sign at the Air Mail stamp windows. (Director of Posts Juan Ruiz, please copy).

\* \* \*

Is it true that Mexico issued postage stamps to raise money to buy milk for poor babies? Perhaps, Sidney Bird, who plays the Random Notes in the *Weekly Philatelic Gossip*, and who had been a museum curator for many years in Mexico could tell us so.

\* \* \*

The boys of Uncle Sammy now stationed in one of the U. S. Army camps somewhere in Central Luzon has a unique hobby: the growing of moustaches, whiskers and beards in different styles. Its virtue is to keep the morale of the boys, says one of the officers in the outfit, but their girl-friends retaliate, "Beards and moonlight don't mix!"

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## PHILATELY HAS ITS 'BOOTLEGGING', TOO!

... by Edwin Brooks

(Written especially for the *Elizalde Stamp Journal*)

An old question in philatelic circles has been this: Shall I collect mints or postally used? That never can be fully answered, but it can be discussed pro and con. A mint stamp issued by the larger powers of the world is always an item worthy of respect and of a place in a stamp collector's stamp album. Especially specimens of printer's art.

The thing likely to take the joy out of mint collecting is the promiscuous manner in which some of the lesser countries scatter mint sets over the globe—sets which haven't a leg to stand on as far as a postal purpose for issuance. These should come under the head of collecting labels or poster stamps, but does not interest the real-dyed-in-the-wool stamp collector.

In the case of postally used, such insidious tricks by nations cannot be put across. For no one would really take the trouble to make up a cancellation

machine to duplicate postally used stamps. There is no value, that is, none so great to warrant such procedure. A stamp which is said to have been postally used has performed the duty that is expected of a postage stamp, that duty being the carrying of your letter. It has passed the critical eye of the dispatching as well as of the receiving postoffice, and either the one or the other, or both, have placed upon it the stamp of approval.

This makes the postally used stamp an official document, as it were, and it has back of it the authority of the nation whose name it bears and whose authorized cancellations it displays.

And it is for this very reason that "favor cancellations" on mint stamps are not one bit popular with advanced collectors, inasmuch as this kind of business is nothing less than bootleg Philately, and hence a disgrace to the hobby.

Honesty is the best poverty.—WALTER WINCHELL, *New York Columnist*.

# PHILATELICTOON... *by* Sidney Mochuelo



"You may be a good stamp  
writer, Mister Bell, but you  
can't be a good dancer...  
you're stepping on my foot!"



- POSTER stamp Issued by the PRO CERVANTES, Manila, to commemorate the "Semana Cervantina," September 21-27, 1941.

# STAMPS AND LITERATURE

(Reprinted from the *Oakland Tribune*, California)

C. John Crockett of Yonkers, N. Y., began collecting postage stamps when he was a boy, so his philatelic inclinations are deeply rooted. But Mr. Crockett is interested also in English literature, because he majored in it at college and because his wife was an English teacher. His stamp collection, which is probably unique, reflects an unusual combination of those cultural and recreational avocations and demonstrates another of the many ways in which philately can be made to complement human interest beyond a stamp album.

Entitled "Stamps and Literature," the collection, which is mounted in three loose-leaf albums, is a comprehensive aggregation of postage stamps of the world upon which a literary subject is depicted as either a major or minor design. It includes portraits of famous and lesser-known poets, novelists, newspaper men, critics, prose writers, translators and anthologists, and stamps on which books, quotations or literary symbols have been designed.

The pages are arranged in alphabetical order according to the countries that issued the stamps. They commence with two adhesives issued in 1890 by Argentina portraying Nicolas Avellaneda, and end with the 1937 stamp of Venezuela which pays tribute to Simon Bolivar.

## CARD INDEX ASSISTS

So he may have a cross-reference, Mr. Crockett maintains a card index upon which the names of men and objects relating to literature are filed. In this way he lists the names of the literati of a certain country, or he can tell on how many different countries' stamps any author or poet has been honored. Lincoln, for instance, has been honored by Cuba, San Marino and the Philippine Islands, as well as by our own Postoffice Department.

The collection was started ten years ago as a specialty undertaking when Mr. Crockett realized that the job of continuing his general collection required more time and effort than he could spare from his business as a National advertising executive. The subject he chose, however, was somewhat deceptive. When he began it he felt, like other collectors who might casually consi-

der the field, that comparatively few stamps would be required to complete "Stamps and Literature."

Upon advancing, the subject became broader. As he read biographies of the hundred of men and women whose portraits had been depicted on the world's postage stamps he found that many of them had written a book, poem or even an operatic libretto, though they were more famous for other achievements.

France's recent semi-postal issue portrays Claude Bernard because of his eminence as a physiologist. Mr. Crockett includes this stamp in his collection because he learned that before Bernard became a famous scientist he had written vaudeville comedy sketches. While Richard Wagner is primarily honored for his musical compositions, he also wrote the words for his music dramas, and for that reason the German Wagner commemoratives of 1933 are shown in the Crockett albums.

## SIMPLICITY EFFECTIVE

The pages are effective in their simplicity. The name of the issuing country is generally inscribed (by hand lettering or typewritten notes) at the head of the page, with a brief recital of the reason why the stamps were printed if they were not regular issues.

The stamps are mounted in the center of the page, with the name of the person portrayed written underneath each one. If he is not widely known for his writings, an extra note is added mentioning the literary contribution which entitles him to a place in this topical collection.

In addition to regular postage stamps relating to literature, Mr. Crockett has other philatelic material pertaining to his subject. William Shakespeare was never honored by a stamp, but a special cachet was applied to mail posted on January 31, 1936, to mark the 320th anniversary of the Bard's death. A cover mailed at Clacton-on-Sea, England, and imprinted with the cachet is included in the collection.

The albums likewise include one of the engraved adhesives issued by the Dickens Society of Great Britain in 1912 to mark the centenary of the author's birth. The labels, which

(continued on page 34)

## THE PHILATELIC WRITER

... by Dr. Max Kronstein  
New York City

A discussion about the philatelic writer, his position in literature, and activities in the stamp world.

*(Written especially for the Elizalde Stamp Journal)*

Manila is the home of an association of philatelic writers, and is therefore the right place for a discussion about the philatelic writer, his position in literature, and his activities in the stamp world.

One thing seems to be clear: The philatelic writer is an individual who sees stamps or covers, not merely the point of view of his own collection, as most of the stamp collectors do, but he tries to find out and delves into the facts about philatelic objects in a larger point of view and brings the results of his findings or researches, to the attention of other collectors, thereby assisting them in their own collecting activities. Thus, the final results of all philatelic writing about a certain matter are condensed later, and abridged in philatelic catalogues as a permanent and handy reference.

Considering these facts, the philatelic writer, therefore, is the active promoter of philatelic research, of philatelic discussions and progress, and of philatelic education of the younger generation. Obviously, there would never be any future for the existence of philately without the enthusiasm and the regular work of the philatelic writers. Their activities give new stimulation to millions of collectors, and countless pleasant hours to others, by spending their leisure hours in this avocation.

The philatelic world, however, should not forget what the writers do and do regularly in the interest of philately. The possibilities for

the stamp world in compensating the work of philatelic writers are naturally limited. However, in cooperating with magazines, bulletins, and other publications of philatelic societies where the philatelic writer happens to be a member, he finds the satisfaction in the progress of the society, and its periodical or magazine, if it has any. Writers who cooperate regularly with periodicals of other societies, might be considered as "corresponding members," at least, and be granted the privilege, too, of receiving the publication of the society from time to time, free of charge. This privilege might be construed as a remuneration, to compensate for their cooperation and serve to them as an aid in their future research.

General philatelic magazines or periodicals, which are published by private editors or by publishing houses rather, on a commercial basis, should compensate all contributions of philatelic writers. Announcement to this effect should be made in the philatelic press and to stamp organizations as well. And as far as cash payments are concerned, they should be made automatically to all writers, and it is up to them to use the "little fruits of their toils" for the development of their collections and philatelic libraries, or for the benefit of their local stamp clubs, or for something else—to buy a new pair of shoes or a box of candy for their children.

*continued on next page*

It should be borne in mind that the circulation of a philatelic magazine is based upon the quality of the contributions of philatelic writers, as well as on the results of its advertisements. But, without the interest of the readers in its articles, the magazine would never be read by anyone, and consequently, the advertisements would not get the desired results, and the advertisers would never repeat their ads again. Thus, as far as the circulation of a magazine is concerned, the writers do a very active part in making possible, the life of a commercial publication, and it is therefore needless to dwell at length on the general question of their compensation.

For the protection of publishers, however, rates for accepted articles must be in consonant with the commercial side of their publications. In fact, the best periodicals of several countries have already adopted these principles. Thus, if majority, not to say all, philatelic contemporaries should adopt the same principle, philately would, by far, be greatly benefitted and its millions of adherents.

It would not be fair to the writers, but to the stamp clubs, too, which are often publishing special magazines for a special field of collecting under the financial losses, because the advertisers prefer the publication of their advertisements in commercial papers which have a larger field of distribution. Such losses, it should be borne in mind, are paid regularly by the income in membership, and sacrificed largely for philately's general benefit. Accordingly, publishers of commercial philatelic publications, should at least do their part in the promotion of the hobby, by compensating the research work of the philatelic writers which they publish in their papers.

### STAMPS AND LITERATURE . . . *(continued from page 32)*

were sold at one penny each, portray Charles Dickens and reproduce a facsimile of his signature.

The collection is amazingly comprehensive, but Mr. Crockett does not claim completeness. Finding authors and poets on new issues is a comparatively easy task because background sketches of new persons in the philatelic gallery are given by new-issue chroniclers so that writings generally are mentioned.

#### READING, CHIEF TASK

His most tedious job is reading the biographical material on persons who have been pictured on old issues to

Of further significance in the promotion of philately, is the educational work of philatelic writers, who are editing the stamp pages of daily newspapers. In this instance, they are the representatives of philately in the world of daily life. They do enormous benefits for the progress of the hobby, by leading the earnest interest of young collectors, by furnishing proper information, and bring to the attention of the young collectors, that philatelic societies are not just a sphere of social gossips, but of regular work and cooperation in noble efforts; common research and education, and mental relaxation.

It might be mentioned that several publications have started regular reviews or listings of original articles which have been published in other philatelic papers or magazines. It is a noble effort, for it assists the philatelic writer in reaching such readers who might be interested in the same field of research, and who might some additional information for further development of the general knowledge about such and such field. Too, it assists the readers to find the new publications and to have a better view of the work of the philatelic writers. Thus, without a close connection between the writers and philatelists, success of philatelic publications, can never be achieved.

Likewise, in the organization of stamp exhibitions, philatelic writers usually cooperate; they play an active part in bringing the aims of such exhibitions and call the cooperation of collectors in carrying out the exhibitions to a success.

Moreover, whenever philatelists call for a wider cooperation in the interest of a worthy cause, whether philatelic or humanitarian, they may depend on philatelic writers, who, as a general rule, are always ready to do their bit, and do it to their best.

learn whether they made any literary contributions. Many National figures on foreign stamps are not mentioned in the encyclopedias or other general reference works, so it is almost impossible to know whether some deserve places in the collection.

Mr. Crockett says, however, that the current sales of booklets published by the stamp section of the Pan-American Union and dealing with biographies of persons on Latin-American postage stamps have aided him in finding several men and women who wrote prose, poetry and political works in addition to contributions to National independence.



• Subject of the sonnet on the right is the new 2-centavo Rizal illustrated above. The stamp was issued by the Bureau of Posts on April 14, 1941, full details of which were published in the April-May-June issue of the Elizalde Stamp Journal.

### Last Straw

A new Philippine stamp, turned out by the United States bureau of engraving, has caused a minor crisis and will probably be withdrawn because it depicts the Filipino hero Jose Rizal with his hair parted on the wrong side.—*Newsweek*.

O, sing me a song of the Philippine Isles  
Where life is ideal and poetic;  
Where the gentle señor  
To the shadow of war  
Remains more or less apathetic;  
But does not react in a manner  
half-hearted  
To a hero whose hair is improperly parted!

Their ordinary troubles they banish  
with smiles  
With a fortitude brave and heroic;  
Economic affairs  
And political scares  
They endure with the calm of the stoic;  
Yet we learn that the turn of a hair now suffices  
To bring on a rip-roaring national crisis!

H.S.G. in *Oregon Journal*,  
Portland, Oregon.

Clipping from Mrs. C. W. Wherry  
Portland, Ore.

## RHAPSODY IN PHILATELY

by

Pablo M. Esperidión

---

### Stamps—

*Little bits of paper  
Square and rectangle,  
Diamond and triangle  
In geometric figures;  
Recounting human events  
In countless numbers,  
Of bitter and sweet  
Cavalcade of memories—  
Stamps they are.*

### Stamp Collecting—

*A ubiquitous pastime  
With a democratic flag,  
A banner of good will  
Marching, marching onward;  
In days of stress  
In moments of wrath,  
In times of peace  
And in climes of war—  
That's stamp collecting.*

### Stamp Collector—

*Only a mortal, but  
In fun possesses a lot,  
Rich in peaceful moments  
And circles of friends;  
Teaching the world to smile  
Making moments worthwhile,  
Toying with stamp research  
And saving for old age—  
That's a stamp collector.*

### Stamp Press—

*The republic of philatelists  
And forum of collectors,  
The guardian of philately  
And friend of information;  
The arena of philatelic wits  
With editors and journalists,  
Researchers and columnists  
As soldiers of the hobby—  
That's the stamp press.*

### Stamp World—

*Stories behind the stamps  
Are wealth of lore,  
And philatelic research  
Is a treasure of joy;  
The beauty of collecting  
Is the fun of a collector,  
With philately's followers  
Young and old, rich and poor—  
That's the stamp world.*



## SWITZERLAND'S 650 YEARS OF INDEPENDENCE REFLECTED IN DESIGN OF ITS POSTAL ISSUES

... by Ernest A. Kehr

(In the New York Herald-Tribune)

The celebration on August 1 of Switzerland's 650th anniversary of independence, an inspirational occasion for those peoples of the world striving to maintain the democratic form of government, also will be significant to philatelists. This small nation's postal issues continually have proclaimed its love for freedom and peace as well as its scenic attractions in so striking a manner that they have been among the world's most popular ever since 1843.

The Rutli Oath of Aug. 1, 1291, which was the first pact in Switzerland's stirring history of a struggle for independence, has been used as the subject for the 3-franc stamp of 1938, and a view of the small meadow, known as the Rutli, in the canton of Uri on the shores of the Lake of the Four Cantons, is shown on the 5-franc stamp of 1914-'30.

The early history of Switzerland is intricate. The land now within the boundaries of the confederation was once part of the property of Austrian, German, Sardinian, and also to some extent French rulers.

### Began Defense in 1291

The struggle between these barons, kings and landowners to acquire more territory was determined and continuous, but always at the expense of the residents of what is now Switzerland. By the middle of the thirteenth century the Hapsburgs had risen in power and found occasion to dispute the rights of Frederick II of Germany over the district of Schwyz, particularly after the king was excommunicated and deposed by Pope Innocent IV in 1245.

The Schwyzers had enjoyed some measure of freedom under a charter granted in 1240 by Frederick II, and when they were threatened with subjugation under the Hapsburg ruler Rudolph they joined with the people of Uri and Unterwalden, two other districts around the lake of the Four Forest Cantons, in a pact for self-defense against a common foe and protection of their existing autonomy.

On Aug. 1, 1291, just two weeks after the death of King Rudolph, representatives of these three communities gathered on the grassy meadow

beneath the slopes of the Seelisberg Mountain.

A delegate of each community placed his left hand on the hilt of a single sword, raised his right hand and vowed that his people would form an everlasting alliance to defend its franchises. This particular pact also was the basis for the expression, "One for all and all for one," generally attributed to the Three Musketeers.

A few months later the city of Zurich, another community in what is now Switzerland, found itself opposed by Albert, the new Hapsburg king. This city allied itself with Uri and Schwyz on Oct. 16, 1291. Other districts threatened by the loss of freedom and subjected to attacks by the enemy also joined the union, so that by 1352 eight of them were within the league of Schwiez, a name derived from Schwyz and applied to the three original communities since 1320.

### Based on U. S. Charter

Treaties and alliances between new members and the league as a whole and between individual members were made for their own and the league's advantage. The results of the Reformation, civil wars and other difficulties made a complete confederation impossible until May 29, 1874, as the individual members were reluctant to yield sovereignty to a unified state.

The ultimate constitution through which Switzerland as we know it today was formed is based on the Constitution of the United States, and even now each of the twenty-two member cantons enjoys a certain amount of sovereignty while subjecting itself to the national government, which is composed of two parliamentary chambers not unlike our own Senate and House.

The Swiss confederation's cantons differ in nearly every possible point religious, social, industrial, physical and linguistic, yet it has endured for 650 years to stand as the world's oldest democracy. Some of its postage stamps give the philatelist some of the reasons for this record.

Postage stamps are national, and

## SWISS POSTAGE STAMPS



... with a prayer that "God bless and preserve Switzerland" and a motto of "One for all and all for one," the 4,661,000 inhabitants of tiny, war-surrounded republic celebrated the 650th anniversary of the founding of the Swiss Confederation on August 1, and the above Swiss postage stamps reflect Switzerland's fight for freedom and love of peace.

### SWITZERLAND'S 650 YEARS OF . . . *(continued from page 37)*

as such ordinarily would have to be inscribed "Schweiz," to satisfy the German-speaking citizens; "Suisse," for the benefit of the French-speaking Swiss, or "Svissera," to please the Italian-speaking residents. To circumvent partisanship and to eliminate the necessity of using three languages, the stamps (and money) of Switzerland are inscribed "Helvetia," a name applied to this region during the time of the Roman domination of Europe.

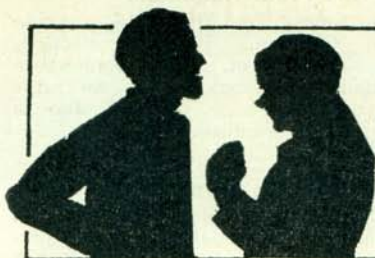
The spirit of patriotism has been kept alive constantly by the use of the characters of the William Tell's legend. William Tell's portrait has been used since 1914; a picture of his son, holding an apple pierced by a cross-bow's arrow, has been in general circulation on stamps since 1907; a picture of the place where Tell escaped from Gessler's ship during the storm was shown on a semi-postal stamp a few years ago, and Hohle Gasse, a trial where he killed

the Austrian bailiff, was pictured on a stamp issued on June 15.

#### Alps Often Pictured

Firm believers in the proverb "Montain s'emp' liberi" (mountaineers are always free men), the Swiss have been generous in the display of their Alps on postal paper. Their love for freedom and of peace is exemplified by the fact that as soon as the World War was terminated, the Swiss government issued a complete set of three "peace stamps," although Switzerland was not involved in the conflict.

Again in 1932, when the Disarmament Conference was held in Geneva, a set of stamps depicting a dove of peace perched on a broken sword was issued. The country never has depicted a soldier, except a few national heroes who helped in liberating the country, on its stamps, nor have military or propaganda subjects been issued.



## JUST BETWEEN US...

by BARON DE POMPEILI

### Postal Card

A new postal card is at present under consideration of the postal authorities, and we have been requested recently, by a high postal official to "chase" a picture of Dr. Jose Rizal, Filipino patriot and martyr, for the proposed postal card. "But this time no 'boner', please," the postal official ribbed us.

\* \* \*

### Famous Filipinos

"There is a plan to issue a series of Famous Filipinos, but no definite step has been taken yet," the Director of Posts said in a communication received by us recently. Speaking of this proposed issue, it seems government officials are gradually taking cognizance of the suggestions submitted by some local collectors as far as postal designs of the Philippines are concerned. The series of Famous Filipinos now under study was a suggestion made by Ramon Catala, ex-president of the Philippine Philatelic Writers, Club, who wrote to the Office of the President of the Commonwealth, a few months ago, suggesting the issue. Altho no assurance was given to him, RC was advised that his suggestion was "very commendable and that it will be taken into consideration in the future."

\* \* \*

### Convert

Yes, *Señores*, Manila town is growing day by day, for it has now a population of 673,000, and there's Manuel L. Quezon, Jr., one of the recent philatelic converts and PI stamps are his specialty.

\* \* \*

### Wrong Music

"Can you tell me why some new issue columns have listed SUN YAT SEN issue of February 1941 as CHIANG KAI SHEK?" Y. S. Chong, Manila dealer, who knows his own heroes and China philately, popped this question to us late in June. "There's no such Chiang Kai Shek issue," Chong declared, "as like the postal regulations in America, pictures of living persons are not allowed to be illustrated on the postage stamps

of China." However, Chiang Kai Shek is shown in one commemorative issue (1929) and commemorative okay, but for a limited time only. Six months is maximum use of commemorative stamps of China and after that can use no more, Chong pointed out in his China town quickies.

\* \* \*

### Boogie-Woogie Cert.

The wizzie-woozie boys at the Dancing Club of the Philippines aren't stamp collectors, but the certificate of membership issued by their club has the replica of an enlarged stamp. (Jitterbugs and boogie-woogiettes, please copy).

\* \* \*

### Imperforates and Freaks

A block of four, horizontal imperforate between, of the current 2-centavo Rizal, light green, issued on April 14, 1941, was found by us in a sheet bearing Plate No. 145417, purchased at the local philatelic agency a few days ago. Then there was a Manila dealer, who showed to us four pairs of the same issue, each pair partly imperforate between horizontally. Then, too, Mrs. G. H. Newman, a Manila philatelite, reported her discovery of a freak—a zig-zag perforation of ditto issue.

\* \* \*

### Stamp Store, Stocks & Bonds

Notwithstanding the international situation here in the Far East, confidence in the stamp business was expressed by the Stamp Company, new swanky store which bloomed at the Escolta, July 21. The store is located at 36 Escolta and Philippine stamps are the specialty. Backed by a prominent stock broker and simultaneously president of the Manila Stock Exchange, the backer said, "Stamps are good investments and they're safe than some stocks and bonds." However, if you've a yen to play ping pong on the magic board of the Manila Stock Exchange, confidentially, a "seat" at the MSE will cost you 50,000 bucks *only*, if, there's a vacancy.

\* \* \*

(continued on next page)

**Mail via USA**

In view of the present Russo-German conflict, regular mail for countries in Europe, except Estonia, Latvia, Lithuania and Russia, formerly dispatched via Japan and the trans-Siberian railroad, is now being routed via the United States for onward transmission via Portugal, it was announced by the Bureau of Posts on August 7.

\* \* \*

**Philatelic Spies**

"Espionage and Propaganda by the Philatelist's Art," is an illustrated article which stole the front page of the August 2 issue of *The Philippines Commemorial* official weekly publication of the Catholic Action of the Philippines. It was an expose of philatelic spies!

\* \* \*

**Bootlegged Information**

SLICK, a pictorial monthly published in New York City, in its September issue it has an illustrated feature "Smuggled Out of Germany" showing some foreign stamps "torn in a special way to convey information about a massacre of Czech students by the Nazis."

\* \* \*

**Fakes Take A Holiday**

Fakes of the "O.B." with the missing dot after "B" on the 2-centavo Rizal (old issues, green and rose) and 4-centavo McKinley, took a holiday in the market recently. About 200 of these phoney "missing dots" were offered in a single lot!

\* \* \*

**More Lingo**

Two additions in the Manila stamp lingo: Tourist Price—High Price; N.R. (No Rubber)—Unused stamp without gum.

\* \* \*

**COD Century Old**

The C.O.D. system in the United States was 100 years old last June, according to the *Shipping Register*, June 28, 1941, a shipping magazine published in San Francisco, California. Introduced in June, 1841, the COD system was originated by Harnden's Express Co., New York, with Erastus Elmer Barclay, a New York merchant, as the "germ" of the COD idea, the magazine pointed out.

\* \* \*

**Gone With The Wind**

Edwin Brooks, stamp editor of the *Chicago Herald-American*, advises that his stamp page has already folded. EB is one of the members of the contributing staff of the ESJ.

\* \* \*

**That Girl From Oklahoma**

Miss Jimmy Lee Miller, 18, a pride of the Oklahoma Philatelic Society, writes she's now in college "somewhere in Oklahoma" (Sorry, Boys, we can't give you her phone number) and is majoring in journalism.

\* \* \*

**The Gentleman From Missouri**

Have you heard the gentleman from Missouri? Carl E. Bolte, genial president of the Missouri State Chamber of Commerce, Slater, Mo., sent us an autographed sheet of the Missouri tourist seals, the seals having been issued by the MSCC recently. But strange as it may seem, out of the 25 seals in a sheet, two of them—the Municipal Auditorium in St. Louis and the Nelson Gallery in Kansas City—bear a striking similarity to the Manila Post Office (Scott A44) and the Legislative Palace (Scott A42), respectively. At any rate, than a lot for the sheet, Mr. Bolte.

\* \* \*

**Three Cheers For No-Gummers**

Ungummed and imperforated miniature sheet will be issued by China shortly, it was announced by *The Fookien Times*, July 22, a Chinese daily published in Manila. The sheet will portray the six values of the Thrift stamps of China, the paper also announced.

\* \* \*

**Stampu**

Japan's unique hobby is called *Stampu*, which means "stamps," but the Japanese are not collecting postage stamps, according to a recent issue of the WORLD DIGEST, a monthly published in Springfield, Massachusetts, and received by us early in July. *Stampu* is an old national hobby of Japan, the magazine explained and consist of rubber-stamped impressions "postmarked" on the robes! of devout Japanese making pilgrimages to the religious shrines in the Land of the Rising Sun.

\* \* \*

**Air Mails Withdrawn**

Withdrawal from circulation of the old issue of the airmail stamps has been made temporarily by the postal authorities, according to a communication, August 12, received by us from the Director of Posts. The communication reads in part: "The Bureau of Posts temporarily withdrew surcharged air mail stamps from sale for the purpose of preventing their use for ordinary mail matter. There is nothing definite as to when said stamps will be permanently withdrawn from sale, or they may be returned to circulation." While the Bu-

reau of Posts didn't make any press release to this effect, the fact that the 8 and 20-centavo values of the new air mails were running low, prompted the postal authorities to make the abrupt movement, it was learned from informed quarters.

\* \* \*

#### Exclusive For Air Mail

The new airmail stamps which were placed on sale by the Bureau of Posts on June 30, are acceptable for air mail matter only, it was officially announced on July 21.

\* \* \*

#### Amelia Earhart

When the *Honolulu Clipper* winged on July 15 over the area in the Central Pacific Ocean, where Amelia Earhart was supposed to have been lost in 1937, Capt. R. J. Nixon dropped a wreath from the flying boat, according to the August issue of the *Travelers' Guide*, a monthly published in this city. The wreath, it is said, was from the Women Fliers of America, and was dropped in honor of the famous woman flyer who did much before her death to encourage women fliers in the U.S.A.

\* \* \*

#### Cocktail

One of the drinks served aboard the Pan American Clippers, is the "China Clipper Cocktail," according to the current issue of *Esquire*.

\* \* \*

#### Anzac Clipper

Oyez, the *Anzac Clipper* arrived in Manila on July 21, on a maiden voyage to the Orient, and air mail carried came in the usual routine.

\* \* \*

#### The ARNACAL Boys

Remember Antonio Arnaiz and Juan Calvo of the ARNACAL fame, who flew from Manila to Madrid in 1936? (Scott 405-407). Well, *Señores*, Pilot Arnaiz sticks to his gun, and is one of the co-pilots at the Philippine Air Lines Inc., which was inaugurated recently; while Pilot Calvo is now a sea Cap and the master of the *Nuestra Señora del Carmen*, yacht of Alfredo Carmelo, consul for Mexico in the Philippines.

\* \* \*

#### Adios, ASDA

Because of his failing health, Walter Bruggmann, 64, "The Father of Aerophilately in the Philippines," and Honorary Member of the ESC, has resigned from the American Stamp Dealers Association, the Old Man told us the other day.

\* \* \*

#### Prexies

Carl Hess, Jr. (not related to Rudolph Hess), was elected president of the Service Stamp Collectors Club, APS Chapter in Manila; and Jose Trill, an APS member was elected prexy of the Asociación Filatelica de Filipinas in July.

\* \* \*

#### For Airmail Only

Stamps of the old regular airmail issue will no longer be permissible for postage use after Sept. 30, 1941, according to the postal authorities. In a press statement issued Aug. 28, Director of Posts Juan Ruiz, said in part: "... it is no longer permissible to use airmail stamps, either new or surcharged on ordinary mail as the new airmail stamps are sold for exclusive use on airmail matter."

\* \* \*

#### Cachet Not Official

The cachet of the Pan American Airways applied on covers flown on the first Manila-Singapore flight (May 10/41), was not official, Mr. Walter Bruggmann declared in a brief talk at the meeting of the Philippine Air Mail Society, August 31. The cachet of the Bureau of Posts was the official one, as far as aerophilately is concerned, Mr. Bruggmann further declared.

\* \* \*

#### China-Manila Flight?

Neither the Bureau of Posts nor the Manila Office of the Pan American Airways has any information as to the proposed Free China-Manila air service of the PAA, which project was announced in a UP dispatch, Aug. 21, from Chungking.

\* \* \*

#### Balloon History

Interesting glimpses of the St. Louis (Missouri) Balloon history were published in the June issue of *The Sportsman Pilot*, a monthly published in New York. The article was illustrated and would prove interesting to airmail chicanes. Then, too, the article reveals that *Aero* was the first aeronautical weekly publication in America, the first copy published in Oct. 8, 1910, and edited by E. Percy Noel, St. Louis, Missouri.

\* \* \*

#### In Full Flower

"The war has blasted many things abroad but, to an extent, stamp collecting still goes on as the hobby of presidents and peasants bankers and Boy Scouts royalty and workers and the military, while in America it is in full flower," writes Glen W. Naves in a three-column "story" with a dateline,

New York, Aug. 12, published in the Aug. 25 issue of the *Monday Mail*, one of the pubs. of the D-M-H-M Newspapers, Manila. Incidentally, Glen is one of the members of the contributing staff of the ESJ, remember?

\* \* \*

#### "V" for Victory

The British War Relief Association of the Philippines has issued on Aug. 28, patriotic seals with a big "V" for Victory. Printed in red, blue, and silver, the seals sell at 5 centavos a copy, and may be obtained from the BWRAP.

\* \* \*

#### BWR Fair

At the Fair to be held in Manila the later part of November in aid of the British War Relief will be a Stamp Booth in charge of Mrs. W. E. Schmelkes, one of the active stamp collectors in this city. Donations in the form of stamps, covers, philatelic accessories and stamp literature such as books and magazines, will be gratefully acknowledged by the committee in charge of the Fair. In appealing to collectors, Mrs. Schmelkes declared: "Let our dear and beautiful hobby help those a little who by their heroic and gallant fight for the liberty of this world do more for us than we can repay." All donations may be addressed to Mrs. W. E. Schmelkes, P. O. Box 1281, Manila.

\* \* \*

#### Making Taxpayers Happy

"SMOOTH AT EVERY SPEED" is the new meter slogan of the Manila Office of the Tide Water Associated Oil Co. First day use, August 5, 1941. Incidentally the same company has started using recently, a series of poster stamps advertising the products of the TWAOCO. They are printed in different colors and distributed free—to make taxpayers happy—maybe.

\* \* \*

#### Keep 'em Flying

"KEEP 'EM FLYING" is a new postal slogan of the Manila Post Office.

First day use, August 5, 1941. Philatelically, this slogan was suggested by our editor on July 15, details of which are published in this issue of the ESJ.

Close on the heels of this postal slogan, was the postal slogan (in rubber stamp) of the Manila Office of the Goodrich International Rubber Co., which reads: "LET'S GO—BFG—KEEP 'EM FLYING!"

At present the slogan KEEP 'EM FLYING is so popular here in the Philippines that even Manila bakers have joined in boosting its significance by preparing party cakes with a cream-lettering, "Keep 'em Flying!"

\* \* \*

#### More Wings

From Lt. Col. F. L. Black, Hq. First Air Force, Mitchell Field, New York, came a cover with the Army poster stamp, "LET'S GO—U.S.A.—KEEP 'EM FLYING!"

Thank a lot, Colonel, and if you've some dear ones in the Army of Uncle Sammy who arrived in this country recently to guard America's last outpost of democracy, don't worry, as they're having a swell time under Filipino hospitality.

\* \* \*

#### Spanish Meter Slogan

The first Spanish meter slogan of an American firm fished out by us from the Elizalde mail box (cover dated July 16/41), was from the Eastern Smelting & Refining Corp., Boston, Massachusetts. The slogan reads: "LA INTEGRIDAD —es mas preciosa que el—propio metal precioso" (THE INTEGRITY—is more precious than the—precious metal itself), if, our *amigo*, *Capitan* A. C. Townsend, of Oklahoma City and now professor in Spanish in Uncle Sam's Army, doesn't mind our little translation from the lingo of Don Quijote de la Mancha. *Si?*

*Bueno, Señores, vamos. Keep 'em Flying!*

Nowhere in the world, except in the Philippines, are newspapermen as free as they are in America, to go about their calling, to report and write of what they see and think, to comment and criticize, for here, there are no restraints except good taste and those that one's sense of responsibility imposes. Well may the Philippines indeed be called the tourist-writer's Paradise!—*The Philippine Tourist, June, 1941.*

- ANCHOR BRAND ROPES  
is not only a phrase in the  
language of cordage... it's  
a tradition.

## ELIZALDE ROPE FACTORY, INC.

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

- YCO Floor Wax... the  
housewife's best friend.  
YCO Paints... best for  
the tropics.

## ELIZALDE PAINT & OIL FACTORY, INC.

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● TANDUAY VERMOUTH  
... the prince of mixers.  
BLUE SEAL  
... Scotch whisky.  
GOLDEN BULL  
... the ace of gins.

TANDUAY DISTILLERY, INC.

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

● Just jot it down...  
DUNLOP TIRES.

ELIZALDE & CO., INC.

*Distributors*

Elizalde Bldg.

Manila



- Eat more sugar...  
it's good for every-  
body.

**LA CARLOTA SUGAR CENTRAL  
PILAR SUGAR CENTRAL  
SARA-AJUY SUGAR CENTRAL  
PHILIPPINE MILLING CO.**

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

- War or no war... the  
mining industry in the  
Philippines is in the  
up-swing.

However, war did come to the Philippines in December and whatever articles planned for the next issue vanished with the Japanese invasion. This journal never resumed.

**SAMAR MINING COMPANY**

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

- We raise the best cattle in the country.

**BUKIDNON CATTLE DEVELOPMENT CO.**

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

- Gold mining is our business.

**DAVAO GOLD MINE CO.**

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

- Don't gamble  
with fire...  
insure with

**METROPOLITAN INSURANCE CO.**

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

- A life insurance  
policy is not an  
expense... it's a  
safe investment

**UNITED STATES LIFE INSURANCE CO.**

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Elizalde Bldg.

Manila

● Whenever it's  
Philippine hard-  
wood...

## ANAKAN LUMBER CO.

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

● Travel in comfort...  
SS "MAYON"  
SS "LANAO"  
SS "BISAYAS"  
MS "ANAKAN"  
SS "VENUS"  
MS "PALAWAN"

## MANILA STEAMSHIP CO., INC.

Elizalde & Co. Inc., General Managers

Elizalde Bldg.

Manila

- If you are an Elizalde employee and feeling like joining the ECS, remember you are always welcome.

COMMONWEALTH OF THE PHILIPPINES  
DEPARTMENT OF PUBLIC WORKS AND COMMUNICATIONS  
BUREAU OF POSTS  
MANILA

SWORN STATEMENT  
(Required by Act 2580)

The undersigned, Pablo M. Esperidi6n, editor of THE ELIZALDE STAMP JOURNAL, published quarterly in the City of Manila, P. I., after having been duly sworn in accordance with law, hereby submits the following statement of ownership, management, circulation, etc. which is required by Act 2580 as amended by Commonwealth Act No. 201:

Managing Editor: Eduardo Yrezabal, c/o Elizalde & Co. Inc., Manila.

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Bondholders, mortgages or other security holders owing one per cent or more of total amount of securities: (If there are no outstanding securities, state so. If there are, give nature of each).—NONE.

(Sgd.) P. M. ESPERIDION, Editor.

Subscribed and sworn to before me this 30th day of Sept. 1941, at the City of Manila.

(Sgd.) PACIFICO de OCAMPO,  
Notary Public.



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Tanduy Distillery, Inc.  
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La Carlota Sugar Central  
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Philippine Milling Co.  
Samar Mining Co.  
Davao Gold Mine Co.  
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