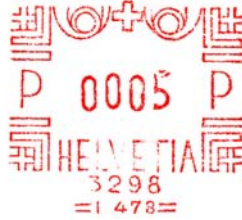


SLOGAN METER

S
W
I
T
Z
E
R
L
A
N
D

•

1
9
6
2



Size: 104 x 34 mm: 28 x 27 mm slogan , 27 mm cds, 37 x 34 mm postage indicium
Usage: *Earliest Reported:* April 7, 1962
Latest Reported: November 11, 1962
Purpose: publicize the malaria eradication campaign
Notes: used by the World Health Organization

SM-1 Geneva

Checklist: fdc ___ other ___



Size: 146 x 45 mm overall
Notes: moisten-to-apply meter strip

SM-2 Geneva

Checklist: fdc ___ other ___



Description: photo essay of slogan design
Size:
Quantity:
Notes: used for client approval and for publicity
Price: E

SM-1 Essay

Checklist: ___

SLOGAN METER


**S
W
I
T
Z
E
R
L
A
N
D
.
1
9
6
2**

FIRST DAY CACHETS

S
W
I
T
Z
E
R
L
A
N
D

•

1
9
6
2

 <p style="font-size: 0.8em; margin-top: 5px;">WORLD HEALTH ORGANIZATION ORGANISATION MONDIALE DE LA SANTE</p>	<p><i>Type:</i> SW-1</p> <p><i>Producer:</i></p> <p><i>Size:</i> 84½ x 17 mm</p> <p><i>Notes:</i></p>	

FIRST DAY CACHETS

**S
W
I
T
Z
E
R
L
A
N
D**

•

**1
9
6
2**

USAGE

S
W
I
T
Z
E
R
L
A
N
D
•
1
9
6
2



Cancel: SM-1: April 7, 1962
Cacher: SW-1
Size: 161 x 114 mm
Notes: first day usage on official WHO stationery
Price: C

1

Checklist: __



Cancel: SM-1: June 21, 1962
Notes: addressed to Dr. R. L. Coigney on official WHO stationery from Geneva
Price: D

2

Checklist: __



Cancel: SM-1: November 11, 1962
Notes: latest reported usage; OMS handstamp
Price: C

3

Checklist: __



Cancel: SM-2: September 20, 1962
Notes: OMS hand stamp
Price: D

4

Checklist: __

5

USAGE

**S
W
I
T
Z
E
R
L
A
N
D**

•

**1
9
6
2
C**