

# The Value of Scouting As Shown on Meter Slogan Stamps

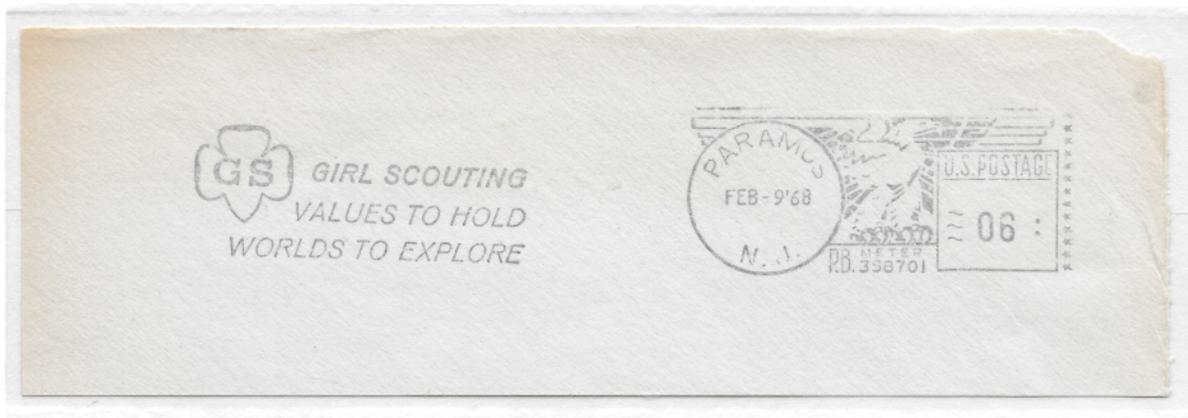
In the following pages you will see examples of Scout meter slogans from around the world. These slogans relate to the value that Scouting has for today's youth. Examples from different companies, time periods, and usage are included.

## Plan of Collection

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"Lets Go and Grow"  
Pitney-Bowes meter used in Canada.



Worldwide scouting helps today's youth  
to be the best that they can be.

This Pitney-Bowes meter is a frameless design with large sitting eagle in center of the indicia looking right.

1.0 The Symbols of Scouting



Both the Boy Scout and the Girl Scout Symbols are superimposed in this Danish meter stamp.



National Scout Headquarters in India. Around the world, Scouts learn to "Be Prepared."

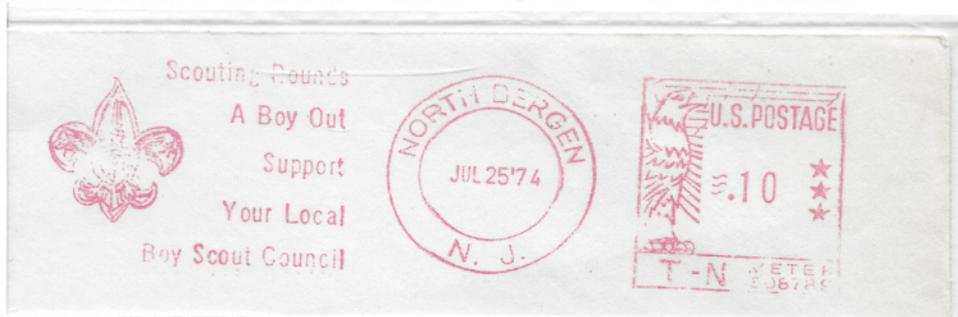


Encouraging our youth to do and be their best. The Scout Sign is shown in the above slogan.



This indicia is of a shorter eagle design with a narrow denomination box. Note the smaller slogan.

The fleur-de-lis is recognized worldwide as a Scouting symbol.



This square indicia with stylized eagle at left facing to right was created by a machine manufactured by Postalia Division of Telefonbau und Normalzeit GmbH of (West) Germany and distributed in the United States by Tele-Norm Corporation.



The Scout handshake



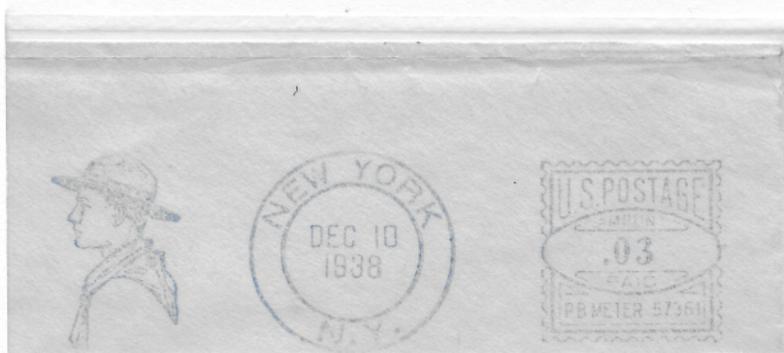
The United States Girl Scout Symbol

This slogan design was created by Norman Rockwell for use by the Boy Scouts of America.



This is a Pitney-Bowes meter with a large sitting eagle in the center of the indicia. The earliest known usage of this indicia is April 7, 1936. The slogan design was first used sometime later.

The smaller scout bust (18mm x 13mm) was used on the adhesive meter stamps while the larger one (26mm x 17mm) was printed directly on covers.



This Pitney-Bowes meter has a square design with central oval and faux-perforation outer border indicia and was first used September 25, 1933.

## 2.0 Scouting Organizations



Scouting is available to youth of all ages.  
The Beavers are an organization for boys  
ages 6-8 in Great Britain.



Cub Scouts are for boys ages 8-11.



High school aged scouts can join the Explorers and learn more about their field of interest.



Adhesive meter strip

### 3.0 Leadership

Some scouts first experience a leadership role as a Patrol or Group leader.



Scouting builds tomorrow's leaders.  
Adult scouters guide the way.



Slogans are used by the owners or leasers of the meter machine. The above slogan was used by the local Boy Scout Council.



Adult leaders are always needed as role models.

Specimens are used by Pitney-Bowes for approval of advertising slogans by their customers. The indicia used for specimens are different than those issued for postal use.

Sample of "METER-AD" printed on  
PITNEY-BOWES Postage Meter Machine\*  
THE POSTAGE METER COMPANY  
PITNEY POSTAGE METERED MAIL BOWES  
WALNUT, PACIFIC & CROSBY STS. STAMFORD, CONNECTICUT

\*This is a sample of a "METER-AD"  
prepared for use on the mail of:  
Circle Ten Council Boy Scouts  
of America  
Dallas, Texas

 YOU CAN INVEST  
IN BOYS THRU  
SCOUTING

STAMFORD  
JUN 3 1940  
CONN.

SPECIMEN  
METER 00000  
03

When you invest your time, money and energy in scouting, the dividends are realized for the next generation.

4.0 Lord Baden Powell

Lord Baden Powell, the first Scout leader, is shown here on meters from different countries.



Example: National Postage Meter Company (NPM)



Great Britain celebrating the centenary of Baden Powell

5.0 Values



Through camping and other activities, Scouts are made aware of our environment and learn conservation of natural resources.



The values learned in Scouting  
help to create new opportunities.



When you're a  
**GIRL GUIDE...**  
your world  
is so wide



"We Build Character"



Be Sure to See the  
**BOY SCOUT CIRCUS**  
May 2nd and 3rd, 1952

SEC. 562 P.L. & R



. . . and some characters.  
Usage of a directional slug for Bulk Rate mail shown.



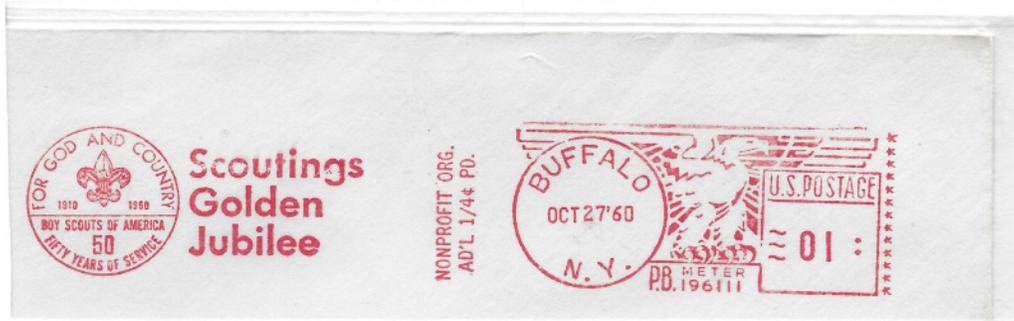
Sometimes corporate sponsors misunderstand recruitment campaigns.



Strength is the result of challenging the scouts with adventures.



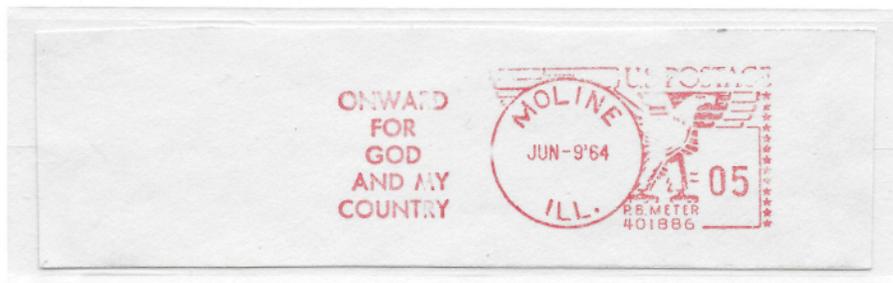
Reverence of the deity of his or her choice is encouraged.



This shows usage of a directional slug after a rate change on July 1, 1960 for non-profit bulk mail.



Indicia similar to that used with Rockwell scout bust



Scouts helping others by doing good deeds



Although Pitney-Bowes is the dominant meter equipment company in the United States, there are other companies that produce meter stamp equipment.



Pacific Northwest Bell

509 S. W. Oak Street  
Portland, Oregon 97204



Space Saver--  
the Trimline® wall phone

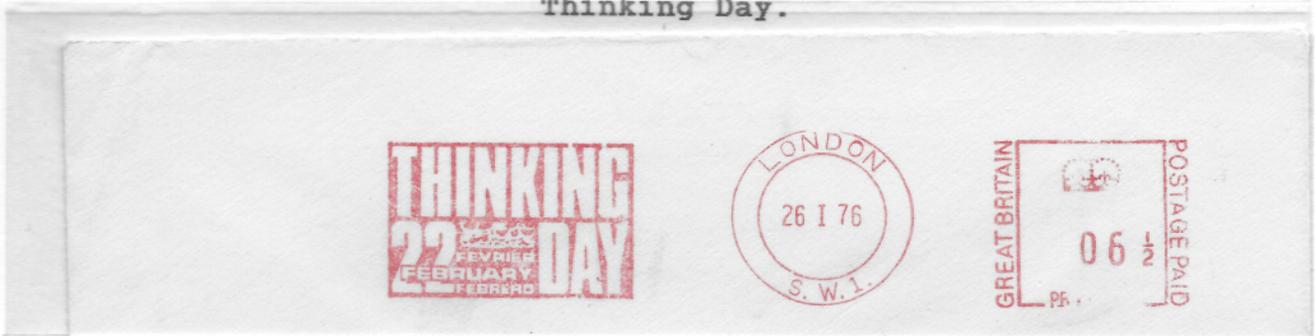
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Example from the Commercial Controls Corporation

Only you set your limits.



Encouraging scouts to think for themselves. Lady Baden Powell's birthday is celebrated annually with Thinking Day.



The values learned by scouts can help overcome today's adversities.



While developing skills and character, dependability is created.



5.0 Our Future

A better world is shaped for tomorrow  
when we invest in today's youth.



Usage of a directional slug to satisfy USPS  
requirements for a lower postage rate



"Building Bridges"



Scouting's influence is worldwide.



Shown here are two similar slogan designs from two different countries, 29 years apart.



Is this boy a scout?  
Or is he waving to his friends that are?



Self adhesive meter slogan strip