THE HELIOGRAPH

The Postal History Foundation

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THE HELIOGRAPH

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Contents

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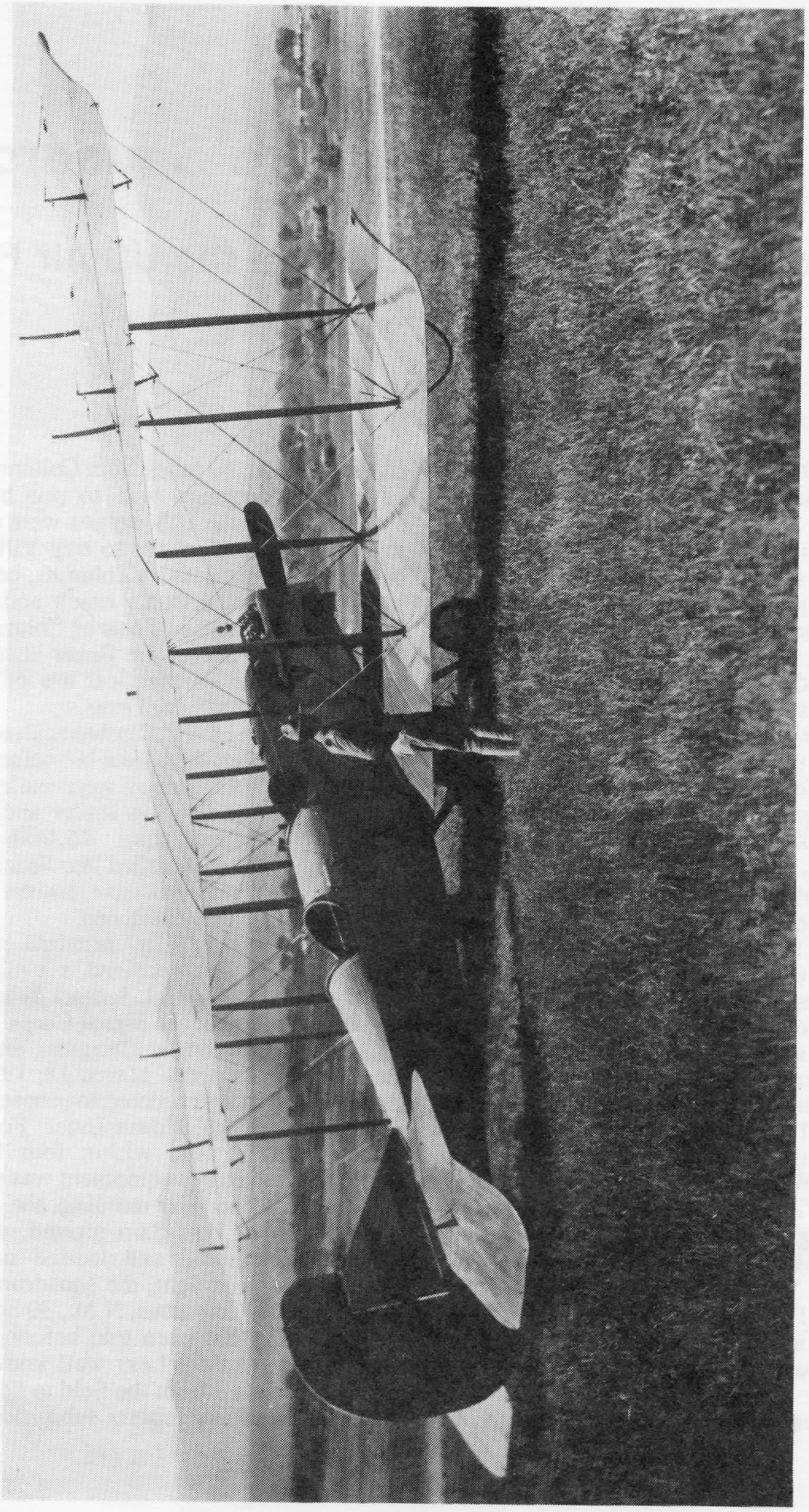


Figure 1

The Story of the 1st Aero Squadron

(or, Pancho Villa and the founding of the US Air Force)

By John R. Weimer

In March 1914, the War Department directed the Commanding Officer of the Army's San Diego Flying School to send five qualified aviators, 30 enlisted men and three Burgess-Wright tractors to Fort Crockett, Galveston, Texas. The group, designated 1st Company, 1st Aero Squadron, consisting of Lts. Foulois (commanding), Milling, Taliafero, Carberry and Dodd, with Medical Officer Adna G. Wilde, departed for Texas April 26, 1914.

They arrived after the last troop ship had gone and never uncrated their planes before being ordered back to San Diego. Upon return they were to be reequipped, and one of the specifications was a 4,000-foot climb in 10 minutes. In May and June, 1915, eight new Curtiss NJ2s were received, representing the latest in aeronautical developments.[1]. They even look liked airplanes, with an instrument panel. However, they proved totally unsatisfactory and required new upper wings, rudders and new engines with a new designation of JN3s (figure 1). Newly equipped, the 1st Aero Squadron embarked upon the first squadron cross-country flight over 439 miles to their new home in San Antonio, Texas. By the end of 1915, the 1st Aero Squadron was 15 pilots strong, equipped with six JN3s and three Burgess-Wrights.

Francisco "Pancho" Villa crossed the border during the night of March 9, 1916, raiding Columbus, N.M., and killing 17 Americans. The next day Pres. Wilson ordered Brig. Gen. John J. "Blackjack" Pershing into Mexico to assist the "official" Mexican government in taking Villa. Thus was begun the Pershing Punative Expedition.

Pershing was in command of the garrison at El Paso, Texas, 50 miles from Columbus and the 11-month campaign was to put him in the spotlight when the U.S. armies were dispatched to Europe. The plan was to trap Villa between two fast-moving cavalry columns, one heading south from Culbertson's ranch and the other heading south from just east of Columbus, N.M. Secretary of War Newton Baker instructed Pershing to "make all practical use of the Aeroplanes" at San Antonio, Texas.

A week after the Columbus raid, two cavalry regiments crossed the border but before the chase was over, 10,000 troops were called upon to track down one guerilla leader and his 1,000 followers. More than 75,000 National Guardsmen also were called into Federal Service. This may all sound excessive, but the possibility of war with Mexico threatened.

Capt. William "Billy" Mitchell, son of Sen. Mitchell, had just received a temporary appointment replacing Col. Samuel Reber as Chief, Aviation Section of the Signal Corps. Reber was under investigation by Congress and the War Department. At noon, March 12, 1916, the 1st Aero Squadron was ordered to proceed by rail to Columbus, N.M. Commander Foulois had planned ahead, and within four hours, the Squadron's complete equipment was packed and ready to go. The next morning, the eight JN3s were flown to Fort Sam ground, where they were disassembled and loaded on flatcars. Shortly after midnight, the squadron embarked and arrived at Columbus, N.M., 30 hours later.

This story has been told before and makes fascinating reading. Less well known are the reports submitted from the field to headquarters. Excerpts from the reports submitted by Capt.

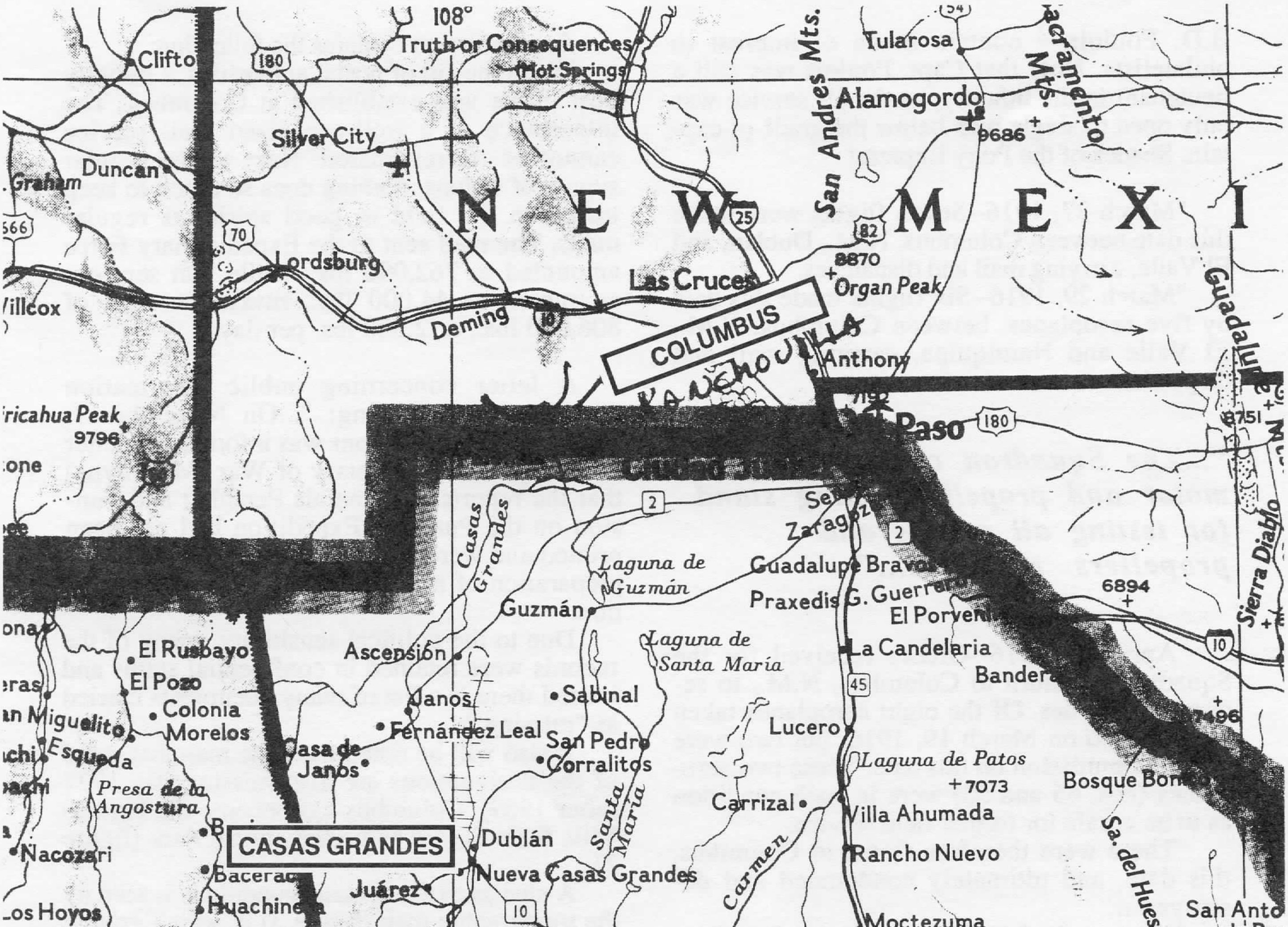

108°
Truth or Consequences
(Hot Springs)
Clifton
Silver City
Duncan
Graham
Lordsburg
Willcox
Deming
Las Cruces
Organ Peak
8870
Tularosa
Alamogordo
9686
San Andres Mts.
Sacramento Mts.
N E W M E X I
COLUMBUS
Anthony
El Paso
Guadalupe Mts.
Chiricahua Peak
9796
Sierra Diablo
6894
Laguna de Guzmán
Guzmán
Casas Grandes
Zaragoza
Guadalupe Bravos
Praxedis G. Guerrero
El Porvenir
Laguna de Santa María
La Candelaria
Banderas
El Rusbayo
El Pozo
Colonia Morelos
Ascensión
Janos
Sabinal
Fernández Leal
San Pedro Corralitos
Casa de Janos
Esqueda
Presa de la Angostura
Lucero
Laguna de Patos
7073
Bosque Bonito
Carrizal
Villa Ahumada
CASAS GRANDES
Dublán
Nueva Casas Grandes
Nacozari
Bacerac
Huachinera
Los Hoyos
Ojo de Agua
Juárez
Mata Ortiz
Galeana
Rancho Nuevo
Carmen
Santa María
Moctezuma
Sa. del Hueso
San Antonio de Bravo
Oputo
Huásabas
Granados
Bacadéhuachi
Nacori Chico
Divisaderos
Tepache
BUENAVENTURE
Flores Magón
San Lorenzo
Gallego
Cumbres Tunnel
A. San Miguel
Ignacio Zaragoza
Sa. de las Tunas
Santa Clara
Babícora
Cruces
Gómez Farías
Madera
Namiquipa
Ojo de Laguna
Laguna de Encinillas
Santa Clara
Encinillas
Sierra de la Tasajera
Sierra Grande
Coyame
Conchos
Batuc
Suaqui
Yaqui
Aros
Santa Teresa
Sahuaripa
Arivechi
Bacanora
Tacupeto
Tarac
Guisamopa
Mulatos
Tonichí
Onavas
Trinidad
Río Chico
Yécora
Ocampo
C H I H U A H
Yepómera
Temósachic
Matachic
Tutuaca
Papigochic
Tomóchic
Bachíniva
Ciudad Guerrero
Tosanáchic
La Junta
Ranchos de Santiago
Salto Basaseachic
Cuauhtémoc
El Sauz
Aldama
Chuviscar
Nombre de Dios
Chihuahua
Riva Palacio
Lag. Bustillos
Aquiles Serdán
General Trías
Gran Morelos
Ortiz
Rosales
Meoqui
Delicias
Julimes
Guadalupe Vi
Maclovio Herrera
El Pueblo

Figure 2

B.D. Foulois [2] contain much of interest to philatelists. Note that Capt. Foulois was still a lieutenant in the infantry, as the air service was only open to single men below the grade of captain. Shades of the Pony Express!

"March 27, 1916--Seven flights were made this date between Columbus, N.M., Dublan, and El Valle, carrying mail and dispatches.

"March 29, 1916--Six flights made this date by five aeroplanes, between Columbus, N.M., El Valle and Namiquipa, carrying mail and dispatches.

"...The Squadron constructed a motor and propeller testing stand for testing all motors and propellers received...."

"April 20, 1916--Orders received for the Squadron to return to Columbus, N.M., to secure new planes. Of the eight aeroplanes taken into Mexico on March 19, 1916, but two were still in commission on this date. These two aeroplanes (nos. 45 and 53) were in such condition as to be unsafe for further field service.

"There were therefore flown to Columbus, this date, and ultimately condemned and destroyed.....

"Upon arrival at Columbus, the Squadron received four new aeroplanes, which had been purchased from the Curtiss Aeroplane Company....

"On May 1, 1916, two Curtiss (R2 type 160 horsepower) were received. By May 25, 12 of this type had arrived....

"The propeller question was the most vital. Propellers were received from manufacturers all over the United States, and sent to Columbus to be tested.

"To do this, the Squadron constructed a motor and propeller testing stand for testing all motors and propellers received....

"As practically all types of propellers received proved unserviceable, chiefly due to climatic conditions, steps were taken to build propellers here at Columbus. Three Civilian employees of the Curtiss Aeroplane Company arrived at Columbus, N.M., on June 29, 1916, and the work of building propellers commenced. This working is still being carried on."

Another report contains the following:

"With the aid of postal authorities, a military post office was established at Columbus. The importance of a well-organized mail service cannot be overestimated. Next to the regular supply of rations, nothing does so much to keep troops in the field in good spirits as regular mails. The mail sent to the Expeditionary Force amounted to 762,000 lbs., while that sent out amounted to 44,000 lbs., making a total of 806,000 lbs., or 2,300 lbs. per day."

A letter concerning public information contains the following: "...On November 7, 1930, Mr. Floyd Gibbons was informed by letter from the Acting Secretary of War (Mr. Payne) that the reports of Generals Pershing and Funston on the Punative Expedition had not been printed and were not available for his use in the preparation of a story dealing with the expedition."

Due to the political sensitivity, many of the records were retained in confidential status and indeed there is a list of many documents carried as "missing."

It also will be noted from the map that some of the designations are also missing. By 1977 (after 1959), Columbus has become the Pancho Villa State Scenic and Recreational Park (figure 2).

A clue as to the climatic conditions is seen by the topographic map (figure 3) in which ground level is 2,000 feet or more and the darker areas regularly flown over are at 5,000 feet or more.

Due to the political sensitivity, many of the records were retained in confidential status and indeed many are carried as "missing."

The 1st Aero Squadron, with its military deployment, was the beginning of our Air Force. The campaign is credited as a success even though Villa was never brought to terms. Has anyone seen covers to document this deployment?

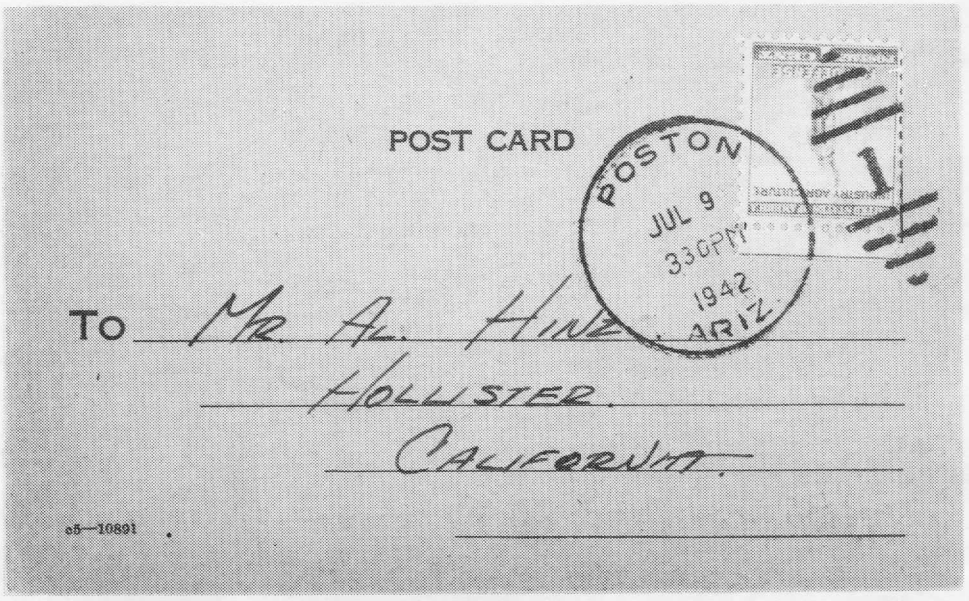
References:

(1) *From the Wright Brothers to the Astronauts: Memoirs of Major General Benjamin D. Foulois.*

(2) NARA: NNM. RG370.22.


112
110
108
106
2,000' or more
5,000' or more
Gila R.
Maricopa
Sacaton
Gila Bend
Sentinel
Casa Grande
Florence
Dudleyville
Desert Pk
Mammoth
Shultz
Quijotoa
Tucson
Tucson Ra.
Sta Catalina Ra.
Benson
Willcox
Bonita
Ft Grant
Solomonsville
Thatcher
Safford
Clifton
Mc Mullen Pk
Coronado
Duncan
Lordsburg
Steins Pass
Teviston
S. Simon
Cochise
Pantano
St David
Pearce
Fairbank
Tombstone
Rucker
Bisbee
S. Simon Valley
Nogales
Oldglory
Arivaca
Crittenden
Ft Huachuca
Lochiel
Naco
Deming
Florida
Myndus
Nutt
Rincon
Selden
Kingston
Lake Valley
Hillsboro
Silver City
Ft Bayard
Central
White Water
Spalding
Vladimir
Hachita
Rodeo
Hermanas
Mesilla
Mesilla Pk
Dona Ana
Lascruces
Earlham
Anthony
El Paso
Ysleta
S. Elizario
Engle
Upham
Crocker
Three Rivers
Tularosa
Mescalero Apa. I.R.
Alamogordo
Escondida
Jarilla
Hueco Mts
Desert
Big Hatchet Mts
Animas Ra.
Cananea
Magdalena
Caborca
Altar
Oquitao
Arispe
Sinoquipe
Opodepe
Moctezuma
Hermosillo
Tiburon I.
Guaymas
Rio Yaqui
S. Pedro
Lobos I.
Est. Agiabampo
Sta Barbara B.
Puerto Rosalia
S O N O R A
C H I H U A H U A
Chihuahua
Casas Grandes
Guzman Lag.
Samalayuca
Guadalupe
Presidio Viejo
Candelaria
Nogalis
S. Ignacio
L. de Patos
Sta Rosalia
Mulege
S. Juan I.
Tortuga I.
S. Marcos I.
Hidalgo

Figure 3



POST CARD

POSTON JUL 9 3 30PM 1942 ARIZ.

TO Mr. A. Hinz
Hollister.
California.

c5—10891

Form 22-B
USE THIS CARD TO NOTIFY YOUR CORRESPONDENTS OR PUBLISHER OF CHANGE OF ADDRESS

DATE 6/8/42

THIS IS TO ADVISE THAT ON 6/2/42
I MOVED (~~OR WILL MOVE~~) FROM
Barrack 98-D, Assembly Center
(No.) (STREET OR AVENUE)
Salinas, Calif.
(CITY) (STATE)

NEW ADDRESS:
Block 31-38, Poston Relocation
(No.) (STREET OR AVENUE)
Poston, Arizona
(CITY) (STATE)

c5—10891 SIGNATURE Mamo Ueki

P.S. "Could you have the paper sent direct from San Francisco.

Figure 1

The Postal History of Arizona's Japanese-American Relocation Camps

By Robert B. Bechtel

One of the most lamentable acts during World War II was the signing of executive order 9066 by President Roosevelt on February 9, 1942, establishing the legal basis for removing Japanese Americans from military zones on the West Coast. The War Relocation Authority was created on March 18 to carry out this removal and to set up the necessary apparatus. At first, it was thought the Japanese would relocate voluntarily but it was soon realized that this would not be the case. All 110,000 were eventually placed in 10 relocation camps, two of which, Rivers and Poston, were in Arizona.

Readers of *The Heliograph* are referred to Vol. 3, No. 2, pages X9-X11 for a brief history of the camps in Arizona. Those interested in reading about the camps in detail should also check out of the library *Impounded People* by Spicer, Hansen, Luomala and Opler. Spicer was one of the most famous anthropologists at the University of Arizona, and this study describes the trials and remarkable endurance of the Japanese-Americans who were so unfairly treated by this act.

The Japanese did not come directly to these camps but were first herded into temporary camps such as the Santa Anita Race track and a former CCC camp near Mayer, Ariz. Presumably, covers from this temporary camp at Mayer may exist.

POSTON

A card (figure 1) shows a change of address of one displaced Japanese, Masuo Uiki, from the assembly location at Salinas, Calif., to his final location at block 31-3B at Poston. Poston had three separate camps with the first persons arriving on May 8, 1942. Supposedly, the post office, as a branch of Phoenix, was set up on April 13, 1942, and discontinued Dec. 15, 1945. The earliest cancel known, however, is May 7, 1942. Two types of cancels were used, both with identical round daters but with different numbers in the oval obliterators, a "1" and a "2." This contradicts Alexander and Cross, who claim only a "2" for the Poston branch cancels (see *Heliograph*, Vol. 3, No. 2, p. X10).

Even though the camp PO closed in 1945, a Poston cancel of type three exists that gives a return address as "Camp #2" in an unknown month of 1950. Presumably, someone moved into this location with a non-Japanese name and was using it at least as a location for a return address (see figure 2).

An undated fourth type also exists, which, in retrospect, should really be a type 3 because it obviously came from the third Christian Church in Poston during the relocation period--clear because of its specific block address. Last day of use cancels are known for the official last day of Dec. 15, 1945. By this time, many of the Japanese-Americans had already moved because they were encouraged to move to Midwest locations on their own, to go to college, and for young men to enlist in the Army.

Officially the first day of the post office for the town of Poston was June 1, 1949. The camp sites eventually were taken over by Native Americans and used as farmland, or, at one place, as a rehabilitation center.

On Oct. 6, 1992, a monument to the relocated Japanese-Americans was dedicated at Poston. It is a nine-foot tall concrete Japanese lantern honoring the 17,867 people who had to endure the

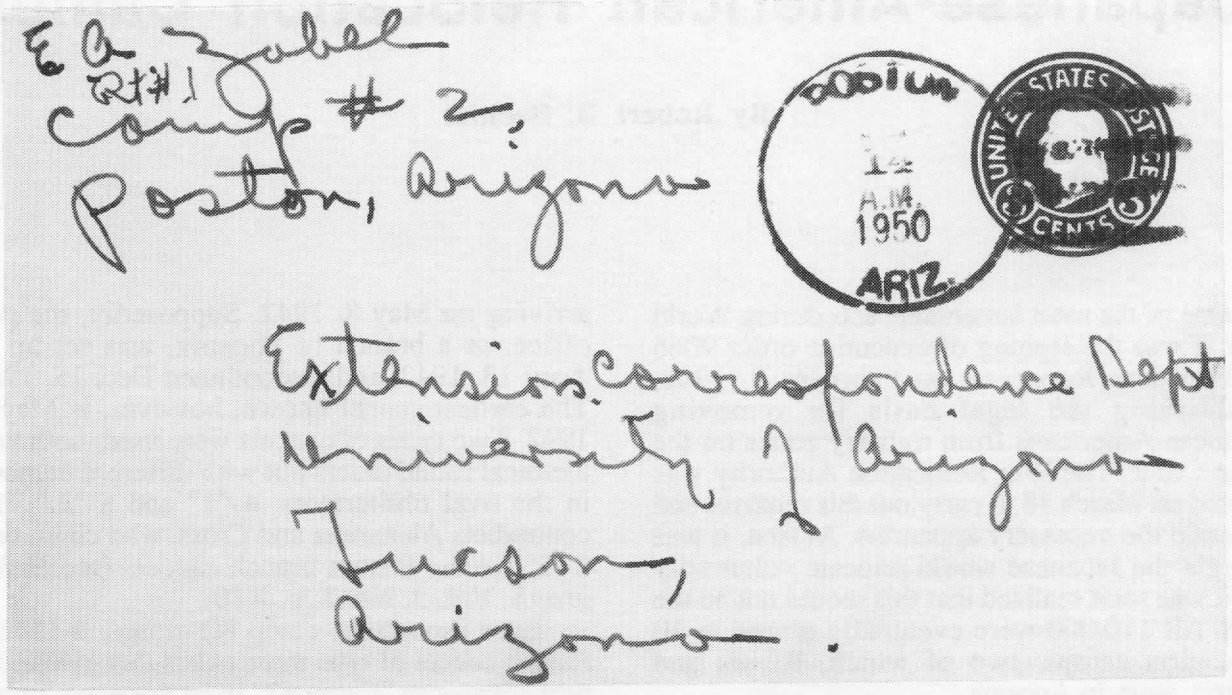
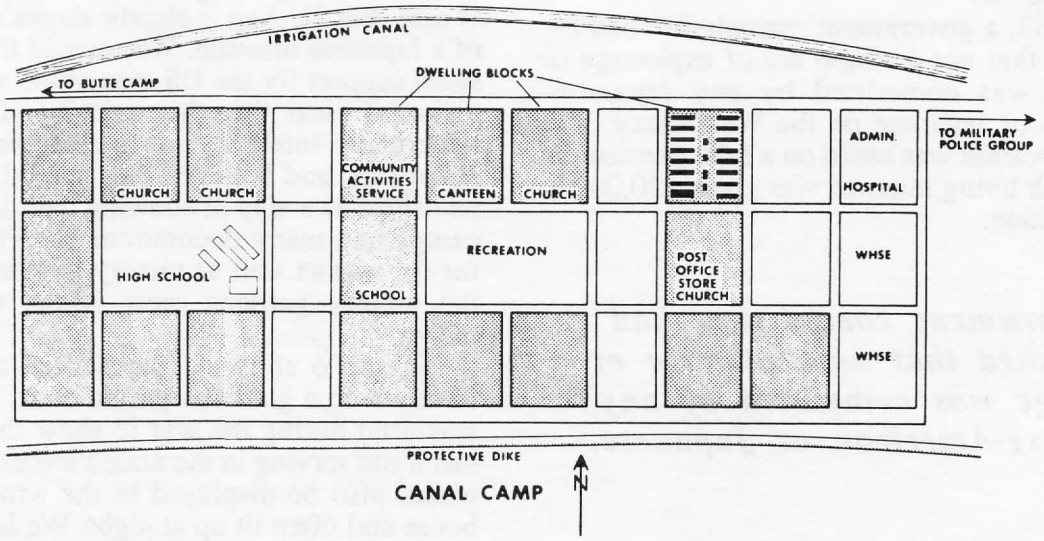
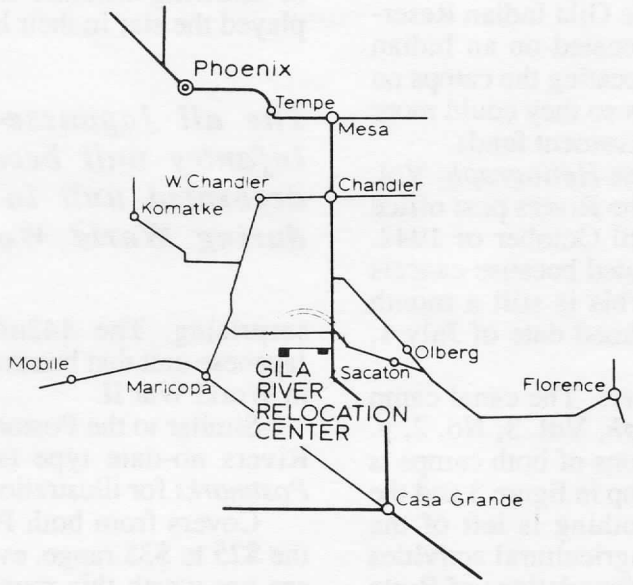

Camp # 2
Poston, Arizona
1950
ARIZ.
Extension Correspondence Dept
University of Arizona
Tucson,
Arizona.

Figure 2





Rivers, Arizona

Figure 3

hardships of the Poston site. Several camp internees were invited to speak at the dedication, and they vividly described the heat, the dust and the humiliation.

In 1983, a government commission had established that not a single act of espionage or sabotage was committed by any Japanese-American or Japanese on the West Coast. The entire relocation was based on a false premise. In 1988, each living internee was given $20,000 in compensation.

A government commission had established that no espionage or sabotage was committed by any Japanese-American or Japanese.

RIVERS

Rivers was located on the Gila Indian Reservation just as Poston was located on an Indian reservation. The reason for locating the camps on government reservations was so they could more easily be paid for out of government funds.

Alexander and Cross (see *Heliograph*, Vol. 3, No. 2, p. X11) state that the Rivers post office did not begin operation until October of 1942. However, this must be disputed because cancels exist from Aug. 1, 1942. This is still a month later than the officially claimed date of July 1, 1942.

Two camps were at Rivers. The canal camp is pictured in the *Heliograph*, Vol. 3, No. 2, p. X10. A map showing locations of both camps is in figure 3 with the canal camp in figure 3 and the Butte camp in figure 4. Nothing is left of the canal camp because of the agricultural activities of the Pima Indians but the foundations of Butte camp as well as the base for the water tank and the stage for the outdoor theater are easily seen. The Postal History Foundation volunteers visited the site on Friday, Nov. 2, 1990.

Figure 5 shows what might at first seem an unusual cover from the Rivers camp. It bears a "V" for "Victory" slogan that was popular during World War II. And it clearly shows the address of a Japanese internee. Why would the Japanese show support for the US side of the war? Spicer makes it clear that the majority of Japanese-Americans interned saw themselves as loyal Americans and believed they should endure the hardships as a way of showing their loyalty. The camps had many decorations showing support for the war as well as victory gardens. Some of the victory gardens grew dikon, a Japanese radish.

Figure 6 shows a piece of a cover from Rivers with a gold star pasted on it. A gold star was used during the war to show that a family had a son serving in the armed forces. Gold stars would also be displayed in the window of the house and often lit up at night. We have no way of knowing whether this Japanese family displayed the star in their home, but it would not be surprising. The 442nd Infantry was an all-Japanese unit that became the most decorated unit in World War II.

The all Japanese-American 442nd Infantry unit became the most decorated unit in the U.S. Army during World War II.

Similar to the Poston cancel without a date, a Rivers no-date type (see *Arizona Statehood Postmarks* for illustrations) also exists.

Covers from both Poston and Rivers sell in the $25 to $35 range, even though they probably are not worth this much due to their numbers. Nevertheless, they represent a genuine souvenir of the war, even though they are not something of which are country should be proud.

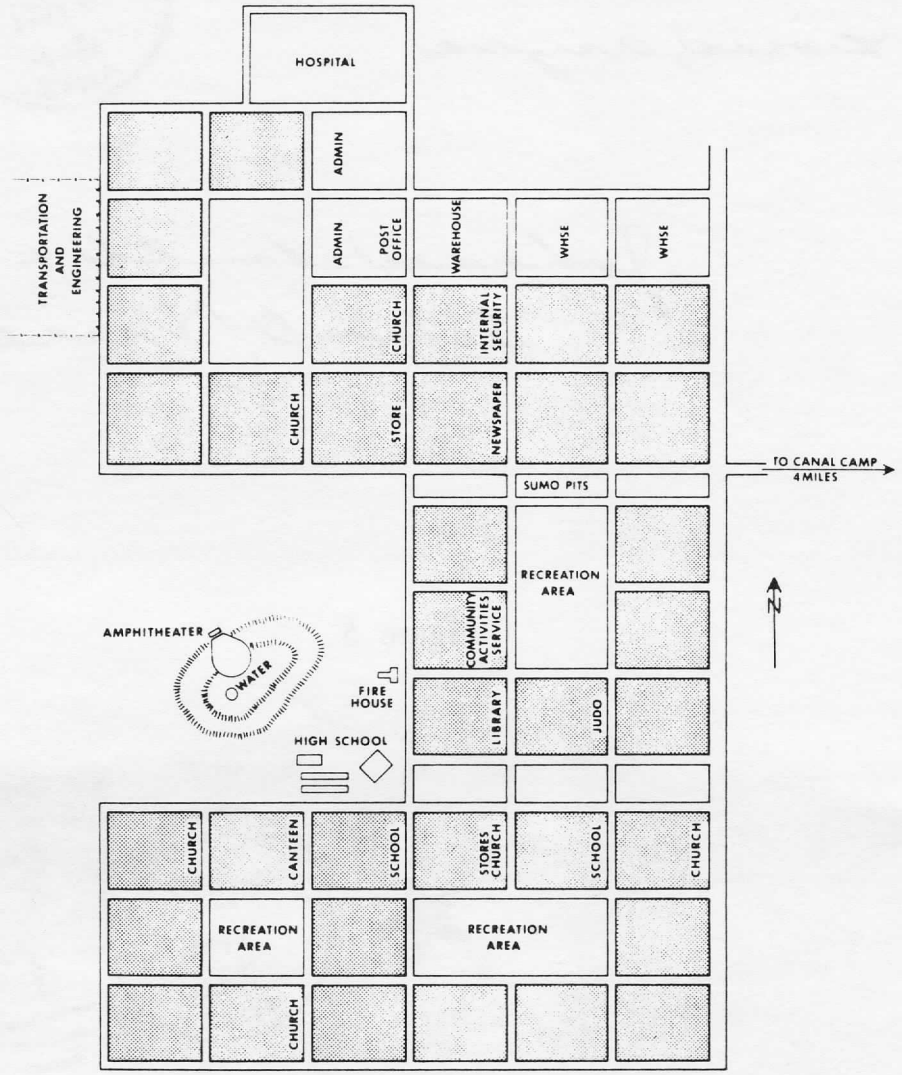

HOSPITAL
ADMIN
TRANSPORTATION AND ENGINEERING
ADMIN
POST OFFICE
WAREHOUSE
WHSE
WHSE
CHURCH
INTERNAL SECURITY
CHURCH
STORE
NEWSPAPER
TO CANAL CAMP 4 MILES
SUMO PITS
RECREATION AREA
AMPHITHEATER
WATER
COMMUNITY ACTIVITIES SERVICE
FIRE HOUSE
LIBRARY
QUDT
HIGH SCHOOL
CHURCH
CANTEEN
SCHOOL
STORES CHURCH
SCHOOL
CHURCH
RECREATION AREA
RECREATION AREA
CHURCH
N
BUTTE CAMP

Figure 4

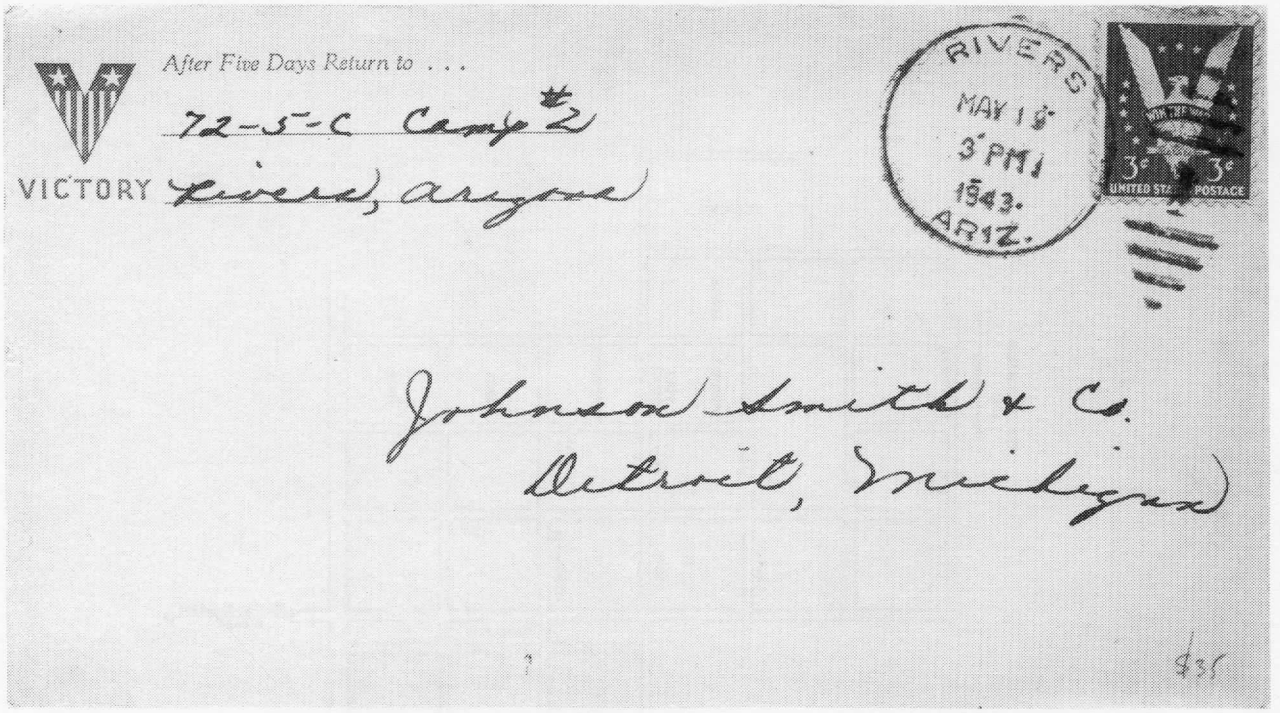


Figure 5

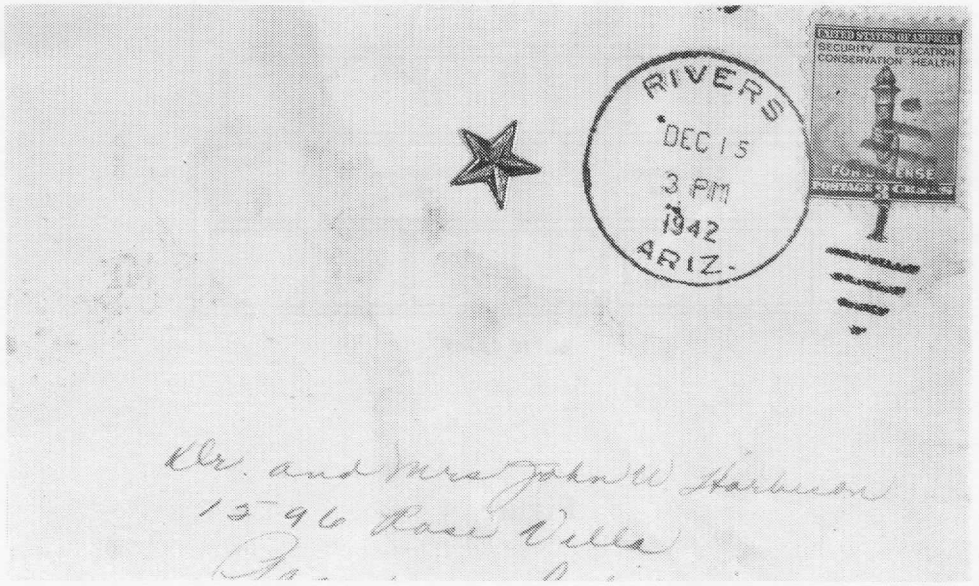


Figure 6

Praise the Lord, Pass the Ammunition and Please Send my Fiancee a Custom-made Brassiere

Letters from the Postal History Foundation collection

U.S. servicemen did not always have fighting the war on their minds, but often had their loved ones at home on their minds. At least occasionally, they were thinking about certain parts of their loved ones, as the two letters below will attest.

Cub 10--G III
c/o Fleet Post Office
San Francisco, California
February 20, 1944

The Formfit Mfg. Co.
Chicago, Illinois.
Dear Sir:

Will you give me the following information, is it possible to have a brassier made and list me the price.

In this case I find that the usual marketed brassiers do not fit the bosom properly due to the fact that the points or tips of each section that hold each brest is much to close to the center of the chest. The tips or points of each section should be one half inch more towards the arms, to the right and left sides of the body in comparison to the usual bust sections that are manufactured and marketed.

The material should be of Nylon or Rayon, Size 35 medium and have two inches of material below each bust section.

This inquire is made in behalf of my wife and I wish to gift her with a good product for a change.

Yours truly,
Ensign G.B. B----- U.S.N.

And here's another:

W.O. II S----
Ordinance Directorate
Advance H.Q.
Allied Land Forces
South East Asia Command
May 28, 1945

Dear Sir,

This letter will seem rather strange before you have read far, because the request I have to make is rather an unusual one.

First let me say that I am a member of the British Army in India and Burma. I have been away from the shores of England now for nearly two years. During that time many letters have reached me from my fiancee. In quite a few she has mentioned that she cannot obtain a good brassiere or any roll-on panties or belt. I would like to do something to please her, and am wondering whether you can as a personal favour could arrange something special for me? Could you arrange for a set of these garments to be sent either to me or to my fiancee direct? Her address and measurements are as follows:

Bust:-34"
Waist:-26"
Hips:-38"

Miss G------- T-----,
"The Laurels"
Nether Broughton
Melton Mawbray,
Leicestershire
ENGLAND

If this can be arranged and you will advise me of the cost involved, I will send you a U.S. Money Order. I remain, Yours faithfully, G------- S---.

P.S. Do please try and help me, as it would make my future wife very happy.

EXPRESS
MAIL
TED STATES POSTAL SERVICE
T OFFICE TO ADDRESSEE
EXPRESS MAIL
NEXT DAY SERVICE ®
US
ORIGIN
Date In:
Post Office ZIP Code
Time In: A.M. P.M.
Initials of Receiving Clerk
Weight ____ lbs. ____ oz.
ACCEPTANCE
International Country Code
Next Day Delivery or Second Day Delivery
By 12 Noon or By 3:00 P.M.
Military 2nd Day or Military 3rd Day
Express Mail Corporate Account No.
Federal Agency Account No.
FROM:
FEES
Postage $
Return Receipt $
C.O.D $
Total Postage & Fees $
DESTINATION
Date of Delivery
Time of Delivery A.M. P.M.
X
Signature of Addressee or Agent
DELIVERY WAS ATTEMPTED
Date
Time A.M. P.M.
Signature of Delivery Employee
Waiver of Signature and Indemnity (Domestic Only)
I wish delivery to be made without obtaining the signature of the addressee or the addressee's agent (if in the judgement of the delivery employee, the article can be left in a secure location) and I authorize the delivery employee to sign that the shipment was delivered and understand that the signature of the delivery employee will constitute valid proof of delivery.
SIGNED
ADDRESSEE'S COPY
TO:
Telephone Number:
stomer Use

Figure 9

US Express Mail Cancels-- A Modern Postal History Report, Part 2

By Walton Eugene Tinsley

Since writing part 1 of this article of the same name in *The Heliograph* #18, Spring 1991, I have been able to inspect 143 more USPS Express Mail envelopes. Combining these with the 73 items previously reported, we now have 61 with one of the Express Mail stamps, 110 with regular issue adhesives, 30 with a combination of the two types, and 15 meters.

In addition, 43 have a circular date stamp cancel, 85 have a pen cancel, three have both cds and pen cancels, and 70 are uncancelled, primarily $2 and $5 stamps. An odd item is a pen-cancelled meter.

With the larger sample, some changes appear in the mix but they do not appear to be significant. The use of Express Mail stamps fell from 48 to 30%, the regular issues rose from 43% to 55%, and combinations rose from 9% to 15%, all probably due to the rate increase and resultant use of regular issues with and without old rate Express Mail stamps until the new value was readily available.

No change occurred in the cancelling efficiency. The cancelled items (including meters) rose from 67 to 68%, and uncancelled fell from 33% to 32%.

Since the first report, the design of the small Express Mail envelope has changed, with the space for affixing stamps overlying the tear strip provided for opening the envelope. Was this an effort by the USPS to reduce the number of uncancelled stamps by having the adhesives damaged by the addressee while opening the envelope?

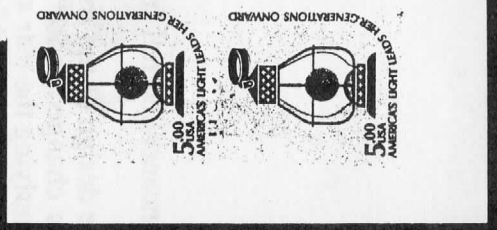
If so, the attempt has been only moderately effective. I have seen 20 of the new design items--nine have cancelled stamps, eight have uncancelled stamps, and stamps are missing from three (figure 9). Of the 17 still with stamps, 11 are undamaged (figure 10), and six are damaged at least in part--many envelopes carry more than one adhesive (figure 11). Hence in only nine instances (six damaged and three missing) out of 20 has the tear strip successfully prevented reuse of the stamps.

The USPS still needs better cancelling practices or better envelope design.

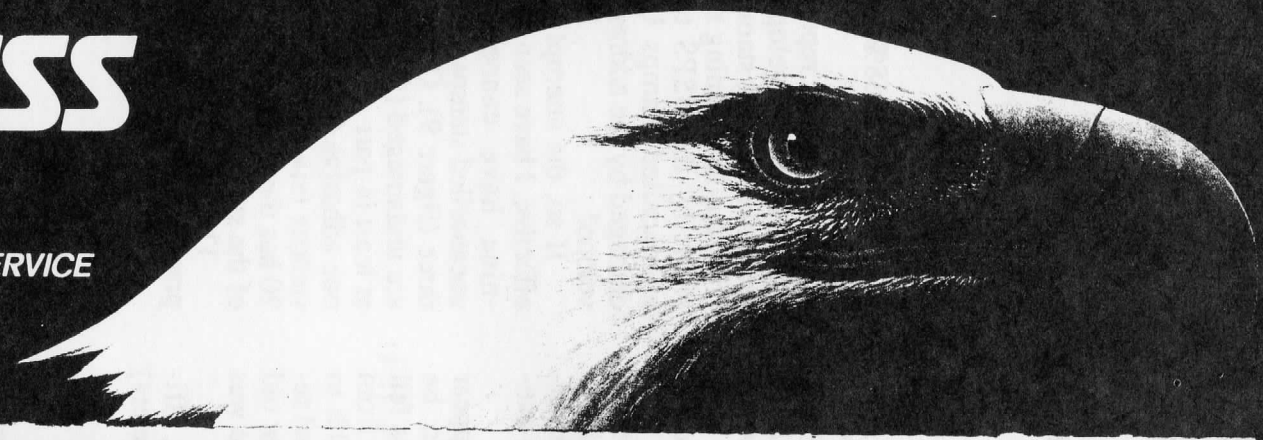
e sender has requested notification upon delivery.
mediately upon receipt, please telephone:

me: _____

No.: ( ) _____



EXPRESS
MAIL
ED STATES POSTAL SERVICE



OST OFFICE TO ADDRESSEE **EXPRESS MAIL NEXT DAY SERVICE**

EB129004304US

For Postal Use

ORIGIN	Date In: M D Y	Postage $
Post Office ZIP Code	Time In: A.M. P.M.	FEES: Return Receipt $
Initials of Receiving Clerk	Weight ____ lbs. ____ oz.	C.O.D. $
ACCEPTANCE	☐ International Country Code ____ ____	
☐ Next Day Delivery or ☐ Second Day Delivery		
☐ By 12 Noon or ☐ By 3:00 P.M.		Total Postage & Fees $
☐ Military 2nd Day or ☐ Military 3rd Day		

Express Mail Corporate Account No.:

Federal Agency Account No.:

For Customer Use

FROM:

For Postal Use

DESTINATION	Date of Delivery: M D Y	Time of Delivery: A.M. P.M.
X Signature of Addressee or Agent		
DELIVERY WAS ATTEMPTED	Date: M D Y	Time: A.M. P.M.
Signature of Delivery Employee 1.	2.	

Waiver of Signature and Indemnity (Domestic Only)

I wish delivery to be made without obtaining the signature of the addressee or the addressee's agent (if in the judgement of the delivery employee, the article can be left in a secure location) and I authorize the delivery employee to sign that the shipment was delivered and understand that the signature of the delivery employee will constitute valid proof of delivery.

SIGNED: _____

ADDRESSEE'S COPY

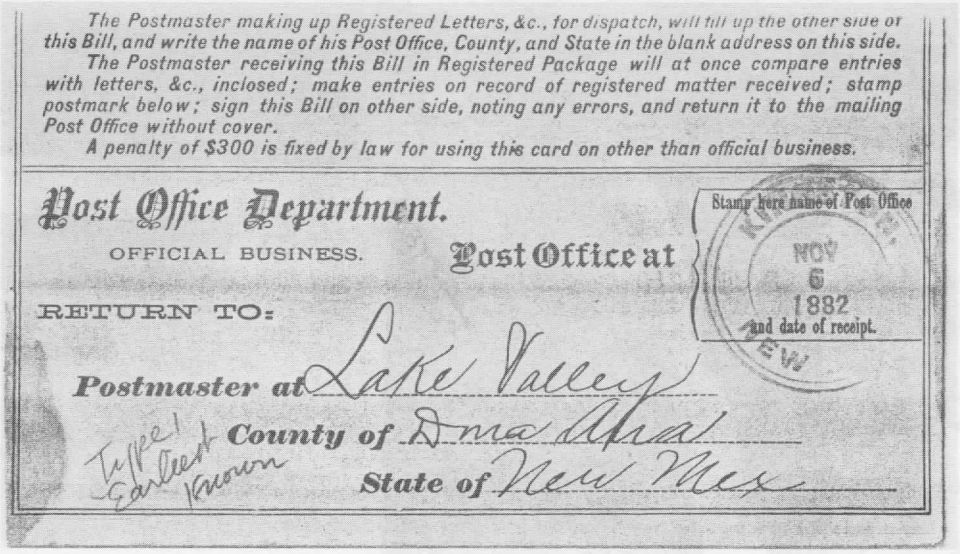
For Customer Use

TO: Telephone Number: _____

Figure 10

RECIPIENT
ıder has requested notification upon delivery.
ately upon receipt, please telephone
( )
XPRESS
AIL
STATES POSTAL SERVICE
OFFICE TO ADDRESSEE
EXPRESS MAIL
NEXT DAY SERVICE
US
Origin
Post Office
ZIP Code
Initials of
Receiving Clerk
ACCEPTANCE
Next Day Delivery
Or
By 12 Noon
Or
Military
2nd Day
Or
Express Mail
Corporate
Account No.
Federal Agency
Account No.
FROM:
Customer Use
X
Waiver of
Signature
and Indemnity
(Domestic Only)
I wish delivery to be made without obtaining the signature of the addressee or the addressee's agent (if in the judgement of the delivery employee, the article can be left in a secure location) and I authorize the delivery employee to sign that the shipment was delivered and understand that the signature of the delivery employee will constitute valid proof of delivery.
SIGNED
ADDRESSEE'S COPY
TO:
Telephone Number:

Figure 11



The Postmaster making up Registered Letters, &c., for dispatch, will fill up the other side of this Bill, and write the name of his Post Office, County, and State in the blank address on this side.
The Postmaster receiving this Bill in Registered Package will at once compare entries with letters, &c., inclosed; make entries on record of registered matter received; stamp postmark below; sign this Bill on other side, noting any errors, and return it to the mailing Post Office without cover.
A penalty of $300 is fixed by law for using this card on other than official business.

Post Office Department.

OFFICIAL BUSINESS.

Post Office at

Stamp here name of Post Office and date of receipt.

NOV 6 1882

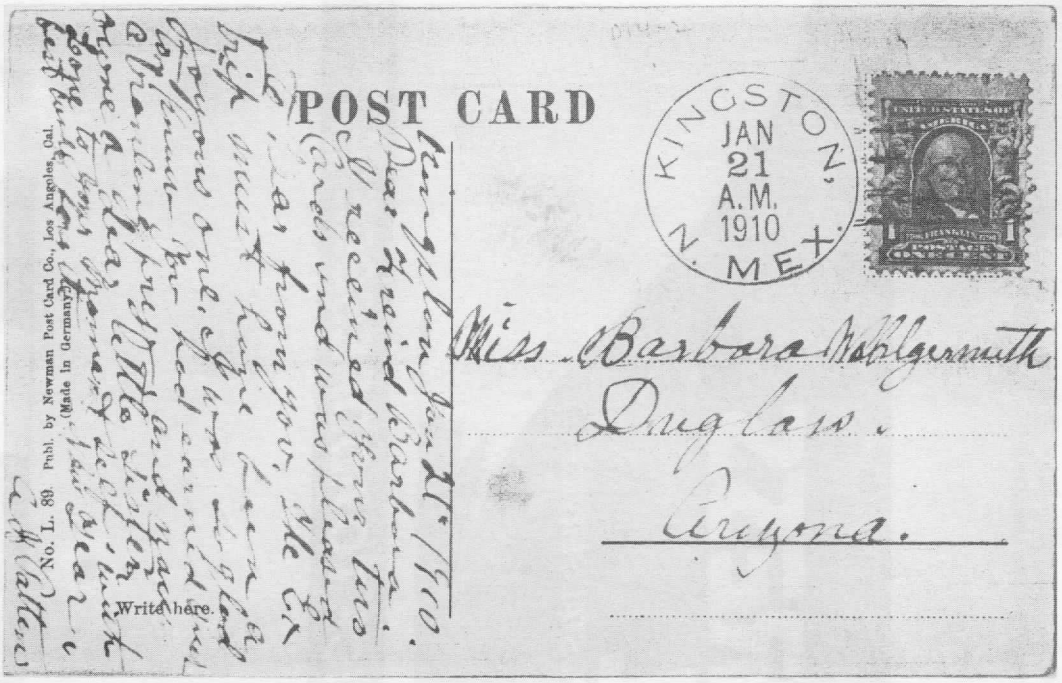
RETURN TO:

Postmaster at Lake Valley

County of Dona Ana

State of New Mex

Figure 1



POST CARD

KINGSTON, JAN 21 A.M. 1910 N. MEX.

Miss Barbara Hohlgemuth

Douglas.

Arizona.

Write here.

Publ. by Newman Post Card Co., Los Angeles, Cal. No. L. 89. (Made in Germany)

Figure 2

New Mexico Mining Camps: Kingston

By Thomas K. Todsen

Post offices that served the many mining camps in New Mexico form a large percentage of the offices authorized over the years. Only a few of them have survived, their lengths of operation running from the Jnaury to April 1895 duration for Azure to Silver City's 1871 to the present. Usually their demise resulted from the working out of the mines, though, in one instance, Santa Rita, the mine swallowed the town. Gold and silver were the most common reasons of the mining camps, but some were founded for copper, zinc, iron, turquoise, coal, et al.

In this series, we will continue the discussion begun in the Spring 1988 issue of *The Heliograph* with the note on Camp Monarch and in the Winter 1990 issue on Azure. Here we address the much larger camp of Kingston.

The upper Percha Creek area on the east side of the Black Range was extensively pros-pected in the late 1870s. Several of the prospects became working mines, one of which was named the Iron King. On August 6, 1882, Asa Barnaby set up a tent store near the Iron King. He had applied earlier for a post office to be named Kingston after mine. The office was authorized August 14, 1882. The real boom at Kingston began about the same time when, on August 16, Jack Sheddon found about a ton of rich silver float at his Solitaire claim. By October, the Black Range Townsite Company had surveyed and platted the town. Land previously selling for $25 per acre was going for $500 to $5,000 per acre. One "authority" claimed there were 1,800 people in the vicinity, but others said it was more like 300.

The first winter there was an outbreak of smallpox. A tent posthouse was set up by the town doctor, but things got out of control because there was no one to care for the patients. After seven people died, three women from the red light district offered to help. There were no further deaths, although one of the three came down with smallpox herself.

More strikes and more mines increased Kingston's attraction so that by March 1883 there were about 1,000 souls around. The area was also a hotbed of rustler activity, so much so that the State Militia was called that month, 50 men from Companies A and B coming up from Mesilla. Three of the rustlers were killed and the rest scattered, only to return when the militia left. After two years the townspeople and the local rancher put an end to several more rustlers and the rest left for good.

Kingston continued to grow, with 1888 being the peak year. At that time, Main Street had the Mountain Pride Hotel and the Percha Bank. There were nine lawyers, two doctors and a dentist. The town blacksmith was August Wohlgemuth. And there were three newspapers!

After this the town dwindled as the mines played out. By 1904, there were only a few hundred people left. Between 1880 and 1904, more than $6 million worth of silver came from the Kingston mines, but almost nothing thereafter. Still, the town held on and the post office operated until October 4, 1957. People still live in Kingston, mostly summer residents. There is no store, but the Black Range Lodge is open six months a year.

After Asa Barnaby, there were 13 more territorial postmasters in Kingston, ranging in tenure from James M. Moore's two months to Ida F. Prevost's eight years. Fifteen types of territorial postmarks are known, plus nine statehood

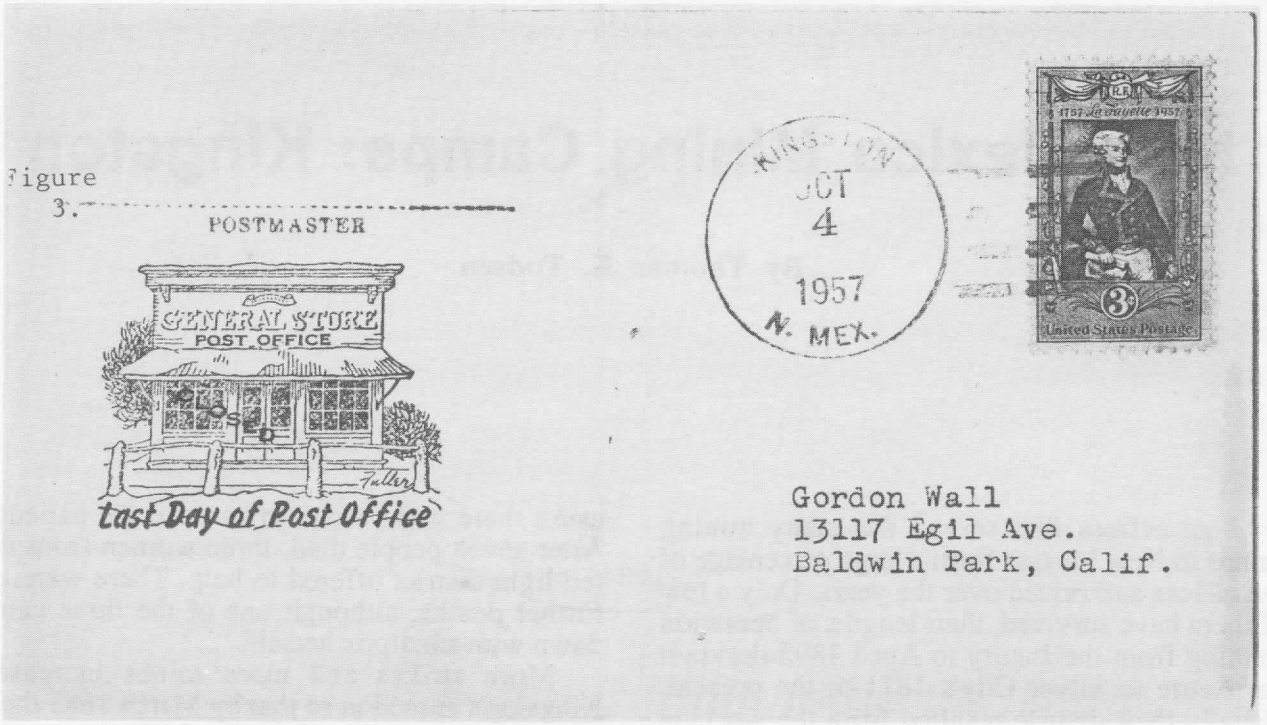


Figure 3

types. Figure 1 shows the earlist known Type 1, while Figure 2 is Type 15--note the addressee is Miss Barbara Wohlgemuth. She was the daughter of the town blacksmith mentioned above and was born in Kingston in 1890. I obtained the card from her in Douglas, Arizona, in 1980 when she was 90 years old, still spry and active in Douglas community affairs. Finally, Figure 3 is a Last Day marking, a good place to say "So Long" to Kingston.

PATENTS AND THE POST OFFICE

UNITED STATES PATENT OFFICE.

ABRAM C. MONFORT, OF PAWTUCKET, RHODE ISLAND, ASSIGNOR TO THE MONFORT STAMP AND ENVELOPE COMPANY, OF MAINE.

ENVELOPE-DISPENSING MACHINE.

SPECIFICATION forming part of Letters Patent No. 489,683, dated January 10, 1893.

Application filed September 8, 1892. Serial No. 445,366. (No model.)

To all whom it may concern:

Be it known that I, ABRAM C. MONFORT, a citizen of the United States, residing at Pawtucket, in the county of Providence and State of Rhode Island, have invented a new and useful Machine for Supplying Envelopes to Purchasers, of which the following is a specification.

My invention relates to that class of machines in which a coin is dropped into a prepared receptacle or slot, which coin, by its fall, sets in operation the mechanism within, and thus supplies the person dropping the coin, some more or less useful commodity, and the object of my invention is to furnish a machine which will, upon the introduction of a five cent piece, or such other coin as may be determined upon, release appropriate mechanism and enable the operator to receive one or more envelopes. This object is secured by the mechanism shown in the accompanying drawings, in which—

Figure 1 is a vertical view of the interior with the cover removed; Fig. 2 is a side view showing the coin tube, money drawer, and releasing mechanism; Fig. 3 is a vertical section through *x*—*x* of Fig. 1; and Fig. 4 is the release-bar or lever.

Similar letters refer to similar parts throughout the several views.

C, in Figs. 1 and 3, represents a wheel fixed to a horizontal axle, K—G, and free to be revolved, when properly released, in the sides of the exterior case A—B, Fig. 1.

S—T in Fig. 2 represents the tube down which the coin is dropped, S being the orifice of introduction.

To the rim C, of the aforesaid wheel, is attached a tangentially projecting pick-off shown at D, Fig. 3.

E, in Figs. 1, 2, and 3, is a curved receiver having its upper edge, partially removed as shown in Fig. 1, so as to permit the passage of the flap D in the revolution of the wheel C.

F and H in Fig. 3 represent heaps of envelopes, F being a pile in position, and H serving to supply the upper receptacle when the pile F is exhausted.

J represents the envelope holder, it consisting essentially of a stationary box provided with an inclined bottom and having its inner or stop-end next the cylinder of a height to hold the body part—of the envelope and yet permit the edge of the flap of the envelope, as shown in Fig. 3, to be exposed and to lie in the path of movement of the said pick-off, so that the latter as it is passing the envelope holder will enter behind the flap of the envelope and will pick off the endmost envelope of the pile of envelopes in the said holder.

R and P in Fig. 2 are respectively a ratchet and pawl, R being fixed to the axle K—G, so as to prevent the wheel C from being turned in a direction opposite that indicated by the arrow. J is a reservoir, holding the envelopes inclined as in Fig. 3, at F.

L in Figs. 1 and 2 is a collar fixed upon the axle G—K, and having a stop L, fitted to strike against and be stopped by the hook Y of the release bar Y—Z.

Y—Z, Figs. 1, 2, and 4, is a rigid bar pivoted at V, and having the end Z forked as seen in Fig. 4, so that the coin determined upon will slightly exceed in diameter the inner opening of the fork Z as shown in Fig. 4. The end Y is hooked so as to engage with the stop L, as shown in Fig. 2, when the machine is at rest.

W is a pin which prevents the lever Y Z from tipping too far when the machine is operated.

M is a drawer to receive the coin as it drops from the fork Z.

The operation of the machine is as follows:—The wheel C, Fig. 3, is in a state of unstable equilibrium on account of the flap D, and if free to move, would revolve in the direction of the arrow until the flap D came to its lowest point directly under the axle; it is held however by the hook Y in engagement with the stop L, as in Fig. 2. A coin of the proper denomination is now dropped into the orifice S, and falling down the tube T, it strikes the fork Z and turns it to release the stop L, the weight of the pick-off causing the wheel C to make a partial revolution, the purchaser continuing the revolution by means of the handle or knob G. As the wheel continues to revolve the pick-off D engages the flap O of the endmost envelope in the pile F, thus disengaging it from the pile and carrying it over the top of the wheel, until when the wheel is

(No Model.)

A. C. MONFORT.

ENVELOPE DISPENSING MACHINE.

No. 489,683. Patented Jan. 10, 1893.

Fig. 1.

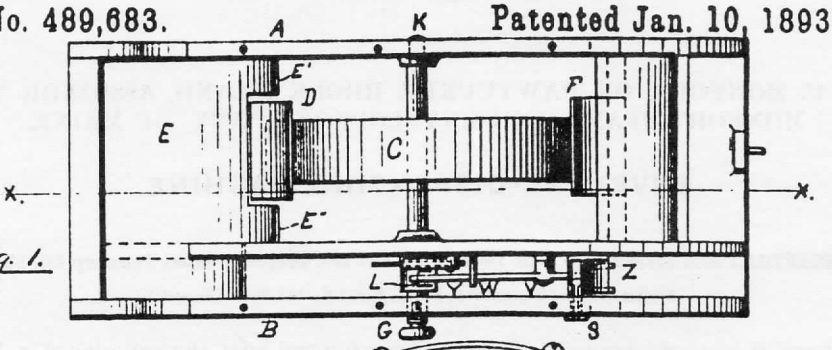


Fig. 2.

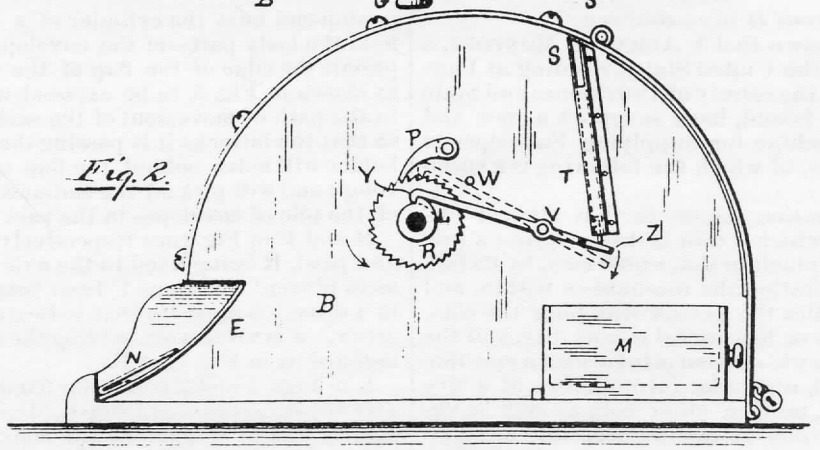
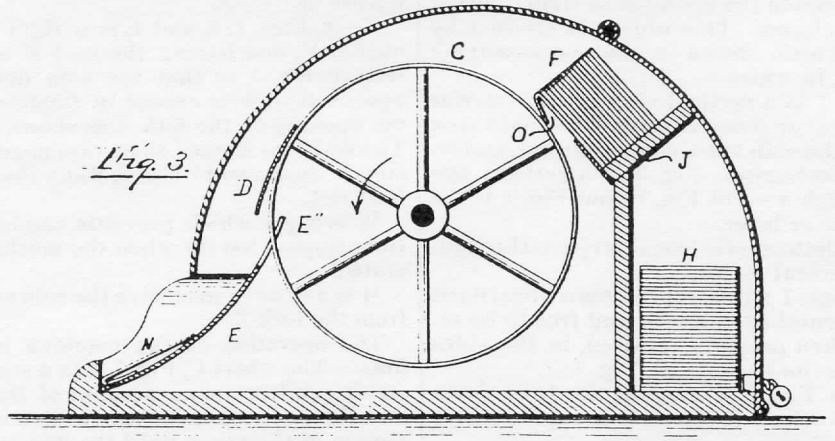


Fig. 3.

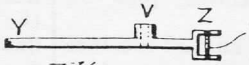


Witnessis.

William H. Potter

Edw. F. Tobie

Fig. 11.



Inventor.

Abram C. Monfort

by James L. Jencks

Atty.

in the position shown in Fig. 3, the envelope falls from the pick-off by gravity into the delivery chute E, the hook Y engages the stop L, and the machine is ready for subsequent operations. The coin, in the meantime, has fallen from the fork Z and is in the till M.

The pile of envelopes is so arranged that the flaps are all underneath, as shown in Fig. 3, and the removal of one enables another to come immediately into position.

The orifice S is just large enough to admit the proper coin, and the fork Z is of such size that a coin smaller than the one determined upon will pass through without releasing the wheel.

Having described my invention, what I claim as new and desire to secure by Letters Patent, is:—

1. In a machine for dispensing envelopes, a wheel provided with a pick-off extended from its periphery in a tangential direction; a receiver into which the pick-off delivers each envelope, and an envelope holder having its edge next the wheel shaped to engage the body of the envelope but to leave the flaps thereof exposed to the action of the pick-off, the latter entering between the flap and the body of the envelope and taking one envelope after another from the holder and delivering it, substantially as described.

2. In a machine for dispensing envelopes, a wheel provided with a pick-off extended from its periphery in a tangential direction; a receiver into which the pick-off delivers each envelope, and an envelope holder having its edge next the wheel shaped to engage the body of the envelope but to leave the flaps thereof exposed to the action of the pick-off, the latter entering between the flap and the body of the envelope and taking one envelope after another from the holder and delivering it; a stop; a co-operating releasing device, and a coin conducting chute whereby a coin of the proper character may move the releasing device and release the wheel to be moved, for the purposes set forth.

ABRAM C. MONFORT.

Witnesses:

FRANK E. CRAWFORD,

ALLEN W. CHATTERTON.

United States Patent [19]

Greason

[11] **3,807,771**

[45] **Apr. 30, 1974**

[54] **ADVERTISING INSERT**

[75] Inventor: **Craig P. Greason**, Huntington, N.Y.

[73] Assignee: **Graphos Techni-Services, Inc.**, Huntington, N.Y.

[22] Filed: **May 30, 1972**

[21] Appl. No.: **260,020**

[52] U.S. Cl. ..... 283/56, 40/126 A

[51] Int. Cl. G09f 23/00

[58] Field of Search ..... 281/15; 283/56, 60, 6, 283/62; 229/92.8, 70; 46/35; 206/45.29, 45.30; 273/155; 40/126 A, 125 R, 124.1

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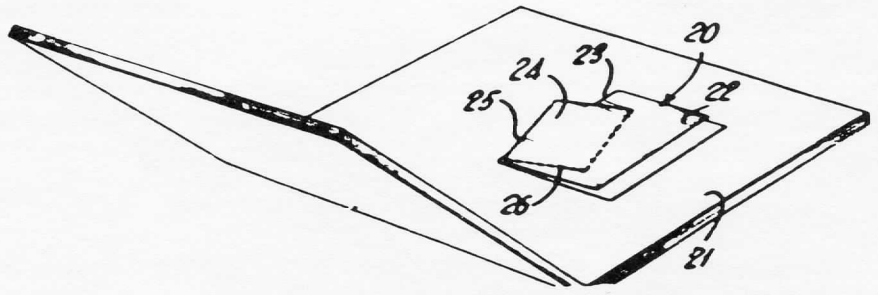
Primary Examiner—Lawrence Charles
Attorney, Agent, or Firm—Albert C. Nolte, Jr.; Edward B. Hunter; Charles B. Hamburg

[57] **ABSTRACT**

An advertising insert adapted to be inserted within the pages of a publication is comprised of a generally rectangular sheet of imprintable material. The sheet has a fold line extending between its sides, and a generally rectangular area extending across the fold line is separated from the sheet on one side of the fold line and joined to the sheet on the other side of the fold line by a perforated line. The area, however, is not folded when the sheet is folded along the fold line. The area thus projects beyond the sheet when the sheet is folded, to form an attention getting projection, and the area may be separated from the sheet along the perforated lines to serve as a reply card or coupon or the like.

5 Claims, 20 Drawing Figures



PATENTED APR 30 1974 3,807,771

SHEET 1 OF 4

Fig.1.

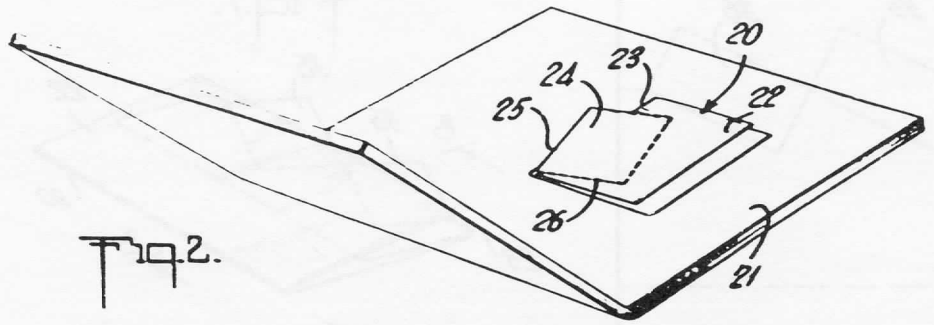


Fig.2.

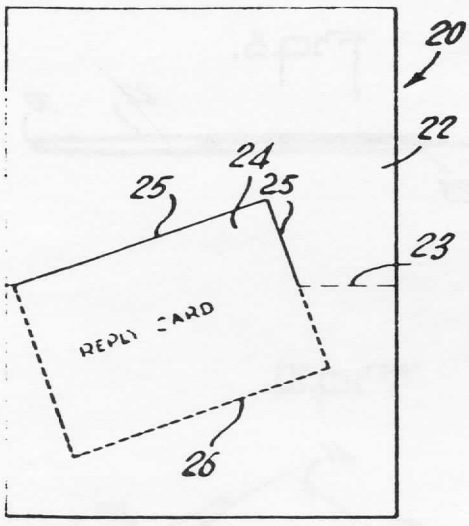


Fig.3.

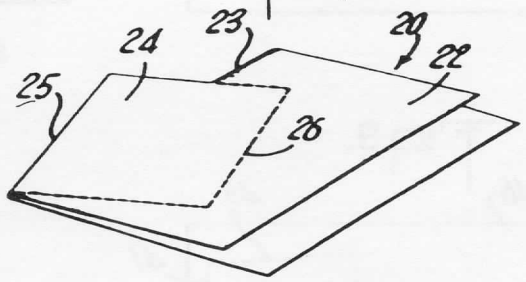


Fig.4.

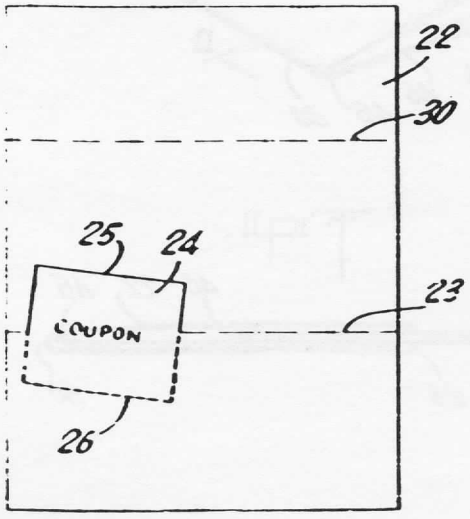


Fig.5.

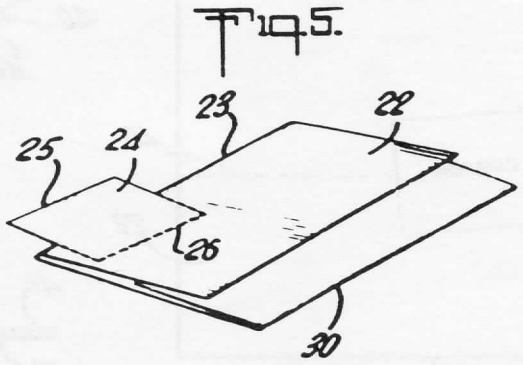


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Fig. 6.

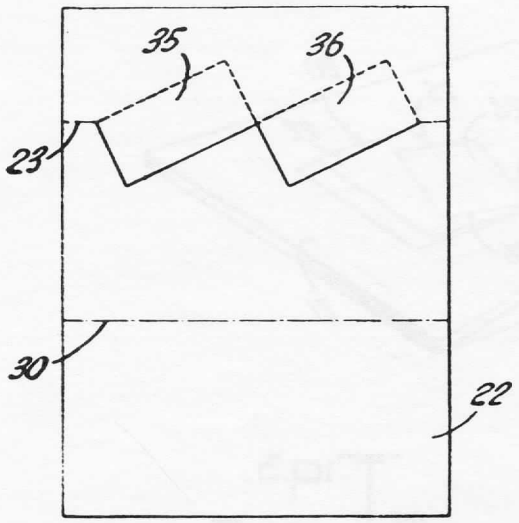

Fig. 7.

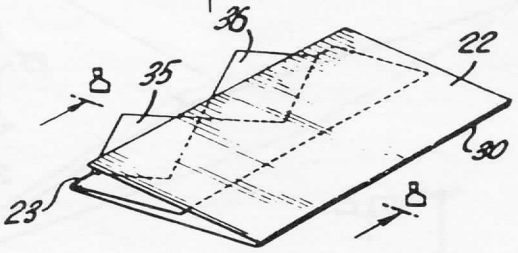

Fig. 8.

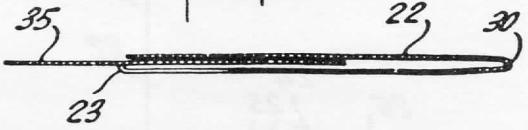

Fig. 9.

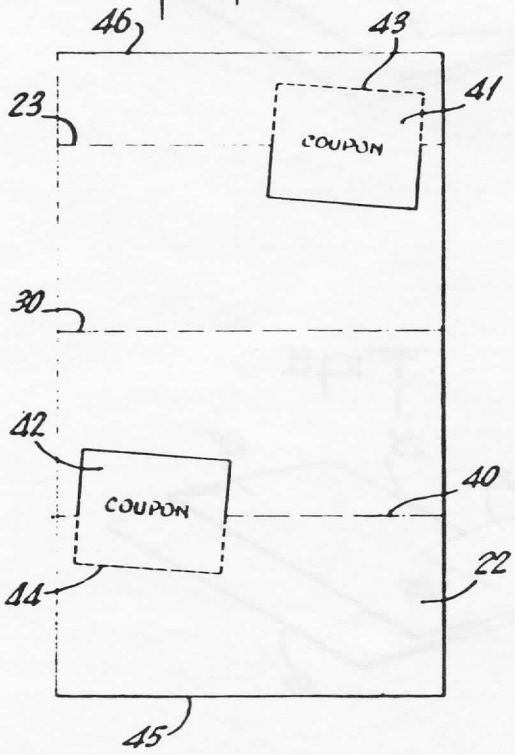

Fig. 10.

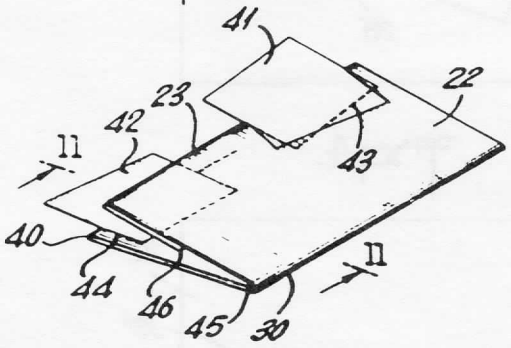

Fig. 11.

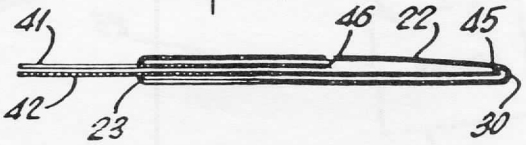

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Fig.12.

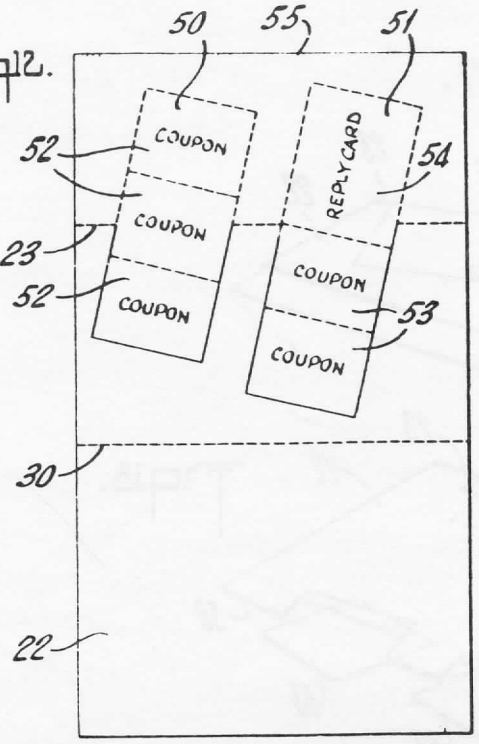

Fig.13.

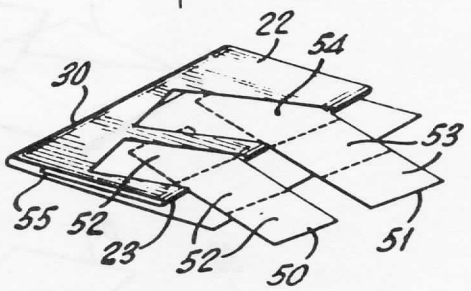

Fig.14.

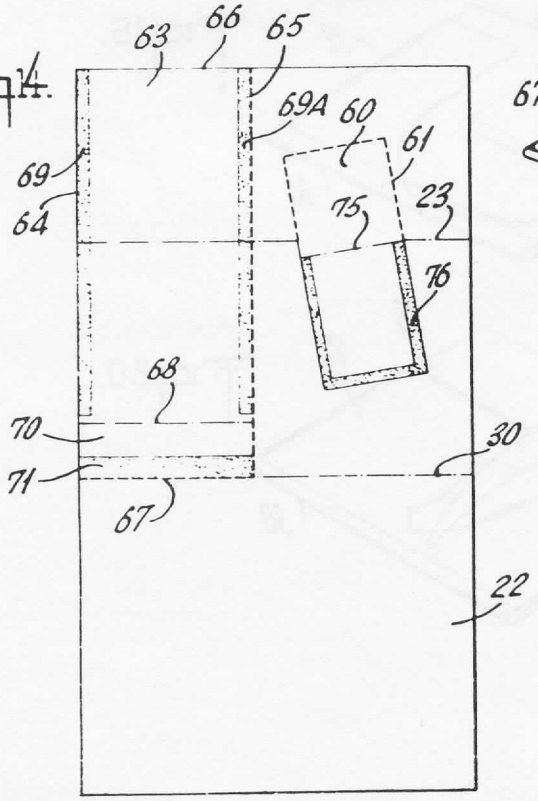

Fig.15.

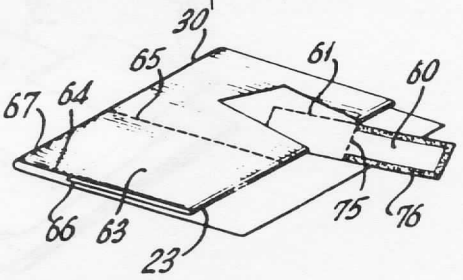

Fig.16.

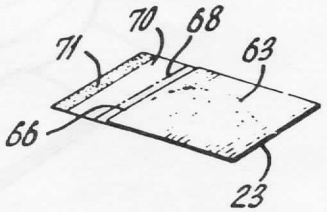

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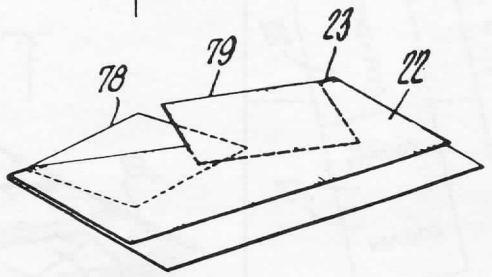
Fig.17.



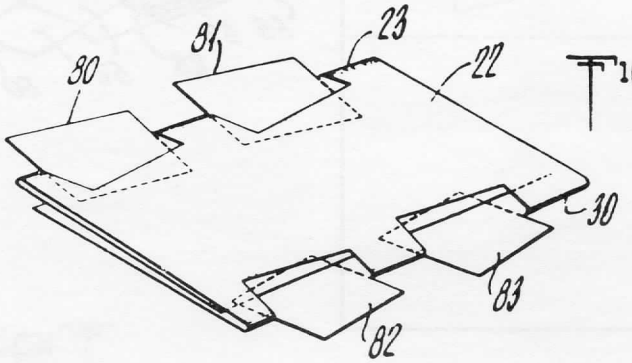


Fig.18.

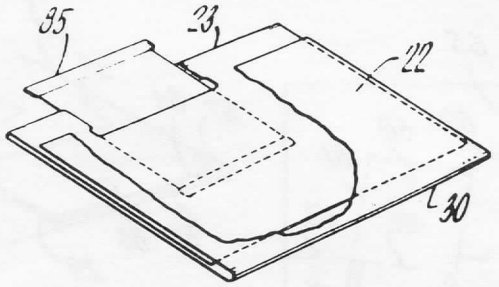


Fig.19.

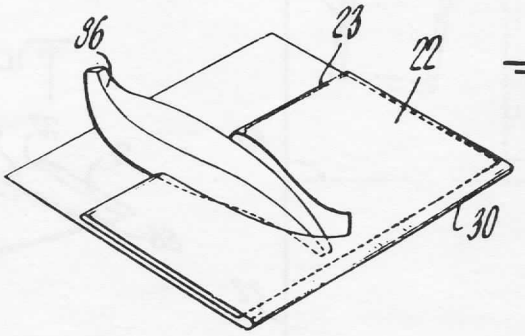


Fig.20.

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ADVERTISING INSERT

This invention relates to advertising inserts of the type that may be manually inserted in the pages of newspapers or magazines or the like, and is more particularly directed to inserts of this type which are provided with perforated lines for the separation of one or more parts thereof, for example coupons, envelopes or postcards. It will be appreciated, of course, that while the inserts according to the invention are primarily adaptable for manual insertion, this adaptability is essentially a matter of convenience since various known stuffing machines, if they are available, may also be employed with the insert of the invention.

In the past various techniques for distributing advertising material have been employed. For example, until quite recently, large volumes of advertising material, for example in the form of folded inserts, were separately mailed to various addresses in order to provide a wide distribution of the advertising material. This technique, although satisfactory from the standpoint of obtaining wide distribution, is subject to the varying costs of postage, so that increases in postal rates may render the technique uneconomical with respect to widespread distribution of advertising material on a nonselected basis. As a consequence, it is currently becoming more popular to distribute advertising material by way of other media which have wide distribution, such as newspapers, and magazines and the like.

In the distribution of advertising material in the form of inserts, in newspapers and magazines, the advertising inserts may be simply inserted between the pages of the magazine or newspaper, they may be nested within sections, for example, of a newspaper, or they may be bound in with the pages, for example, of a magazine. Techniques for inserting the material in the newspapers or magazines are well known. It is also well known that such inserts may have tear-out portions suitable for mailing as postalcards, tear-out portions which may be folded for use as envelopes, or tear-out portions that may be suitable as coupons, and that various samples of items to be marketed may be attached to the inserts.

When advertising material was distributed by way of individual envelopes through various mailing systems, the attention of the recipient was generally directed to the advertising material, since it was received separately, and required opening and generally at least cursory inspection of the material. The advertising material was thus exposed to the recipient at least to a reasonable extent. When advertising inserts are received by the purchaser of a newspaper or magazine, however, the recipient of the newspaper or magazine is interestd primarily in the magazine or newspaper itself, since this is the reason he purchased the item, and unless the advertising insert is distinctive, it may be automatically overlooked or discarded. This is particularly true with respect to newspapers, since the inserts generally employed are much smaller in size than the newspapers themselves.

While the concept of advertising display material having various nonrectangular configurations is known, for the purpose of drawing attention of potential customers to the material, this technique in the past has been generally unsuitable for simple advertising inserts, in view of the difficulty of cutting the material and the wastage of paper involved, since it must be remembered that in view of large distribution of the advertising material its unit cost must be very low. Consequently, in the past attention has been directed to the inserts primarily by such techniques as the coloring of the inserts or the distinctiveness of the printed material thereon.

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It is therefore an object of this invention to provide a simple economical advertising insert for a newspaper or magazine or the like, the insert being adaptable to manual or machine insertion, and having an eye catching configuration and usefulness that minimizes it being overlooked by the recipient of the magazine or newspaper.

Briefly stated, in accordance with the invention, an advertising insert is comprised of a generally rectangular sheet having at least one fold line. A generally rectangular area of the sheet is provided straddling the fold line, the portion of the area on one side of the fold line being entirely separated from the remainder of the sheet on that side thereof, and the portion of the area on the other side of the fold line being attached to the remainder of the sheet on that side thereof by perforations. The sheet is folded along the fold line except for that portion which extends through the above area, so that the area forms a tab extending from the sheet at the fold line. The tab may be formed as a postal card, coupon, or the like, adapted to be torn from the sheet along the perforation lines. The tab serves in addition, due to its projecting configuration, to attract attention to the insert. The sheet is provided with suitable advertising material, or the like, and additional fold lines may be provided, which may also have similarly formed tabs. The insert may be manually placed within the pages of the newspaper or magazine, or alternatively it may be inserted by machine. While the insert is particularly adaptable as a fall-out insert, it may also be nested within the newspaper or magazine if additional fold lines are provided on the sheet, and alternatively the insert may be bound, for example in a magazine. It is of course intended that neither the insert nor its projecting tabs extend beyond the edges of the newspaper or magazine in which it is inserted.

The invention will now be described more fully with reference to the accompanying drawing, in which

FIG. 1 is an illustration of an insert according to the invention inserted within the pages of a newspaper;

FIG. 2 is a top view of one embodiment of an insert according to the invention, prior to folding;

FIG. 3 is a view of the insert of FIG. 2 in its folded condition;

FIG. 4 is a view of an insert according to another embodiment of the invention, in unfolded condition;

FIG. 5 is a view of the insert of FIG. 4 in folded condition;

FIG. 6 is a view of still another insert according to the invention, in unfolded condition;

FIG. 7 is a view of the insert of FIG. 6 in folded condition;

FIG. 8 is a cross-sectional view of the insert of FIG. 7 taken along the lines 8—8;

FIG. 9 is a view of still another insert according to the invention, in unfolded condition;

FIG. 10 is a view of the insert of FIG. 9 in folded condition;

FIG. 11 is a cross-sectional view of the insert of FIG. 10 taken along the lines 11—11;

FIG. 12 is a view of a still further embodiment of an insert according to the invention, in unfolded condition;

FIG. 13 is a view of the insert of FIG. 12 in folded condition;

FIG. 14 is a view of still another insert according to the invention, in unfolded condition;

FIG. 15 is a view of the insert of FIG. 14 in folded condition;

FIG. 16 is a view of an envelope separated from the insert of FIG. 14;

FIG. 17 is a view of another modification of an insert according to the invention;

FIG. 18 is a view of still another insert according to the invention;

FIG. 19 is a view of a further insert according to the invention; and

FIG. 20 is a view of a still further insert according to the invention.

Referring now to the drawings, and more in particular to FIG. 1, therein is illustrated a folded advertising insert 20 according to one embodiment of the invention, inserted within the pages of a publication or journal such as newspaper 21 or the like. While the insert 20 is illustrated as being merely placed within the pages of the newspaper 21, it will be apparent that in some embodiment of the invention which include more than one fold line, such as the insert of FIG. 12 and 13, the insert may alternatively be placed with one of the folds nested between sections of the newspaper. It is also possible, in accordance with the invention, that the insert may be stapled or bound in with a publication, for example in a magazine or the like.

While the insert 20 of FIG. 1 is primarily adapted to manual insertion, for example by a newspaper dealer in a given locality, if desired, inserts of the form according to the invention may also be inserted by suitable stuffing machines. The manner of placing the insert in the publication, whether it be of the fall-out type, nested type, or bound-in type, does not form a part of the invention.

One embodiment of an advertising insert in accordance with the invention is illustrated in FIGS. 2 and 3, with FIG. 2 illustrating the unfolded insert, and FIG. 3 showing the insert when it is folded preparatory to insertion within the pages of a publication. As shown in FIG. 2, the insert is comprised of a sheet 22 of a material, such as cardboard, upon which advertising messages can be imprinted. The sheet 22 may be of any conventional material for this purpose, preferably, for purposes as will be apparent from the following discussion, of a quality and thickness to permit portions thereof to be accepted in the mails.

The sheet 22 is preferably generally rectangular, and has a fold line indicated at 23 extending generally normally between a pair of sides of the sheet. A generally rectangular area 24 of the sheet extending across the fold line 23 is severed from the sheet 22 on one side of the fold line 23, as indicated at 25, and the area 24 is connected to the sheet 22 on the other side of the fold line 23 by a perforated line indicated at 26.

The sheet 22 is then folded along the fold line 23, as illustrated in FIG. 3, the folding of the sheet however not extending through the area 24, so that the edge 25 of the area 24, being separated from the sheet, extends beyond the fold line 23. In this form the insert may be placed within the pages of a publication, as illustrated in FIG. 1. The area 24, projecting from the edges of the insert, attracts attention to the insert.

The area 24 may be in the form of a reply card, which can be readily separated from the sheet 22 along the perforated line 26 for mailing. Alternatively, of course, the area 24 may also be a coupon for advertising purposes. The sheet 22 may be imprinted with any suitable advertising messages, and if the area 24 is in the form of a reply card, the return address and other information may of course be imprinted thereon.

In the arrangement of the invention illustrated in FIG. 4, the insert may be provided with an additional fold line 30 extending between the sides of the sheets 22, the completed insert being folded along the line 30 as illustrated in FIG. 5. While the area 24 is indicated in FIG. 4 as comprising a coupon, it is apparent that this area may also comprise a reply card as in the arrangement of FIG. 2. As illustrated in FIG. 4, the severed side 25 of the coupon area 24 includes one complete side of the area 24, as well as portions of two adjacent sides, while in the arrangement of FIG. 2 the severed side included one complete side of the area 24 and a portion of only one other adjacent side. THe separable portion of the insert may thus be aligned in any manner desired with respect to the edges of the sheet 22, and the relative lengths of the severed and perforated edges may be selected as desired, so that the area 24 serves its desired purpose in attracting attention to the insert, as well as functioning as a reply card or coupon or the like.

In the arrangement of FIGS. 6 through 8, the sheet 22 is provided with a pair of fold lines 23 and 30 as in the arrangement of FIGS. 4 and 5, although FIGS. 6 through 8 illustrate that a plurality of separable extension areas 35 and 36 may be provided on the sheet. Thus, the areas 35 and 36 are positioned with their diagonals generally along the fold line 23, the extensions of the areas between the two fold lines 23 and 30 being severed from the sheet, and the opposite sides thereof being connected to the sheet 22 by perforated lines. This sheet may be folded, as indicated in FIGS. 7 and 8, with the first fold being made alog the line 23, and the second fold being made along the line 30, so that the end of the sheet not bearing the areas 35 and 36 overlies the perforated lines. In this arrangement, the folded insert is opened to expose the perforated portions of the separable areas, and the separable areas 35 and 36 may be either reply cards or coupons, or combinations thereof.

In the arrangement of FIGS. 9–11, the sheet 22 is provided with the fold lines 23 and 30, as in the arrangement of FIG. 4, and is also provided with an additional fold line 40 extending between the sides of the sheet 22 on the side of the fold line 30 opposite the fold line 23. In this arrangement, one coupon or reply card 41 is provided extending across the fold line 23, and a second coupon or reply card 42 is provided extending across the fold line 40. As in the previous embodiment of the invention, each of the coupons 41 and 42 is separated from the sheet 22 on one side of the respective fold line, and connected to the sheet 22 on the other side of the respective fold line by perforated lines as indicated at 43 and 44 respectively. As illustrated in FIGS. 10 and 11, the sheet 22 may then be folded along the lines 23 and 40, with a subsequent fold being made along the fold line 30 so that the ends 45 and 46 of the sheet are folded within the insert.

In a further embodiment of the invention, as illustrated in FIGS. 12 and 13, one or more separable areas, such as the areas 50 and 51 may be provided extending across the fold line 23, the areas 50 and 51 being separated from the sheet 22 on one side of the fold line and connected thereto on the other side by perforated lines. In this arrangement, additional perforated lines may be provided extending between the sides of the areas 50 and 51, so that each of the areas may be subdivided into a plurality of coupons or return cards or both. Thus, the area 50 is illustrated as being separable into three coupons 52, while the area 51 is illustrated as being separable into a pair of coupons 53 and a reply card 54. It will be obvious, of course, that any combination of coupons or reply card or the like may be provided. As in the arrangement of FIG. 4, the sheet 22 may initially be folded along the line 23, the sheet 22 then being folded along the line 30 so that the end 55 of the sheet adjacent the perforated areas is within the assembly. The folded configuration of the arrangement of FIG. 12 is illustrated in FIG. 13.

In a still further embodiment of the invention, as illustrated in FIGS. 14 and 15, the sheet 22 is provided with fold lines 23 and 30 as in the arrangement of FIG. 4, and a return card or coupon area 60 is provided extending across the fold line 23, the area 60 being separated from the sheet 22 between the two fold lines 23 and 30, and connected thereto by perforated lines 61 on the opposite side thereof. In the folded configuration of this insert, as illustrated in FIG. 15, the sheet may be first folded along the line 23, with a subsequent fold being made along the line 30 to cover the perforated area of the insert.

In addition, in the arrangement of FIG. 4, a further area 63 is provided extending across the fold line 23, the area 63 being generally rectangular and extending no further than the fold line 30. The area 63 extends from one side 64 of the sheet to a perforated line 65 parallel to the edge 64. The area 63 also extends from the end 66 of the sheet 22 closest to the fold line 23, to a second perforated line 67 parallel with the edge 66, the perforated line 67 being no further from the edge 66 than the fold line 30. An additional fold line 68 is provided in the area 63 parallel to the edge 66, and in the proximity of the perforated edge 67. The area 63 is intended to serve the purpose of a return envelope, and for this purpose a layer 69 of adhesive is provided along the side 64 between the end 66 and the fold line 68, and a second layer 69A of adhesive is provided along the perforated line 65 between the end 66 and the proximity of the fold line 68. As a consequence, when the insert is folded along the line 23, as illustrated in FIG. 15, the fold 23 extending across the area 63, a pocket is formed. The resultant structure has a tab 70 between the fold line 68 and the perforated line 67, and a layer 71 of re-moisten adhesive is provided on this tab to permit sealing of the envelope when separated from the sheet 22 as illustrated in FIG. 16. The area 63 is of course provided with a return address, and is sealed by folding along the line 68 to hold the flap 70 over the open end of the pocket formed in the structure. If desired, the area 60 may form a coupon or information card to be filled out to be inserted within the envelope for return to the advertiser.

In an alternative construction of the area 60 of FIG. 14, the area 60 may have a central fold line 75, with the edges of the area on one side of the fold line being provided with an adhesive 76, so that the area 60 may be removed from the sheet 22, folded along the line 75, and sealed with the adhesive to form a sealed return envelope.

In a still further embodiment of the invention as illustrated in FIG. 17, wherein the modified insert is illustrated in folded form, the sheet 22 is folded along the fold line 23 and has two areas 78 and 79 which extended across the fold line 23 in unfolded condition, each of the areas 78 and 79 being separated from the sheet 22 on one side of the fold line and joined to the sheet 22 on another side of the fold line. As distinguished from the inserts of FIGS. 6–8 and FIGS. 12–13, however, the two areas 78 and 79 are separated from the sheet 22 on opposite sides of the fold line and are thereby connected to the sheet 22 by perforated lines on opposite sides of the fold line. As a consequence, the two areas 78 and 79 extend from the folded sheet in the same direction, and may appear to be overlapping as shown in FIG. 17.

In the arrangement of FIG. 18, the sheet 22 is provided with fold lines 23 and 30 as in the arrangements of FIGS. 6–8 and FIGS. 12–13, and a pair of areas 80 and 81 are provided extending from the fold line 23 in a manner similar to that of FIGS. 6–8 and 12–13. In addition, similar extending areas 82 and 83 extending from the fold line 30 and attached to the sheet in the same manner as the areas 80 and 81. The insert of FIG 18 thus has areas extending from two edges thereof. It will be obvious of course that the number of extending areas may be varied as desired, and the configurations of the extending areas may be varied as desired, for example the areas may be of any of the previously disclosed arrangements.

In the arrangement of FIG. 19, an insert is provided of the general form illustrated in FIGS. 4 and 5. In this arrangement, however, the area 85 extending from the fold line 23 is in the shape of a particular product, for example, a can. This area 85 may of course be connected to the sheet 22 by perforated lines to permit its separation, for example, for use as a coupon.

In the arrangement of FIG. 20, an insert is provided of the general configuration of that of FIG. 19, the insert being provided with an extending region 86, in the same manner as that of FIG. 19, but in the form of a different type of product. For example, as illustrated in FIG. 20, the extending area 86 is in the form of a banana, for advertising such product. It will of course be apparent that the extending areas of the insert according to the invention may thus be in any form desired, to attract attention, for example, to a particular product being advertised, and that such areas may be joined to the sheets 22 by perforated lines for separation, for example for use as coupons or the like.

While as above discussed the insert is primarily adaptable to hand stuffing operations, it is also contemplated that it may be specifically adaptable to various automatic operations. For example, particularly in the modifications of the invention in which the postal card or coupon extend only from one edge, the opposite edge may be provided with a row of pin holes for automatic feeding, the row being parallel to the edge, and a perforated line may also be provided so that the strip of the sheet with the pin holes may be separable. In this form, the insert may be formed from a continuous sheet of stock with automatic equipment, which functions to provide the necessary cut and perforation lines, as well

as printing and folding of the insert, and the automatic equipment may feed the insert into a suitable bin in accordian folded fashion, with perforated lines between adjacent inserts, to permit the stacks of inserts to be employed in automatic feeding equipment. In this arrangement, gum drops may be provided on the sheets to hold the folded parts of the insert together to facilitate their use in automatic feeding equipment. Conventional automatic feeding equipment, such as Apollo "Add-A-Card" insertors, manufactured by Custom Built Machinery Company of York, Penn., may be employed for this purpose. The strips of the insert having pin holes, as above noted, may also be provided with an adhesive, so that the automatic feeding equipment may, if desired, apply the insert by such adhesive to a particular cover or page of a journal.

While the invention has been described with respect to a limited number of embodiments, it is apparent that many variations and modifications may be made therein without departing from the spirit or scope of the invention. For example only, additional fold lines may be provided in the advertising insert sheet, and additional separable areas either projecting or not projecting from the insert may be provided. The sheet may also additionally carry samples of the advertisers commodity attached thereto. It is therefore intended in the following claims to cover each such variation and modification as falls within the true spirit and scope of the invention.

What is claimed is:

1. An advertising insert adapted to be inserted between the pages of a multi-page journal for distribution, said insert comprising a sheet of a material capable of being impressed with printed matter, said sheet having at least one fold line, a first part of said sheet extending across said fold line forming an area that is fully separated from said sheet on one side of said fold line and joined to said sheet on the other side of said fold line by a perforated margin, a second part of said sheet extending across said fold line forming an area that is fully separated from said sheet on said other side of said fold line and joined to the sheet on said one side of the fold line by a perforated margin, the portion of said sheet only outside of said areas being folded along said fold line whereby the fully separated portions of said areas extend beyond the remainder of said sheet at said fold line, said areas abutting one another along at least portions of said fully separated parts thereof prior to folding about said fold line.

2. The advertising insert of claim 1 wherein said sheet is generally rectangular, and said fold line extends transversely across said sheet between the sides thereof.

3. The advertising insert of claim 1 when said areas are both generally rectangular, and at least one full side and a portion of another side of each of said areas is separated from said sheet.

4. The advertising insert of claim 1 wherein said areas each form a reply card, and include a return address thereon.

5. The advertising insert of claim 1 wherein said areas each comprises a coupon adapted to be separated from said sheet along said perforated lines.

* * * * *

Editor's Message

The Postal History Foundation was good enough to invite me, at the Foundation's expense, to attend the Foundation's exhibiting seminar on Jan. 21 and ARIPEX Jan. 22-24. The entire show was a lot of fun, but for those of us who belong to the Postal History Foundation and/or its fundraising organization, the Arizona Philatelic Rangers, the highlight of the show was the Rangers dinner the evening of Jan. 22.

That night, it was announced to what became a standing ovation, that two Tucsonans (as the locals call themselves), Blaine and Betsy Slusser have donated to the Foundation the cost of a new library, to be built onto the Foundation's current structure on the north side at a cost estimated to be about $200,000! This must be one of the largest cash donations ever made to any philatelic organization in the U.S., and the entire hobby should give the Slussers a standing round of applause.

Those who haven't been to the current Postal History Foundation building, or at least not recently, may think that the Foundation is lucky to have already have had its own building; after all, few other philatelic organizations do. But not only will the Foundation be able to use a new library wing, it desperately needs one. Much of the Foundation's library sits in boxes, and my first tour of the building, three years ago, showed me clearly that every nook and cranny was filled — closets, bathrooms, you name it.

Many other pieces of news came out the Rangers dinner at ARIPEX, one at which I believe and unprecedented number of new Rangers picked up their badges — about 20 of them! (The dinner itself was the largest ever, with about 160 people in attendance!) Richard Drews announced that World Columbian Stamp Expo 92 has donated $2,500 of its proceeds to the Postal History Foundation, Richard Drews threw in another $500 ($300 of which via the Fran Jennings Memorial Fund), and a hat passed around the room raised another $433, also in the name of Fran Jennings. (The next day, at the Foundation's lunch, it was announced that Linn's Stamp News has donated an additional $500 to the Foundation.) Finally, it also was announced that Clyde Jennings has been elected to the Board of Directors of the Arizona Philatelic Rangers.

I also must say a few words about the exhibiting seminar. I had never been to the Postal History Foundation's exhibiting seminar before, and frankly had heard little about it. I would highly recommend it. With presentations from top experts such as Clyde Jennings, Bill Bauer, and Bud Sellers, it presented orally and in writing, a great deal of information in a little time. It was accessible to people who have never exhibited before, such as the man sitting to my right that day, as well as being informative for everyone. I have sat through seemingly countless numbers of exhibiting and judging seminars at national and international shows, yet I learned a few things. Bud gave an excellent presentation on how international shows are judged. Andy Leavitt presented some seldom-head ideas and perspectives on planning and otherwise preparing to collect for the purposes of exhibiting — with or without help from professional agents and consultants such as himself. Finally, Dan Walker emphasized more strongly than I had ever head the evolution of judging criteria to emphasize "knowledge" over "research." It certainly makes sense. There is little research, as in "original research," being done these days in philately from primary sources such as letters, documents, diaries, newspapers, etc.,; most so-called "philatelic research" actually consists only of exhaustive searches of information already published in history, geography and philatelic books and journals. I think the term "personal knowledge" is redundant, however, as if a few select exhibitors would not only hire someone else to prepare their exhibit but also pay that person to be knowledgeable on the area while they remained willfully ignorant.

Finally, I would like to announce that after discussions with Betsy Towle, we have decided that The Heliograph henceforth will be a journal for all U.S. postal history, not just the Southwest. We believe this is in keeping with the Postal History Foundation's national membership, national importance and national outlook. Therefore, articles that may not have seemed appropriate for The Heliograph before now may be.

We welcome your comments, questions and suggestions about The Heliograph, as well as article ideas, outlines, early or completed drafts. You can mail them to me at Box 08509, Milwaukee, WI 53208-0509. Thanks — Dane S. Claussen.

This issue of *The Heliograph*
celebrates the contributions of
Clyde Jennings
to the work of
The Postal History Foundation
and the
Arizona Philatelic Rangers.
He has been a friend to
philatelists everywhere.