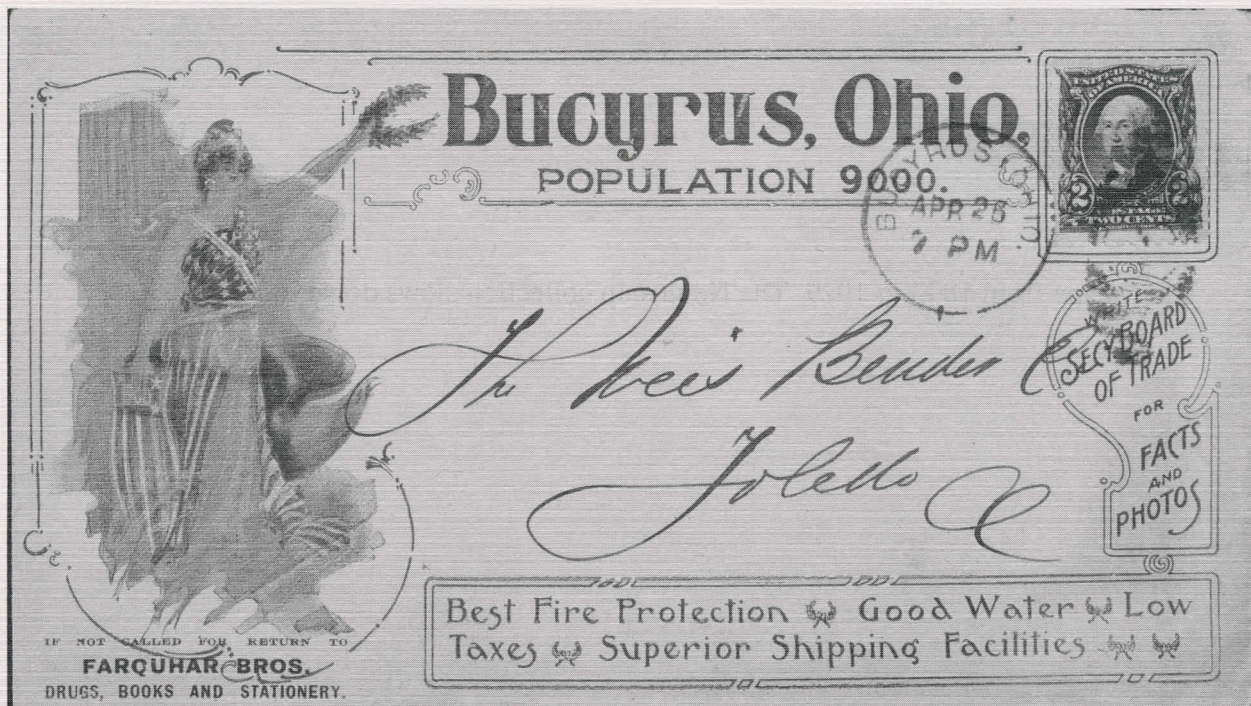


THE HELIOGRAPH



The Postal History Foundation

FALL 1993 ISSUE

VOLUME 7 NO. 3

THE HELIOGRAPH

VOLUME 7 NUMBER 3 (Whole Number 27)

Fall 1993

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COMMUNITY ADVERTISING COVERS

Catalogued by

THE POSTAL HISTORY FOUNDATION

Tucson, Arizona, 1993

DESCRIPTION:

During the late nineteenth and early twentieth centuries, cities, towns, counties and states used their outgoing mail to advertise their attributes. The advertising was intended to add population, commerce or industry, attract tourists, or to publicize a particular event. It was accomplished by using printed envelopes, often embellished with drawings or photographs and sponsored by some civic minded group or, in a few instances, by an individual, business, or newspaper.

The descriptive text was often flowery, exaggerated verbiage which extolled the virtues of the community's location, transportation access, existing commerce, climate, agricultural opportunities, utilities, schools, and other cultural amenities. The availability of an "unending supply" of water and other natural resources were not unheard of. This language was indigenous to the times and obviously not subject to the scrutiny that it might be today.

CATALOG:

In late 1992, The Postal History Foundation received a donation of a collection of Community Advertising covers from Charles Nettleship Jr., a long time member. Since there is no known cataloging of such a specialized collection, the Foundation has put together a descriptive summary of all of these covers in an attempt to document a historical philatelic activity.

The collection consists of 1204 covers, including 145 (12%) photocopies from all of the fifty states except Hawaii. The geographical distribution is as follows; 43% Midwest, 30% East, 20% West (includes Alaska), and 7% South. The preponderance of covers are from the 1901-1910 time period with the earliest 1800, and the latest 1975. The non-sponsored or what are classed as "Community" covers amount to 54% of this collection, covers sponsored by civic organizations 35%, individual or "Agent" sponsorship 10% and those advertising an event 1%.

The following pages list the covers alphabetically by state and by community. The category headings were chosen to adequately describe each cover and to allow some measure of statistical analysis. Each category is believed to be self-explanatory with a more detailed narrative description at the end of each listing.

COMMUNITY ADVERTISING COVERS

Statistical Analyses

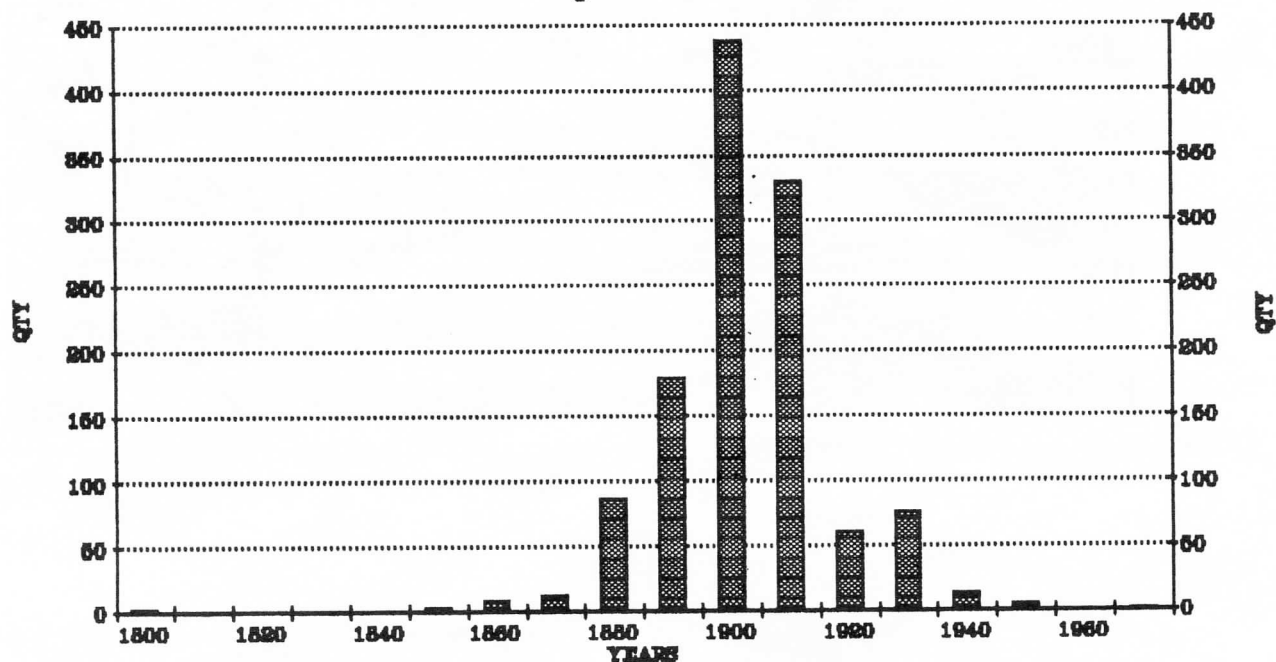
<u>Type</u>	<u>Sponsor</u>	<u>Qty</u>	<u>%</u>
Community		647	54
Civic Organizations			
Board of Trade		162	14
Commercial Club		156	13
Chamber of Commerce		76	6
Business Men's Club		57	5
Civic Club		13	1
Improvement Club		11	1
Agent		115	10
Event		16	1

<u>Geographical Area</u>			
East 29.5%		West 20.3%	
<u>State</u>	<u>Qty</u>	<u>State</u>	<u>Qty</u>
Connecticut	3	Alaska	3
Delaware	1	Arizona	15
Maine	33	California	69
Maryland	3	Colorado	26
Massachusetts	63	Idaho	1
New Hampshire	14	Montana	6
New Jersey	22	Nevada	0
New York	58	New Mexico	29
Ohio	48	Oregon	13
Pennsylvania	55	Texas	46
Rhode Island	2	Utah	0
Vermont	49	Washington	29
		Wyoming	5
South 7.3%		Midwest 42.7%	
<u>State</u>	<u>Qty</u>	<u>State</u>	<u>Qty</u>
Alabama	4	Illinois	51
Arkansas	15	Indiana	25
Florida	23	Indian Terr.	2
Georgia	6	Iowa	77
Kentucky	7	Kansas	53
Louisiana	10	Michigan	76
Mississippi	1	Minnesota	41
North Carolina	1	Missouri	30
South Carolina	6	Nebraska	30
Tennessee	7	North Dakota	16
West Virginia	2	Oklahoma	13
Virginia	5	South Dakota	18
		Wisconsin	75

COMMUNITY ADVERTISING COVERS

Statistical Analyses

Chronological Distribution



<u>Years</u>	<u>Qty</u>
1800-1809	1
1810-1819	2
1820-1829	0
1830-1839	0
1840-1849	0
1850-1859	3
1860-1869	8
1870-1879	13
1880-1889	87
1890-1899	178
1900-1909	438
1910-1919	330
1920-1929	61
1930-1939	76
1940-1949	14
1950-1959	5
1960-1969	0
1970-1979	1

If not called for in Ten Days, return to

J. D. VANDEVENTER,
AGENT,
Louisville and Great Southern Railroad,
No. 4 Commercial Row,
Huntsville, Alabama.

HUNTSVILLE is situated in the Northern part of Alabama, on the Memphis and Charleston railroad. A railroad from St. Louis to the Atlantic sea-board via Huntsville will soon be commenced, and several other roads are contemplated. Huntville is the largest city in North Alabama, and the business center of that part of the State. Its climate is healthful and delightful. Extreme cold is never known, and the summers are free from extreme heat. It is becoming a resort for invalids from the North. No sectional prejudices, as the city is growing by immigration from all sections of the country. Its schools are equal to the best. It has a Female College a Female Seminary, two high schools for boys, besides No. 1 free schools. It has churches of every denomination, good hotels and newspapers. It has several manufacturing establishments in operation, and others are contemplated. An excellent farming country surrounds it. (North Alabama presents more and better inducements to the farmer than any other section in the United States). City property, and farms in the vicinity can be bought or rented cheap. Present population, 6,500, and increasing.

Stamp: HUNTSVILLE ALA. JAN 23 1877

Postage: 3 CENTS

Handwritten: Hon J D Vandeventer Washington D C

FOR INFORMATION IN REGARD TO NORTH ALABAMA,

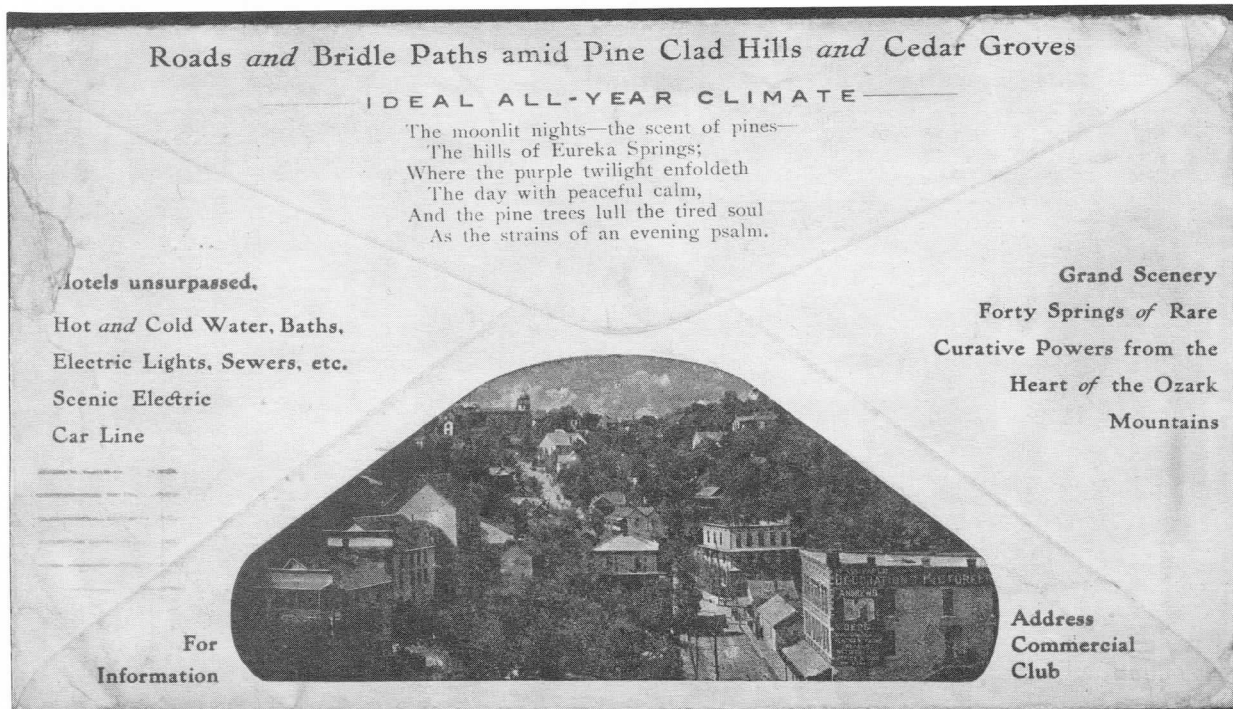
APPLY TO

North Alabama Land Company and Agency,

HUNTSVILLE, ALA.

JOHNSTON, VANDEVENTER & CO.

BAUER



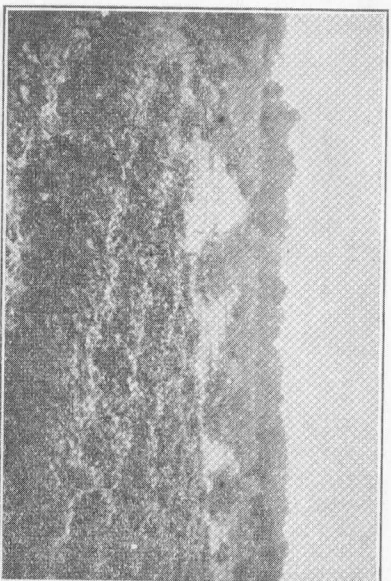
SEITZ MERCANTILE COMPANY
Dry Goods, Shoes, and Clothing
Green Forest, Arkansas



*Endicott Johnson Corp.,
St Louis mo,*

Small text at the bottom of the envelope flap.

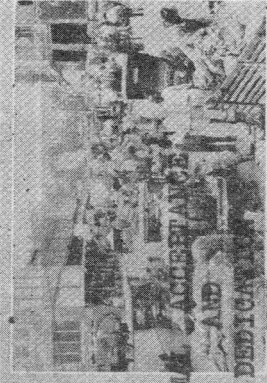
Our Tomatoes are known throughout the country for excellent quality. Hundreds of cars are shipped from our section each season. Twenty-five canning factories are used in our vicinity in preserving fruit, employing hundreds of people.



Our apples and grapes have taken state and national prizes for superior flavor. Numbers of cars are shipped annually. Fishing and hunting are exceptionally good.

Thoroughbred dairy cows, hogs and poultry make one of the principal sources of revenue which passes through our National bank the year round. An abundance of feed of all kinds is raised in addition to fine pasturing.

We Challenge the World in Diversified Farming and Low Cost of Living.
Green Forest, Arkansas, Heart of the Ozarks. Healthy climate.
Fine water. 1,349 feet above sea level.

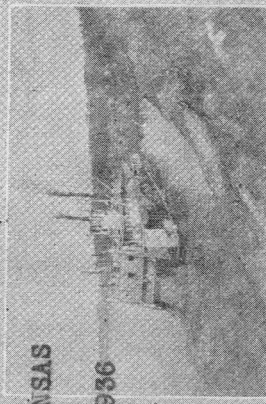


FORMER ACCEPTANCE
AND
DEDICATION

NEW STEEL KENE IN MORRILTON
UNITED STATES STEEL STOCK CENTER...
POST OFFICE

MORRILTON ARKANSAS

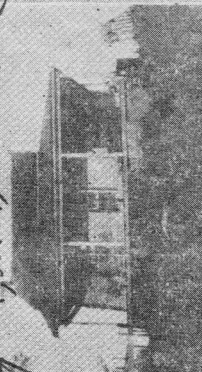
DECEMBER 29, 1936
GLORIOUS PAST...
STEAMBOAT AT
LEWISBURG LANDING
1905



CEDAR
FALLS
ONE OF
NATURE'S
PICTURESQUE
SCENES



LOCATED
IN THE
PETIT
JEAN
STATE
PARK



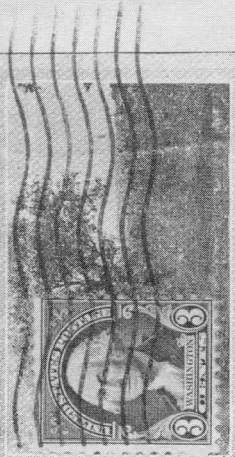
FIRST HOME OF
E.J. MORRILL...
FOUNDER OF
MORRILTON AT
LEWISBURG LANDING
1840

*John J. Mac Hale
6 Canard Court
Belmont, N.S., Canada*

VISIT
CONWAY COUNTY
Arkansas
JUNE

PETIT JEAN PARK
MORRILTON

Centennial
1936



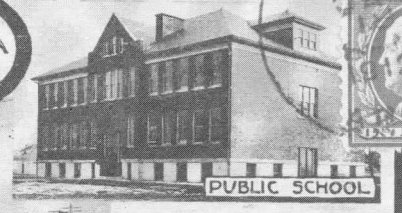
MORRILTON COUNTRY CLUB
NATURE'S ALMOST PERFECT GOLF COURSE

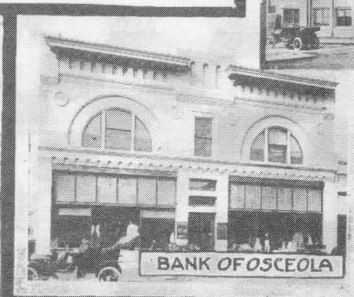
THE OSCEOLA PRESS

A
LIVE
NEWSPAPER
IN A
LIVE TOWN

**OSCEOLA
ARK.**






Ganoe & Ganoe,

Boone
Iowa.

Lawyers.

answered Jan 23 1912

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To home and investment seekers equal to any in the great Southwest:

OSCEOLA, ARKANSAS WANTS

A Furniture Factory, a Cooperage Plant, a Steam Grist Mill, a Steam Laundry, a Broom Factory, a Stave Factory, a Canning Factory, a Wagon and Buggy Factory, an Agricultural Implement Factory, a Box Factory, a Spoke Factory, a Heading Factory, a Creamery. Truck farmers and enterprising business men to represent the various lines of industries. Unlimited inducements.

The Business Men's League will be glad to answer all inquiries.

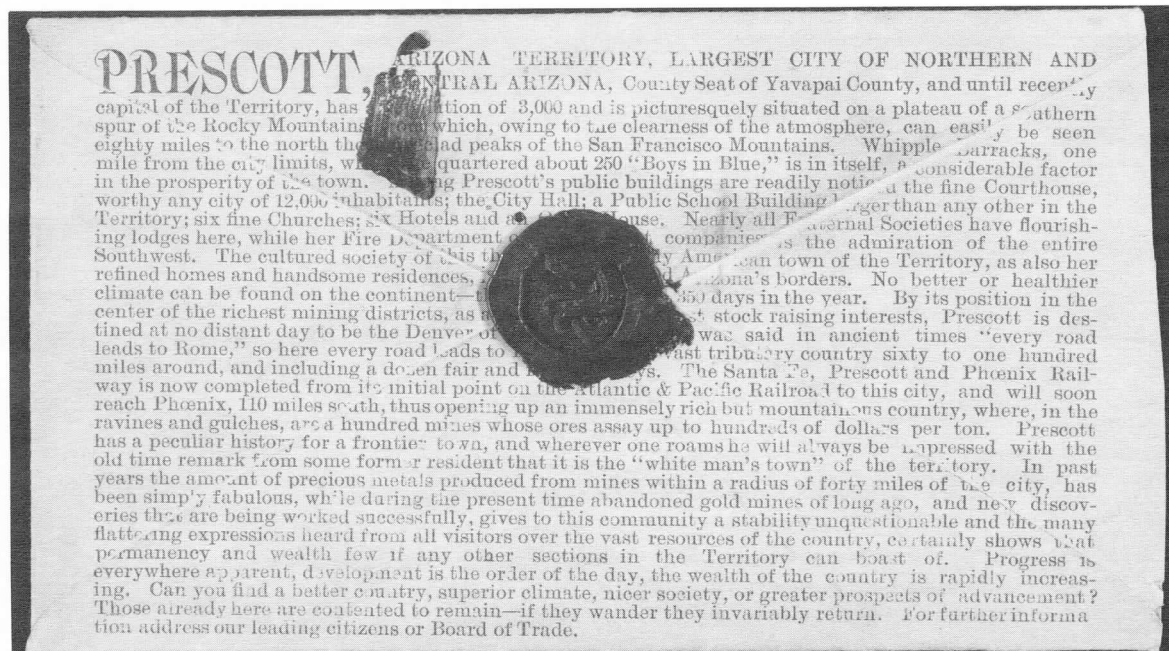
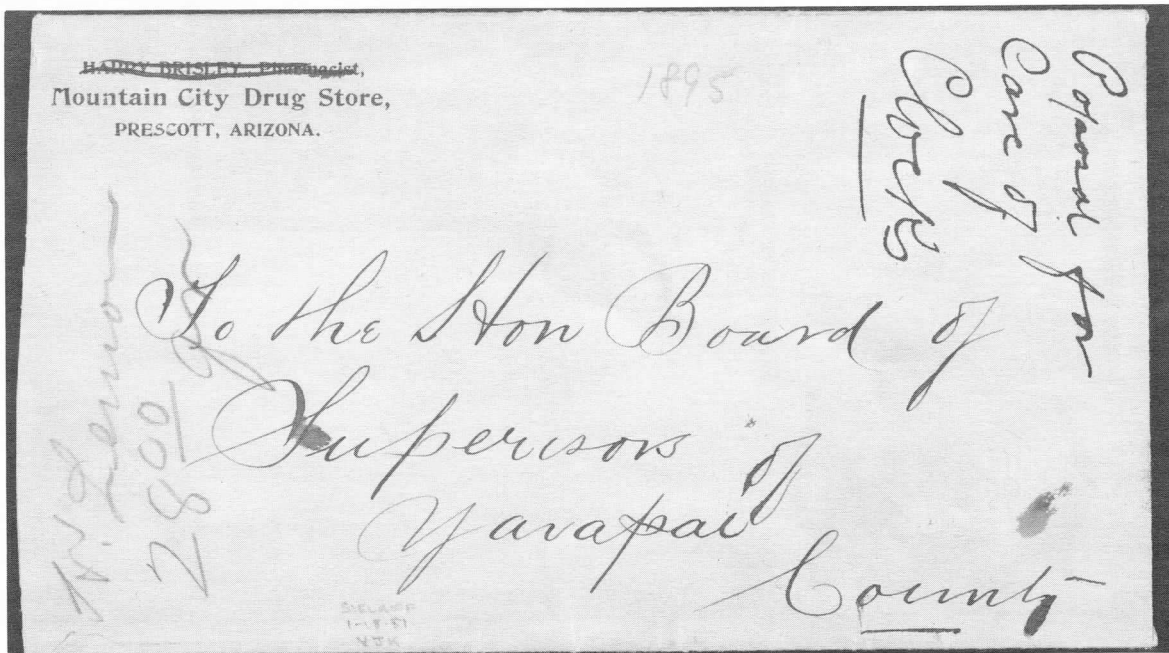
OSCEOLA,
The County
Site of Mississippi
County, the Garden Spot
of Northeast Arkansas, fifty miles
north of Memphis, in the heart of the productive St. Francis Valley, with a population of 2,500
a net increase of 100 per cent in five years. Come Let us Show You.

OSCEOLA HAS

Electric Light, Municipal Waterworks, Ice Plant, Cotton Oil Mill, Saw Mills, Handle Factory, Cotton Compress, Four Cotton Gins, Machine Shop, Two Newspapers, Two Banks, Telephone and Telegraph, a Modern School and Six Churches.

*4470
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SEWELL-CLAPP-ENVELOPES-CHICAGO





INTERESTING FACTS ABOUT OTTAWA, ILLINOIS

County Seat of La Salle county, 84 miles from Chicago, at the junction of the Illinois and Fox Rivers. Population 12,000. Business streets paved, City lighted by electricity, a perfect Sewer system.

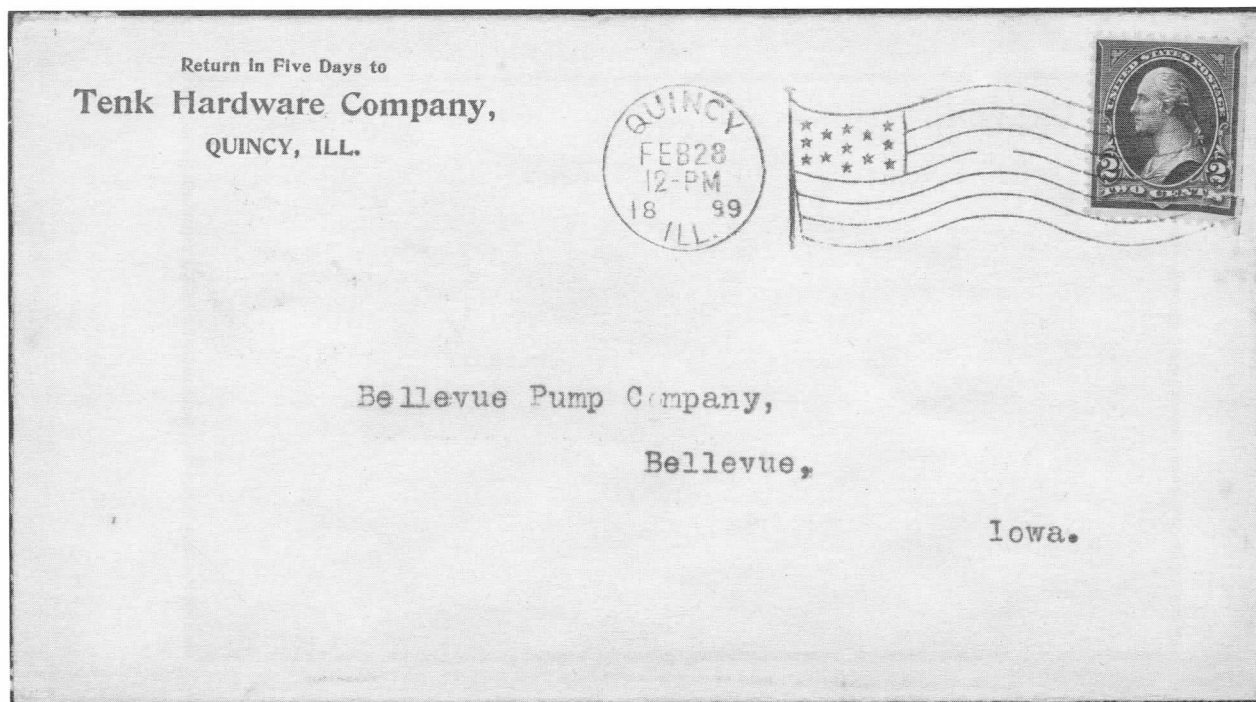
Water
Works with pure artesian water, low tax rate.

Local electric roads and Interurban lines, 24 passenger trains in and out every day.

Three Banks whose combined assets are over \$4,000,000,
2 Building Associations, 2 Colleges, High School, 6 Public Schools,
Public Library and Hospital, 13 Churches. Excellent shipping facilities, 4
Large Hotels, B. P. O. E. Club House, and Business Men's Club. In the heart of the
Northern Illinois Coal Fields, Finest Glass Sand in the U. S., extensive fields of Clay of
all kinds. Address the OTTAWA DEVELOPMENT ASSOCIATION, OTTAWA, ILLINOIS

HOTEL SAMPLE

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QUINCY, ILLINOIS. POPULATION 44,319.
 Unequaled by any city in the West for elegant residences
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Seven Public Parks, comprising 150 acres.
 Thirty-four Miles Finely Paved Streets.
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 Seven Railroads.
 Five Lines Mississippi River Steamers.
 Finest Water System in the Country.
 Twenty Schools and Colleges.
 Four Commercial Colleges.

QUINCY
HAS OVER
FOUR HUNDRED
FACTORIES

Which Make a Larger Quantity and Greater Variety
 of Articles than any City in the West.

FOR PARTICULARS OR INFORMATION ADDRESS
SECRETARY OF THE CHAMBER OF COMMERCE.

Free Library and Reading Room.
 Eight Thousand Laboring Men.
 Four Daily, 18 Weekly Newspapers.
 Cheap Fuel.
 Large Jobbing and Mercantile Interests.
 Fine Churches of all Denominations.
 Five Banks—Abundant Capital.
 Perfect Telephone System.

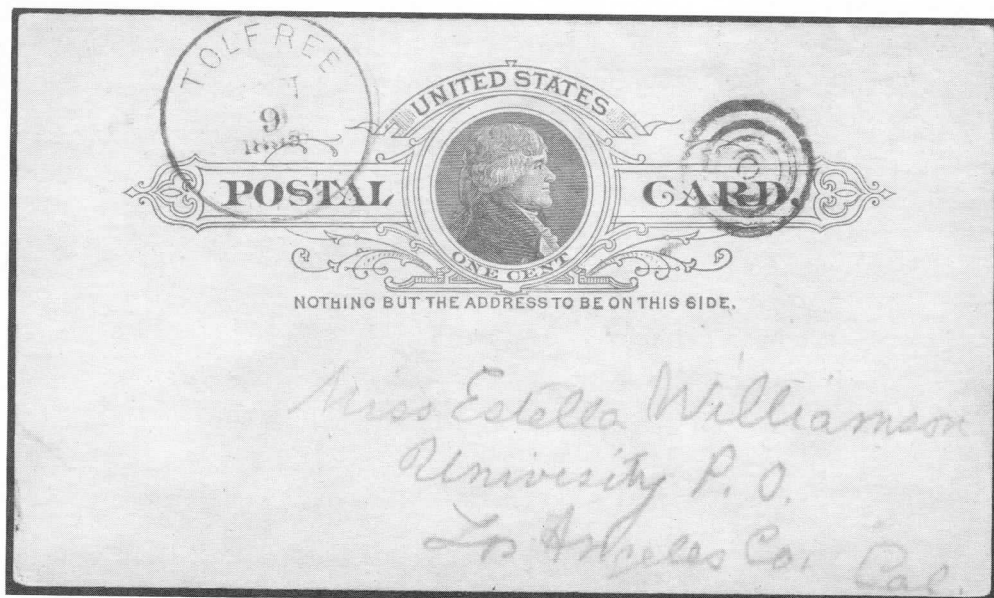


Figure 4

My dear Estella:
We are now at the camp
ready to see the Grand Cañon. We
reached here at 9:00 P. M. yesterday.
We are enjoying the trip immensely.
Every thing has been perfect and
the trip has not so hard as anticipated
so far. Love to you all, Papa
Lillian, Virginia, yourself and Edward
Grand Cañon, Ariz. Lovingly yours
June 9 - '95 Sunday A. M. Mama

The Grand Canyon's First Post Office: Tolfree, Arizona

By Robert B. Bechtel

How is it that a fact can be known to everyone that completely contradicts another fact also known to everyone, and yet, the contradiction is never noticed? Such is the story of the first post office at the Grand Canyon. If you look up the authorities on the history of the Arizona post offices, Theobald & Theobald (1961), or Arizona place names, Byrd Granger (1960), you will find Tourist listed as the first post office with John Hance as the postmaster. The dates of its existence are from May 10, 1897, to April 12, 1899.

But in the same books are listed the Tolfree post office as being on the Hance trail and the dates are from August 13, 1894, until February 2, 1896, three years before Tourist. And, there was no question that Tolfree also was at the Grand Canyon. In fact, Granger's map shows it is exactly at the same spot as Tourist. Why, then, has it become accepted that Tourist was the first post office at the Grand Canyon when the evidence is perfectly clear it was Tolfree, years earlier?¹

Perhaps it is our inclination to accept authority too often without question. But perhaps, also, it is the obscurity of the place called Tolfree. Who has ever heard of Tolfree? Hance was always well known as the pioneer who helped begin tourist traffic to the Grand Canyon and it was always Hance who was connected with beginnings there. It is not generally known that Hance leased out his tourist accommodations to the Tolfrees and was little more than a guide for some time.

The story of Tolfree is laden with tragedy and

was difficult to uncover.² It must be placed in the context of the struggle between the Santa Fe Railroad and R.H. Cameron for control of the Grand Canyon (See "Douglas R. Strong, Ralph H. Cameron and The Grand Canyon," *Arizona and the West*, Vol. 20, pages 41-64 and 155-172). If Cameron had won that struggle, the location of both Tolfree and Tourist might not have become so obscured.

James Herbert Tolfree was listed in the Great Register of Mojave Precinct, Kern County, California, in 1896 as being 48 years old, six feet tall with blue eyes and was a hotelkeeper by profession.³ He was the proprietor of three Santa Fe railroad hotels. The *Coconino Sun* of July 6, 1893, never described Lyman H. Tolfree (James' brother) but mentioned him as arriving at the Grand Canyon to take charge of the Grand Canyon hotels. Actually, it also recorded Lyman Tolfree's first visit to the Grand Canyon in February 1888.

On the 13th of July, 1893, it is announced that James H. Tolfree, "proprietor of the railroad hotels at Mojave, Bakersfield, and Saugus has taken charge of the Flagstaff line to the Grand Canyon of the Colorado." And in the November 2, 1893, edition we learn that W.F. Hull and L.H. Tolfree have leased the Hance trail for a term of five years at a rental of \$300 per year. The trail runs from Hance's cabin to the river, a distance of seven miles. This makes it clear that the Tolfrees had sewed up the Grand Canyon concessions from Flagstaff to the Colorado River all the way to the bottom.

The first tourist claimed by Hance, a Mr. Ayer in 1885, was preceded by two visitors from Flagstaff in January and a colonel in April of the

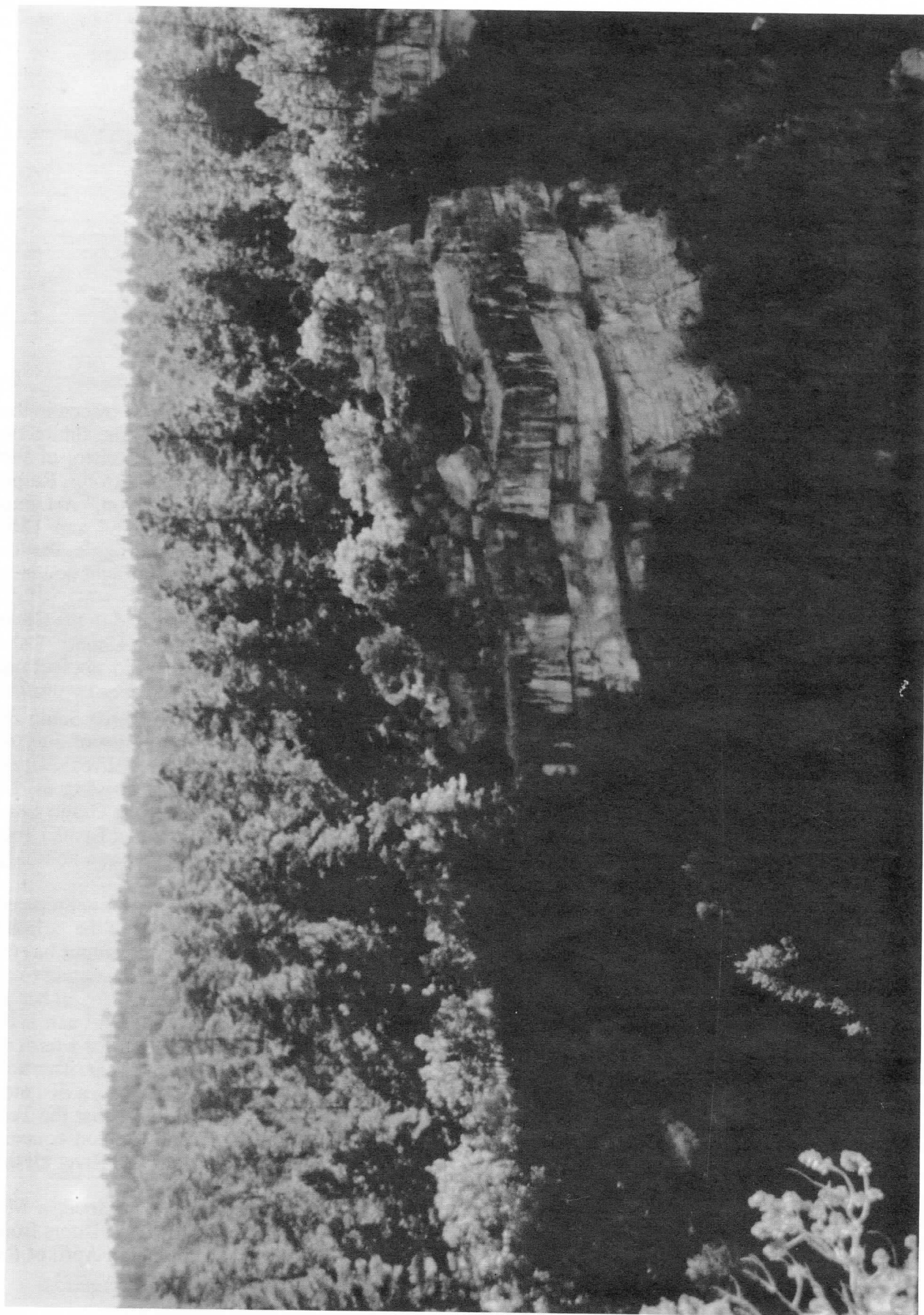


Figure 2

same year. It is not until May of 1886 that it is announced that Hance has become a guide.

The *Coconino Sun* provides a running account of tourist traffic into the Grand Canyon through Flagstaff. Readers should be reminded that William Bass, another pioneer and rival of Hance, was running tourists through Williams and Peach Springs (see Thomas E. Way's *Destination: Grand Canyon*, 1990). The irony of this rivalry came to fruition when both men, in their old ages, were made permanent residents of the El Tovar hotel to amuse tourists. Hance died in 1919.

Tourist season opened in April or May with the arrival of the Tolfree family (Lyman, his wife and two reportedly attractive daughters, Gertrude and Edith) to open the hotels at Cedar Ranch and the canyon rim. Cedar Ranch was a hotel and stage stop halfway to the canyon and still visible today. James H. handled the stage traffic from Flagstaff through a contract with Thurber. The hotels were closed in November and the Tolfrees would return to Bakersfield, California.

A new road from Flagstaff was completed in 1895. J.W. Thurber seems always to have remained involved in running the stage line. In 1895 the rim facilities opened on April 4th because a special party of tourists arrived from Chicago.

All during this time prospecting in the canyon was taking place and it provided some revenues for the managers. C.H. McClure spent the winter prospecting at the Grand Canyon and reported a stone somewhat like onyx. Promise of ore shipments was what fed speculation about the need for a railroad more than tourist traffic. Cameron was shipping carloads of ore by 1896.

But what was Tolfree? It was nothing more than a village of tents. It is described in 1895 as "...the little white canvas village...." "There you are made heartily welcome by landlord L.H. Tolfree and his estimable wife and interesting daughters and assigned a snowy tent in the sylvan shades."

This tent city was photographed by Burton Holmes in 1898 and reproduced in his travel book of 1910. It shows the tent camp from the rim (Figure 1 from Holmes, 1910, p. 139). Figure 2 shows the same view taken by this writer in 1990. Holmes' photos are described as being from "Hance's," because by that time the concession had reverted back to Hance. And thereby hangs a sad tale.

At first, it seemed as though the Tolfree en-

terprises were diffused with happiness. *The Los Angeles Times* of June 2, 1895, sang the praises of the Misses Tolfree (L.H.'s daughters), "Compared with these fine mountain girls, some specimens of the 'new woman' induce in me a fatigue of the most enervating sort." Yet, most of the news items are really about Hance. We read of Hance's "Marvelous exploits," or of his "thirty five proposals of marriage, to all of which he said, no." Hance is referred to as the "pioneer guide." There is talk of the Flagstaff and Grand Canyon railroad but nothing ever comes of it. Instead, a railroad is finally built from the rival town of Williams after the turn of the century.

J.H. Tolfree expanded his empire by leasing the Nadeau hotel in Los Angeles. Once again, we learn that Hance has sold his rights to Thurber and L.H. Tolfree in November of 1895. Not only is the date short of the original five years, but there is a clause that Hance agrees not to open another trail or act as a guide at any point up or down the canyon for 30 miles from the Grand Canyon hotel.

Hance concentrated for a while on mining and sold one of his claims to W.H. Ashurst, the Arizona legislator. Meantime, of course, R.H. Cameron was laying claim to about 80 properties in the Grand Canyon in preparation for his battle with the railroad.

On March 6, 1896, L.H. Tolfree is listed on the delinquent property list for two mules at \$50, stockgoods at \$5 and personal property taxes of \$15.95. This is not a harbinger of prosperity. Yet on April 2, 1896, it is announced that a new hotel has been built at the Grand Canyon. "The building is of logs 40 x 60 feet and contains a dining and sitting room and a kitchen." On April 9 the Tolfrees arrive in Flagstaff to open the hotel "next week." On April 16 we learn that the proprietor of the Bank Hotel will lower his rates "owing to the depression." We also learn that the arrangements for construction of the Flagstaff and Grand Canyon railroad "are progressing slowly."

On July 30, 1896, Mrs. James H. Tolfree committed suicide by drinking carbolic acid. The act is described as committed while she was "temporarily insane." We learn in the obituary that Mrs. Tolfree was Grover Cleveland's private secretary while he was mayor of Buffalo.

We do not, of course, learn what effect this devastating news had on the Tolfree family. But the next news item tells of L.H. Tolfree leasing the Bank Hotel in Flagstaff. This is the same ho-



Figure 3

tel that had just lowered its rates due to the "depression." Tolfree, however, leaves for Los Angeles on Nov. 5 and returns on Nov. 19. On Nov. 26, he injures his back while moving furniture at the Grand Canyon. Ike Wheeler leaves Flagstaff to "bring Mr. Tolfree to this place if he is able to be moved."

On January 21, 1897, a telegram arrives in Flagstaff announcing the death of James H. Tolfree. This comes a little less than six months after his wife's suicide. Lyman H. left immediately for Mojave. The *Coconino Sun* the next day hastened to assure its readers that James Tolfree did not commit suicide. The autopsy claimed the cause of the death to be apoplexy, a common term at the time for stroke. "He was a warmhearted, generous, trusting, cheerful and jovial man, one who made friends easily and retained them for life. He was generous to a fault."

On January 28, in the *Sun*, we learn that L.H. is made administrator of his brother's will and "may not return to Flagstaff for some time." But Edith Tolfree returned in February and then left after three weeks to "assist" her father. Lyman returned to Flagstaff in late March. Wilber Thurber gave up his lease on the Grand Canyon hotel at the rim. Pete Berry enters the picture and we learn of a new, "commodious" hotel to be built. Meanwhile, Thurber still operates the stage line to the canyon and opened new quarters in the Babbit block of Flagstaff. C.A. Hageman takes over as manager of the Grand Canyon hotel.

In May we learn that L.H. Tolfree has returned from California, where he has been for several weeks and he purchases a "Regina" music box that sounds like "a complete orchestra."

On June 10 the proprietors (plural?) of the New Bank and Grand Canyon hotels announce the tourist business has never been better. Meantime, Hance spins a new yarn about salmon in the Colorado River. But Hageman is taken from the Grand Canyon hotel to manage the railroad hotel in Saugus.

On September 16 we learn that a Mr. Duffield thinks John Hance is hardly less remarkable than the Grand Canyon itself. On the same day the Grand Canyon Hotel in Flagstaff burns down. Nevertheless, on Sept. 23 we are told that the season was a record breaker for tourists.

In March of 1898 construction of the Grand Canyon railway begins in Williams. Hance purchases a house in Flagstaff where he will "spend his leisure time."

Martin Buggeln built a large hotel on the

canyon rim. It is a two-story frame building and replaced the log buildings and tents. Ruins of this building, which was later torn down by the forest service, can be seen at the site along with excavations rimmed with steel for two cisterns connected to the hotel (Figure 3).

Significantly, a postal card survived from Tolfree (Figure 4) describing a family's adventures there. No other correspondence is known from Tourist and, in fact, no other postcard survived from the Grand Canyon until 1902. By that time, Martin Buggeln had moved from the site to Bright Angel Lodge and established the Grand Canyon post office by the same name. The move was necessary because the Santa Fe railroad had finally won its battle with Cameron for possession of the Grand Canyon and all activities shifted to the south rim where the railroad terminated. This is the location now known as Grand Canyon village. The tent and log cabin site that housed Tolfree and Tourist and Buggeln's hotel was abandoned and reverted back to nature as can be seen in Figure 2. Many tourists pass by this spot every day never knowing the role it played in the early history of the Grand Canyon.

But the story does not end here. On January 4, 1905,⁴ Lyman H. Tolfree, at his desk at Flagstaff's Commercial Hotel, for unknown reasons, put a pistol to his head and killed himself. He had been a resident in Flagstaff for 18 years.

Perhaps it is the sadness of the story that explains why no one remembered Tolfree as the first post office at the Grand Canyon. Hance's wild stories were fun and more remembered. In the words of our own day, he conducted a better media campaign. And considering the fantastic aspects of his humor he would no doubt be delighted to think that most people believed he was the first postmaster and had the first post office at the Grand Canyon. Nevertheless, in spite of all of their troubles, the Tolfrees were real pioneers in the Grand Canyon's development and deserve more credit for their contributions.

The centennial of the first post office at the Grand Canyon will be August 13, 1994.

FOOTNOTES

1. James A. Metzger, postmaster of the Grand Canyon from April 18, 1928 until September 30, 1963, recognized that Tolfree was the first post office as revealed in his biography by his nephew John A. Turnbull Sr. This document was not

published but is available at the library in the visitor center, Grand Canyon village.

2. After inquiring at various places in California such as the local historical societies at Bakersfield and Mojave, the main source of information turned out to be the *Coconino Sun* published in Flagstaff. Most information was gleaned from reading the paper through from November 1, 1884, until December 31, 1898. Quotations are all from this source unless otherwise specified.

3. Name No. 3266 in this document.

4. *Flagstaff Gem*, January 5, 1905, front page. I am grateful to Charles Tolfree of Bakersfield for calling this last sad bit of news to my attention.

REFERENCES

Granger, B.; *Arizona Place Names*, University of Arizona Press, 1960 and subsequent printings.

Holmes, B.; *Burton Holmes Travelogues, Volume Six*, The McClure Co., 1905.

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THE GRAND CAÑON OF ARIZONA

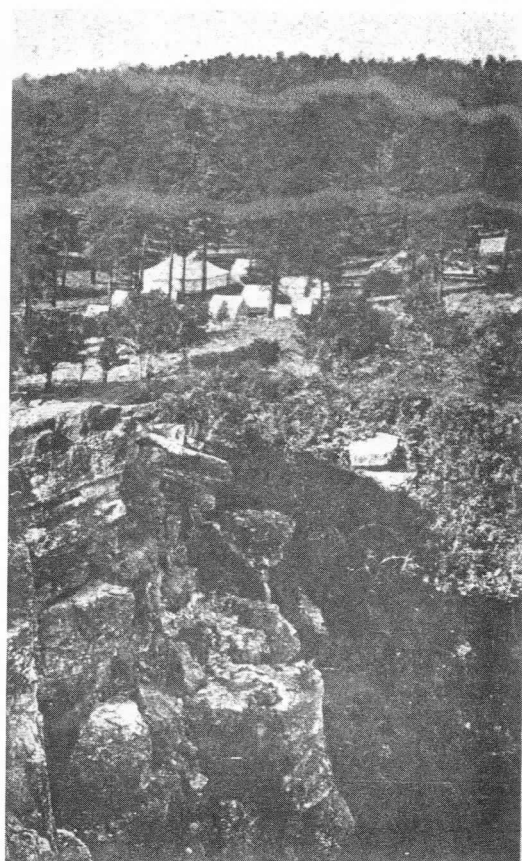
139

of a ride along the rim, some gushing girl has added this post scriptum : —

"P. S.—I think that it is very deep and grand and that it must have taken a very long time to make it. I would like to stay here forever, it is so beautiful."

Then comes the bold hand of a man, but not a very old one, for he writes: "I fully agree with the above, and desire to record the statement that a pleasant lady adds much to the enjoyment of the trip."

But why do you not lead us to the brink and show us that which we have come half-way across the continent to see? Why linger in this little camp concealed amid the trees when there awaits us so superb a spectacle? Why do you hesitate? Because I fear to disappoint you. I fear that I shall not be happy in the choice of the words with which to usher you into the presence of that scene. I am afraid that the only pictures that I can show you will not produce



THE CAMP FROM THE RIM

Figure 1

Patents and the Post Office

United States Patent [19]
Versaci

[11] Patent Number: **4,641,578**
[45] Date of Patent: **Feb. 10, 1987**

[54] **METHOD AND DEVICE FOR
AUTHENTICATION OF FIRST DAY OF
ISSUE STAMPS**

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Schenectady, N.Y. 12309

[21] Appl. No.: **743,783**

[22] Filed: **Jun. 12, 1985**

[51] Int. Cl.⁴ **B65P 27/04**

[52] U.S. Cl. **101/426; 229/71;**
40/2 B; 283/51

[58] Field of Search **229/71, 68 R; 428/42,**
428/916; 40/2 B; 283/71, 51, 44, 1 B; 101/1,
426

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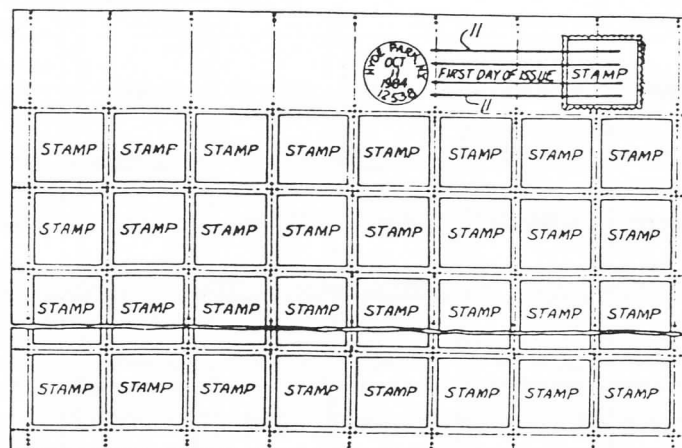
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Primary Examiner—William Pieprz
Attorney, Agent, or Firm—Charles W. Helzer

[57] **ABSTRACT**

A method for first day of issue authentication of sheets of original stamps containing a selvage edge integrally formed with the sheet of stamps during printing wherein the method comprises affixing an extra original stamp of the same issue as the sheet of original stamps being authenticated in-line with an exposed portion of the selvage edge, a First Day of Issue cancellation seal then is applied to the exposed portion of the selvage edge in a manner such that the bulls eye and a portion of the killer bar segments containing the first day of issue notice is applied directly to the selvage edge and only the terminal ends of the killer bar extend to and cancel the extra original stamp.

17 Claims, 4 Drawing Figures



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Sheet 1 of 2

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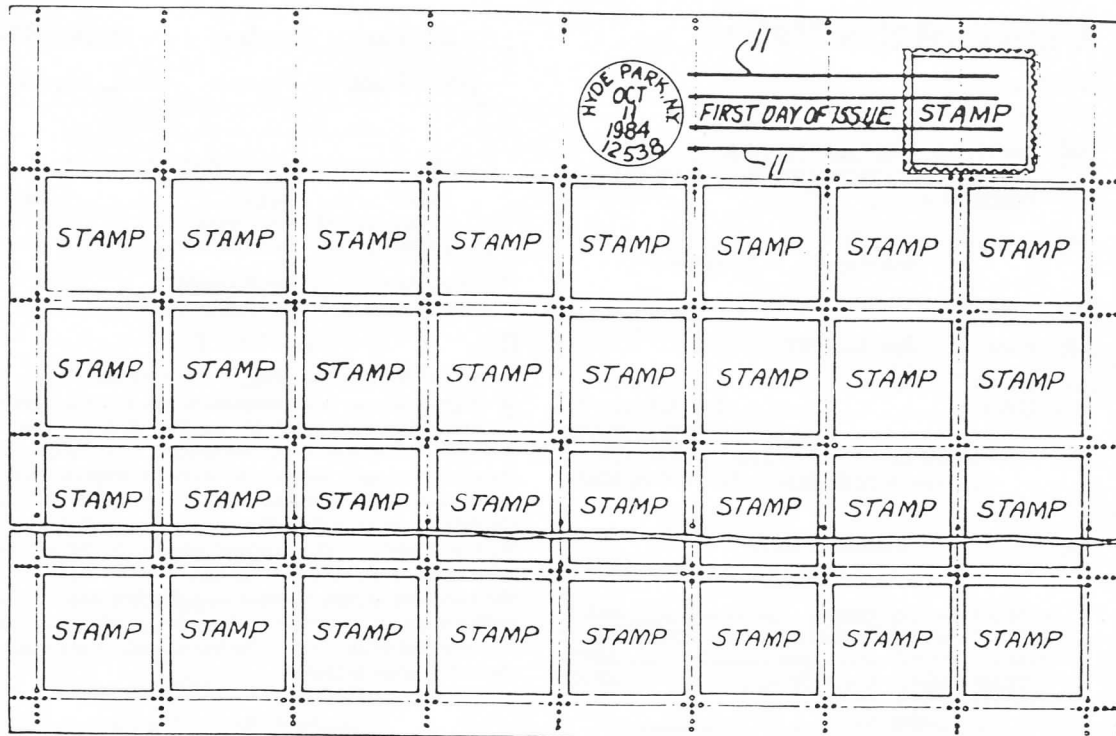


Fig. 1

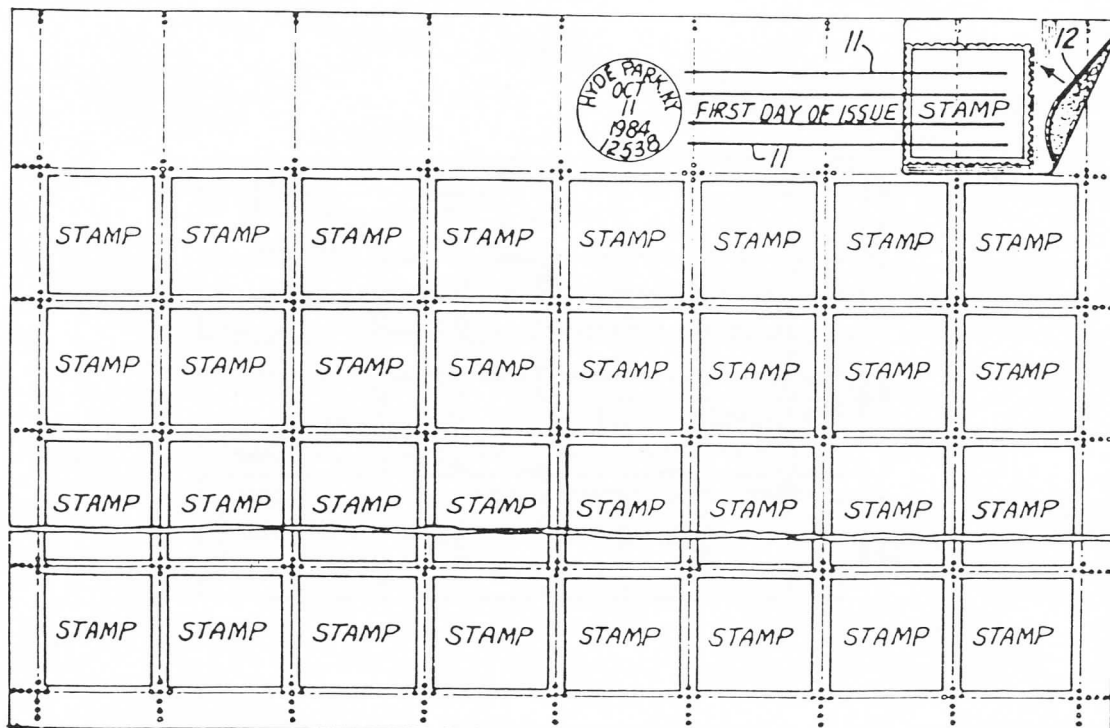


Fig. 2

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Sheet 2 of 2

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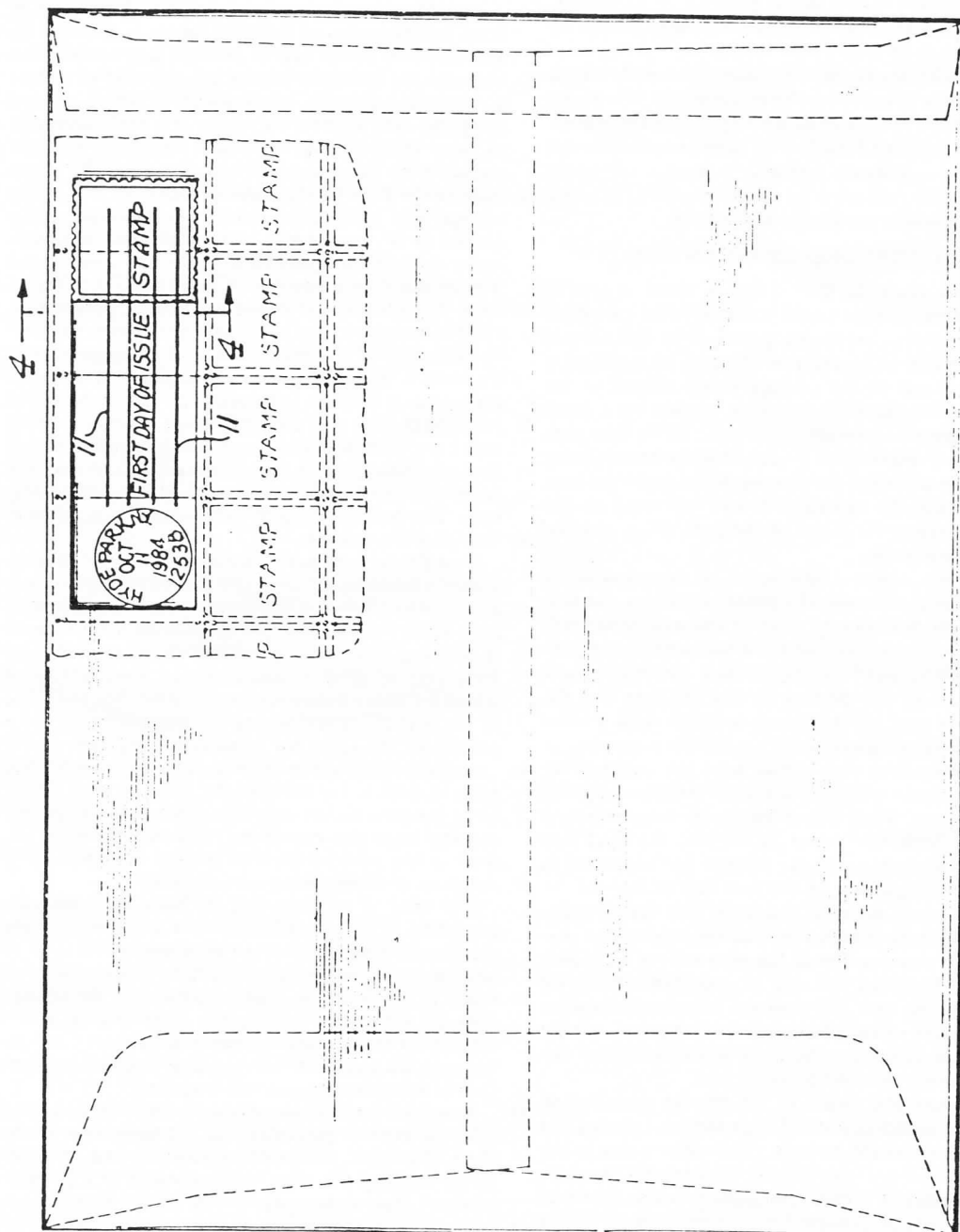


Fig. 3



Fig. 4

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METHOD AND DEVICE FOR AUTHENTICATION OF FIRST DAY OF ISSUE STAMPS

TECHNICAL FIELD

This invention relates to the practice of authentication of United States or other postal system stamps on the first day of issue of a new stamp.

In particular, the invention relates to a novel method and device for use in the authentication of a new stamp on the first day of issue of such stamp by the application of an authenticating First Day of Issue cancellation seal to sheets of a plurality of the new stamps integrally connected with each other by a perforated web of paper material on which the stamps are printed.

BACKGROUND OF INVENTION

For many years the United States postal system as well as many foreign postal systems have cancelled postage applied to envelopes, postal cards and various other stationary or parcel post objects, by applying a cancellation seal to the postage stamp affixed to the envelope. The cancellation seal is applied by a hand stamp or machine cancelling devices. To be thus cancelled, it is a requirement by law that the stamp being cancelled be affixed to the exterior of the envelope, post card, etc., and the cancellation seal impressed on the stamp containing the name of the post office and the date of cancellation.

In the case where a new series of stamps is being issued, because of demand by stamp collectors, the post office on the first day of issue of the new series will apply a special seal in conducting the cancellation procedure. This special First Day of Issue cancellation seal includes a bulls eye portion having the date and the name of the post office thereon together with a killer bar cancellation segment which produces a quantity of parallel wavy lines that extend over the stamp being cancelled. In this special First Day of Issue cancellation seal, the words "First Day of Issue" are included along with the killer bar segments. In the past, the First Day of Issue cancellation seal customarily has been used in cancelling stamps only on the first day of issue of the stamp. However, in recent years, the first day cancellation privileges have been extended for a thirty day period for the convenience of the post offices to reduce work load based on first day of issue cancellation by collectors. This turn of events has impaired somewhat the "First Day of Issue" cancellation integrity, thereby lessening the value of authenticity to a sheet of first day of issue stamps obtained by collectors.

It is a particular object of the present invention to provide for authentication of large sheets of stamps in a manner which would be truly valid with respect to the "First Day of Issue" particularly with respect to whole sheet quantities of stamps. Heretofore, whole sheets of stamps have been cancelled by the post office with a First Day of Issue cancellation seal which cancels four stamps simultaneously. In cases where a panel or pane of say thirty-two stamps on a sheet are to be cancelled, multiple application of the cancellation seal is required thereby greatly increasing the work load on the post offices. This past process also results in marring the appearance of the stamps, thereby decreasing their value.

SUMMARY OF INVENTION

In order to overcome the above problems and still conform to postal regulations which prohibit the use of a First Day of Issue cancellation seal on anything but valid postage, the present invention was devised.

According to the present invention, First Day of Issue authentication of sheets of stamps is achieved by application of a hand held or machine type cancellation seal onto the integrally formed selvage edge of a sheet comprising a plurality of stamps all of which still are integrally held together by reason of a perforated web of paper interposed between each stamp and adjacent stamps in the sheets in a well known manner. By placement of the First Day of Issue cancellation seal on the selvage edge of the sheet, which likewise is integrally formed on the same paper with the plurality of stamps in the sheet, but is separated therefrom by a perforated web of paper, it is possible to apply the First Day of Issue cancellation seal in one cancelling operation instead of multiple strikes as required previously. Further, by placement of the cancellation on the selvage edge of the stamps, disfigurement of the stamps themselves is prevented. A problem to be overcome, however, is that the selvage edge of a sheet of stamps is not, nor has it ever been valid for postage, and therefore application of the cancellation seal to the selvage edge alone may not be in total conformance with applicable postal regulations. The present invention overcomes this problem in the following manner.

First Day of Issue authentication of a sheet of original stamps containing an integrally formed selvage edge is achieved by affixing an extra original stamp of the same issue as the sheet of original stamps being authenticated in line with an exposed portion of the selvage edge. A First Day of Issue cancellation seal then is applied which includes a bulls eye containing the date and name of the post office performing the authentication and a portion of the killer bar cancellation segment of the cancellation seal to the exposed portion of the selvage edge in such a manner that the terminal ends of the killer bar cancellation segments of the cancellation seal impinge upon and cancel the extra original stamp affixed in line with the exposed selvage edge portion of the sheet of stamps being authenticated.

One method of First Day of Issue authentication according to the invention outlined above is to apply the extra original stamp of the same issue as the sheet of original stamps being authenticated by affixing the extra stamp in line with the exposed portion of the selvage edge by adhesively securing the extra original stamp directly to the exposed selvage edge adjacent and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

A second method according to the invention is to affix the extra original stamp of the same issue as the sheet of original stamps being authenticated by adhesively securing the extra original stamp to a peelable adhesive label removably secured to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

A third and preferred method of authentication according to the invention is to enclose a sheet of original stamps to be authenticated within an enclosing envelope which has an open window positioned to expose the portion of the selvage edge upon which the First Day of Issue cancellation seal impinges. The extra original

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stamp of the same issue then is secured to the exterior of the envelope immediately adjacent the open window in a position such that the bulls eye containing the date and name of post office performing the authentication and a portion of the killer bar cancellation segments of the cancellation seal strikes the exposed portion of the selvage edge through the open window, and the terminal ends of the killer bar segments of the seal impinge upon and cancel the extra original stamp affixed to the exterior of the envelope adjacent the window.

BRIEF DESCRIPTION OF DRAWINGS

These and other objects, features and many of the attendant advantages of this invention will be appreciated more readily as the same becomes better understood from a reading of the following detailed description, when considered in connection with the accompanying drawings, wherein like parts in each of the several figures are identified by the same reference characters and wherein:

FIG. 1 is an illustration of the first method of practicing the invention wherein an extra original stamp of the same issue as the sheet of original stamps being authenticated is adhesively secured directly to the exposed selvage edge adjacent to and in-line with the area of the cancellation seal is applied so that the terminal end of the killer bar segment overlaps and cancels the extra original stamp;

FIG. 2 of the drawings illustrates the second method according to the invention whereby the extra original stamp to be cancelled by the First Day of Issue cancellation seal is directly applied to a peelable label and the peelable label movably secured to the selvage edge of the sheet of stamps in a manner such that the terminal ends of the killer bar segments of the seal overlap and cancel the extra original stamp; and

FIGS. 3 and 4 illustrate the preferred third method of practicing the invention wherein the sheet of stamps to be authenticated is contained within an enclosing envelope which has an open window positioned to expose the portion of the selvage edge upon which the First Day of Issue cancellation seal impinges and the extra original stamp of the same issue is secured to the exterior of the envelope immediately adjacent the open window.

BEST MODE OF PRACTICING THE INVENTION

Original issue sheets of stamps supplied by the U.S. Government Printing Office for use in the postal system historically have come with one hundred twenty-eight or more stamps in each sheet. The printer breaks the sheet up into four equal panes.

In practicing the present invention, this same procedure will be used but it will be essential to retain the original integrally formed selvage edge of the sheet of stamps to go with each of the four panels whereby the invention may be practiced as taught herein.

Using the first method according to the invention as illustrated in FIG. 1, a sheet (pane) of original stamps containing an integrally formed selvage edge separated from the stamps themselves by a perforated line or webbing of paper on which the sheet of stamps were printed, is obtained. An extra original stamp of the same issue as the sheet of stamps is obtained either from the panel of stamps being authenticated or from another sheet of the same issue, and is affixed to an exposed

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portion of the selvage edge. The panel of stamps is then taken to the post office where it is to be authenticated with the First Day of Issue cancellation seal. This is done by instructing the postmaster or other postal official performing the cancellation to apply the First Day of Issue cancellation seal as shown at the top of FIG. 1. The seal will include a bulls eye portion shown in the drawing as round with the name of the authenticating post office, in the example shown Hyde Park, New York. The bulls eye also includes the date when the first day of issue cancellation seal was applied together with the zip code number of the post office. In addition, the First Day of Issue Cancellation seal includes a plurality of killer bar cancellation segments shown at 11 which comprise a plurality of straight or wavy spaced-apart parallel lines within which the words "First Day of Issue" are imprinted. By proper placement of the cancellation seal, the exposed selvage edge portion is clearly stamped with the "First Day of Issue" notice and only the terminal end portions of the killer bar cancellation segment extend over to and cancel the extra original stamp adhesively secured to the selvage edge portion of the sheet of stamps. The cancellation process thus described complies fully with the requirements of US Postal Regulations in that it does effectively cancel an original stamp as required by the regulations, but does not result in marring the appearance of the sheet or pane of original stamps being authenticated. Because the authenticating First Day of Issue cancellation seal is applied to the integrally formed selvage edge along with the pane of stamps, it is conclusive proof of the fact that all of the stamps in the pane still integrally attached with the selvage constitute authentic first day of issue stamps. In some postal facilities it may not be required to use the extra original stamp on the selvage edge in which event all of the First Day of Issue cancellation seal is applied directly to the selvage edge to achieve cancellation of the sheet or pane of original stamps.

From the viewpoint of a dealer or stamp collector who buys and sells stamps, the addition of the extra original stamp which has been cancelled in FIG. 1, constitutes a certain degree of marring of the appearance of the entire sheet of original, first day of issue stamps and detracts from their value. To overcome this, a second method illustrated in FIG. 2 of the drawings. With reference to FIG. 2, it is seen that the extra original stamp of the same issue is applied first to a peelable label 12. The peelable label 12 itself is applied to its reverse side and adhesive which does not permanently grip the surface to which the peelable label is applied and may be of the type that can be readily obtained from any convenient office supply store. The peelable label with attached extra original stamp then is affixed to the exposed portion of the selvage edge of a sheet or pane of stamps to be authenticated. Here again the peelable label is positioned on the exposed selvage edge so that only the terminal ends of the killer bar segments will strike the extra original stamp and cancel it pursuant to postal regulations. Using this method, the bulls eye with date and cancellation site leaves a clear impression of the exposed selvage edge together with a portion of the killer bar segments including the First Day of Issue Seal. The terminal ends of the killer bar are impressed on the label and the stamp. When the label is removed, a clear First Day of Issue mark together with date and site named plus some of the killer bar segments

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remains on the selvage which otherwise is unmarred. This method also meets all postal requirements.

Because the first two methods require that the sheets of stamps being authenticated be exposed during the sealing measures described above, it is possible that either side of the sheet of stamps could be damaged in some way by moisture, dust accumulation, etc. To overcome this problem, a preferred method of authentication according to the invention is illustrated in FIGS. 3 and 4 of the drawings. In FIG. 3 an appropriate sized envelope to accommodate the sheet or pane of stamps is treated by forming an open window in the envelope at a position which conforms with the placement of the selvage edge to be exposed when the sheet of stamps is inserted in the envelope. A portion of the surface of the envelope in which the open window is formed is left so that immediately adjacent the open window, an extra original stamp of the same issue as the sheet of stamps to be authenticated, is affixed immediately adjacent the window. With the sheet of stamps to be authenticated thus positioned in the protective envelope and a portion of the selvage edge exposed which is sufficient to accommodate the First Day of Issue cancellation seal, the envelope is processed by the postal official by applying the First Day of Issue seal either manually or by machine to the exposed portion of the selvage edge appearing through the open window in the envelope. FIG. 4 is a cross-sectional view taken through plane 4-4 of FIG. 3. With this arrangement the date and site information appearing in the bulls eye portion of the seal and the killer bar segment including the First Day of Issue notice is impressed on the exposed selvage edge and only the terminal end portions of the killer bar segments are applied to the extra original stamp on the exterior of the envelope immediately adjacent the open window. This too is an acceptable method of cancellation to U.S. postal authorities.

Using all three methods of cancellation described above, and particularly method number 3 employing the open window envelope, authentic "First Day of Issue" cancellation of significant numbers of sheets of stamps can be applied by the post office during the actual twenty-four hour period of the true "First Day of Issue" of a new series of stamps. This can be done readily without unduly overloading the post office where authentication is sought since individual authentication of all of the stamps in the sheet is not required. Even though each individual stamp is not struck with the First Day of Issue cancellation seal, such authentication at the issuing site still nevertheless can be proven and certified to by a dealer or collector as being authentic since all of the stamps are integrally connected with the integrally formed selvage edge via the perforated webbing of the same sheet of paper on which the stamps are printed. As a result, the possibility of establishing a legitimate subscription service offering authentic first day of issue hand cancelled sheets of postage stamps to a customer becomes feasible.

From the foregoing description, it will be appreciated that the invention makes available new and improved methods of authentication of sheets of stamps wherein authentication is defined as the verification of the date and site of issuance of a stamp by application of a hand held or machine type cancelling seal onto the integral selvage edge of a sheet of original stamps of a new issue. By placement of the cancellation seal on the integrally formed selvage edge, disfigurement of the stamps is prevented thereby enhancing their value.

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INDUSTRIAL APPLICATION

This invention describes new and improved methods for cancellation of new issues of postage stamps by applying the First Day of Issue cancellation seal containing the date and postal site where cancellation takes place to the integrally formed selvage edge of a sheet of stamps thereby confirming that all of the stamps in the sheet are authentic first day of issue stamps without marring the appearance and reducing the value of the stamps in the sheets.

Having described several embodiments of method and device for authentication of first day of issue stamps according to the invention, it is believed obvious that other modifications and variations of the invention will be suggested to those skilled in the art in the light of the above teachings. It is therefore to be understood that changes may be made in the particular embodiments of the invention described which are within the full intended scope of the invention as defined by the appended claims.

What is claimed is:

1. A method for first day of issue authentication of a sheet of original stamps containing a selvage edge integrally formed with the sheet of stamps during printing; said method comprising affixing an extra original stamp of the same issue as the sheet of original stamps being authenticated in-line with an exposed portion of the selvage edge, and applying the First Day of Issue cancellation seal which includes a bulls eye containing the date and name of the post office performing the authentication and a portion of the killer bar cancellation segments of the cancellation seal to the exposed portion of the selvage edge in a manner such that the terminal ends of the killer bar cancellation segments of the seal impinge upon and cancel the extra original stamp affixed in-line with the exposed selvage edge portion of the sheet of stamps being authenticated.

2. The method of stamp authentication according to claim 1 wherein the extra original stamp of the same issue as the sheet of original stamps being authenticated is affixed in-line with the exposed portion of the selvage edge by adhesively securing the extra original stamp directly to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

3. The method of stamp authentication according to claim 1 wherein the extra original stamp of the same issue as the sheet of original stamps being authenticated is affixed in-line with the exposed portion of the selvage edge by adhesively securing the extra original stamp to a peelable adhesive label removably secured to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

4. The method of stamp authentication according to claim 1 wherein the sheet of stamps to be authenticated is contained within an enclosing envelope which has an open window positioned to expose the portion of the selvage edge upon which the First Day of Issue cancellation seal impinges.

5. The method of stamp authentication according to claim 4 wherein the extra original stamp of the same issue is secured to the exterior of the envelope adjacent the open window in a position such that the bulls eye containing the date and name of the post office performing the authentication and a portion of the killer bar cancellation segments of the cancellation seal strike the

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exposed portion of the selvage edge through the open window and the terminal ends of the killer bar segments of the seal impinge upon and cancel the extra original stamp affixed to the exterior of the envelope adjacent the window.

6. The method of stamp authentication according to claim 1 wherein the First Day of Issue cancellation seal is applied to the exposed portion of the selvage and the extra original stamp of the same issue by stamping the cancellation seal on the selvage under the supervision of a responsible postal official to thereby provide a simple, efficient and effective one step authentication of sheets of stamps on the first day of issue.

7. The method of stamp authentication according to claim 6 wherein the extra original stamp of the same issue as the sheet of original stamps being authenticated is affixed in-line with the exposed portion of the selvage edge by adhesively securing the extra original stamp directly to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

8. The method of stamp authentication according to claim 6 wherein the extra original stamp of the same issue as the sheet of original stamps being authenticated is affixed in-line with the exposed portion of the selvage edge by adhesively securing the extra original stamp to a peelable adhesive label removably secured to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

9. The method of stamp authentication according to claim 6 wherein the sheet of stamps to be authenticated is contained within an enclosing envelope which has an open window positioned to expose the portion of the selvage edge upon which the First Day of Issue cancellation seal impinges, and wherein the extra original stamp of the same issue is secured to the exterior of the envelope adjacent the open window in a position such that the bulls eye containing the date and name of the post office performing the authentication and a portion of the killer bar cancellation segments of the cancellation seal strike the exposed portion of the selvage edge through the open window and the terminal ends of the killer bar segments of the seal impinge upon and cancel the extra original stamp affixed to the exterior of the envelope adjacent the window.

10. The method according to claim 1 wherein each stamp in the sheet of stamps being authenticated is integrally formed on a sheet of paper with the other stamps in the sheet but is readily separable therefrom by a line of perforations surrounding each stamp and the selvage edge likewise is integrally formed on the sheet of paper with the stamps of the sheet but is readily separable therefrom by a line of perforations similar to those surrounding each stamp.

11. The method of stamp authentication according to claim 10 wherein the First Day of Issue cancellation seal is applied to the exposed portion of the selvage and the extra original stamp of the same issue by stamping the cancellation seal on the selvage under the supervision of a responsible postal official to thereby provide simple, efficient and effective one step authentication of sheets of stamps on the first day of issue.

12. The method of stamp authentication according to claim 11 wherein the extra original stamp of the same issue as the sheet of original stamps being authenticated is affixed in-line with the exposed portion of the selvage edge by adhesively securing the extra original stamp

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directly to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

13. The method of stamp authentication according to claim 11 wherein the extra original stamp of the same issue as the sheet of original stamps being authenticated is affixed in-line with the exposed portion of the selvage edge by adhesively securing the extra original stamp to a peelable adhesive label removably secured to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied.

14. The method of stamp authentication according to claim 11 wherein the sheet of stamps to be authenticated is contained within an enclosing envelope which has an open window positioned to expose the portion of the selvage edge upon which the First Day of Issue cancellation seal impinges, and wherein the extra original stamp of the same issue is secured to the exterior of the envelope adjacent the open window in a position such that the bulls eye containing the date and name of the post office performing the authentication and a portion of the killer bar cancellation segments of the cancellation seal strike the exposed portion of the selvage edge through the open window and the terminal ends of the killer bar segments of the seal impinge upon and cancel the extra original stamp affixed to the exterior of the envelope adjacent the window.

15. An envelope specially designed for use in first day of issue authentication of a sheet of original stamps containing a selvage edge integrally formed with the sheet of stamps during printing, said envelope having a flat surface and being of a size to receive a flat sheet of a number of integrally interconnected original stamps and their interconnected integrally formed selvage edge portion with the selvage edge portion retained near an edge portion of the envelope, said envelope having an open window formed in one of the flat surfaces thereof over said edge portion of the envelope for receiving and retaining the selvage edge portion of the sheet of stamps with the open window exposing a portion of the selvage edge of the sheet of stamps for application of a First Day of Issue cancellation seal to the exposed selvage edge portion through the open window and wherein the envelope further includes an integral portion of the flat surface of the envelope immediately adjacent the side of the open window on the side thereof to which a stamp normally is applied of sufficient dimension to accommodate affixing thereto an extra original stamp of the same issue as the sheet of stamps to be authenticated and with the open window being of sufficient size to accommodate passage of a First Day of Issue cancellation seal applying device therethrough for applying the bulls eye containing the date and name of post office performing the authentication and a portion of the killer bar segments of the First Day of Issue cancellation seal to the portion of the selvage edge exposed through the open window with the terminal ends of the killer bar segments of the seal extending sufficiently to impinge upon and cancel an extra original stamp of the same issue affixed to the exterior of the envelope immediately adjacent to said open window.

16. A method for first day of issue authentication of a sheet of original stamps containing a selvage edge integrally formed with the sheet of stamps during printing; said method comprising applying the First Day of Issue cancellation seal which includes a bulls eye containing the date and name of the post office performing the

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authentication and killer bar cancellation segments of the cancellation seal to the exposed portion of the selvage edge in a manner such that the bulls eye and killer bar cancellation segments of the seal impinge upon and are affixed in-line with the exposed selvage edge portion of the sheet of stamps being authenticated.

17. The method of stamp authentication according to claim 16 wherein an extra original stamp of the same issue as the sheet of original stamps being authenticated

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is affixed in-line with the exposed portion of the selvage edge by adhesively securing the extra original stamp directly to the exposed selvage edge adjacent to and in-line with the area of the selvage edge to which the First Day of Issue cancellation seal is applied such that the terminal ends of the killer bar cancellation segments impinge upon and cancel the extra original stamp.

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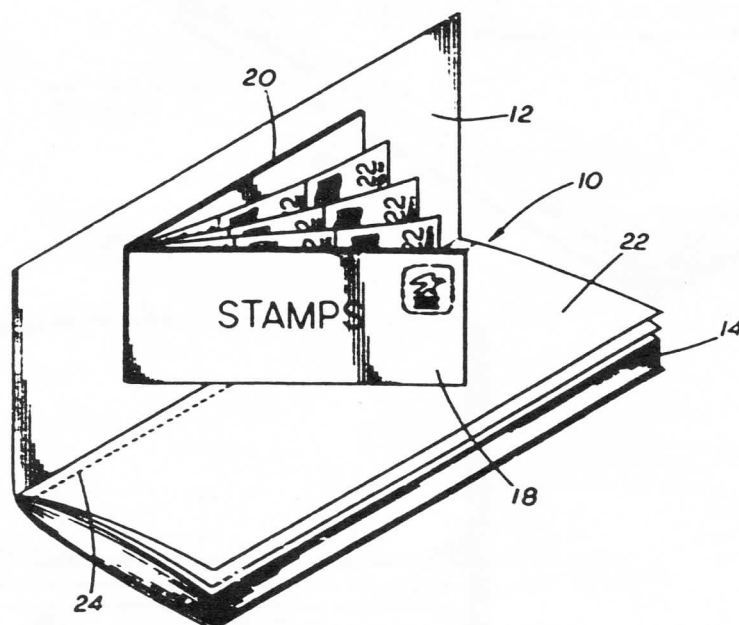
United States Patent [19]**McClain, Jr.**[11] **Patent Number:** **4,795,195**[45] **Date of Patent:** **Jan. 3, 1989**[54] **DISCOUNT COUPON AND STAMP HOLDER**[76] **Inventor:** Brad A. McClain, Jr., 3714 Durness Way, Houston, Tex. 77025[21] **Appl. No.:** 140,297[22] **Filed:** Dec. 31, 1987[51] **Int. Cl.⁴** G09F 3/08; B42D 15/00; B42D 1/00; B42D 3/00[52] **U.S. Cl.** 283/56; 283/81; 281/3 R; 281/31[58] **Field of Search** 281/3 R, 22, 29, 31; 283/56, 63, 81[56] **References Cited****U.S. PATENT DOCUMENTS**

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Primary Examiner—Frank T. Yost*Assistant Examiner*—Paul M. Heyrana*Attorney, Agent, or Firm*—James A. Bargfrede[57] **ABSTRACT**

A booklet is provided with a front cover having attached on the inside portion a conventional book of postage stamps. The pages of the booklet are perforated near the center of the booklet and the pages contain merchandise discount coupons for use by an individual who has purchased the booklet at less than the face value of the postage stamps contained in the postage stamp book attached to the cover.

3 Claims, 1 Drawing Sheet

U.S. Patent

Jan. 3, 1989

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FIG. 1

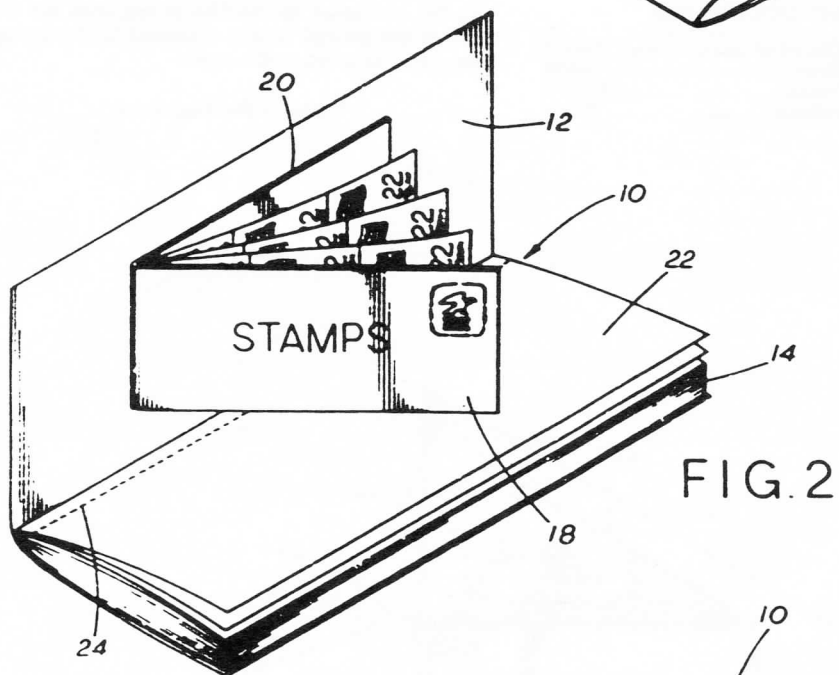
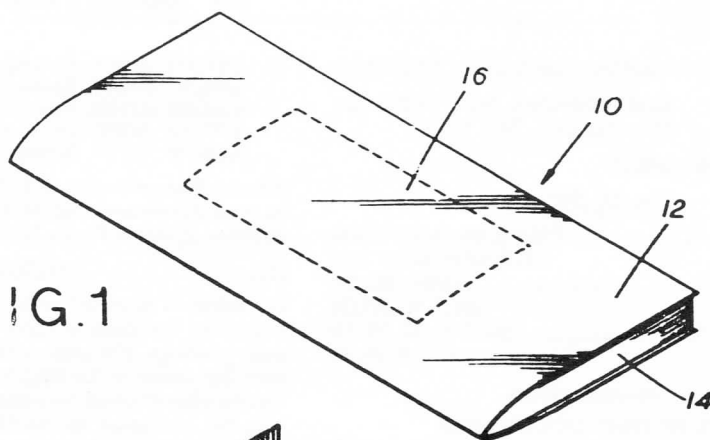
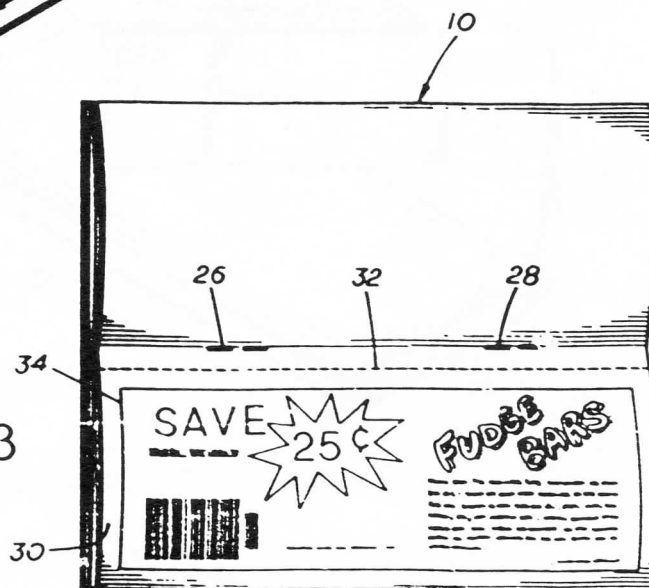


FIG. 2

FIG. 3



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DISCOUNT COUPON AND STAMP HOLDEX

SUMMARY OF THE INVENTION

An article of manufacture is provided comprising a book having a front cover and a plurality of perforated pages bound together, for example, by a plurality of staples. On the inside portion of the front cover is attached a conventional book of postage stamps. Such book of postage stamps ordinarily is purchased from various sources for the face value of the postage stamps in the book. The article of manufacture of the present invention is sold for less than the face value of the postage stamps attached to the inside of the front cover. A plurality of perforated pages having discount coupons attached comprise the remainder of the booklet or article of manufacture of the present invention. The discount coupons may be redeemed for discounted priced merchandise or service while also allowing the purchaser of the booklet or article of manufacture of the present invention to obtain postage stamps at a price below the face value of such postage stamps. The combination of elements and pricing of the booklet or article of manufacture of the present invention are not thought to be known in the merchandising art, and thus the present invention provides a novel and useful article of manufacture for use in a novel and useful merchandising system.

BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is an isometric projection of the article of manufacture or booklet of the present invention showing the top of the front cover;

FIG. 2 is an isometric view showing the article of manufacture or booklet of the present invention with the front cover open to show the attached stamp book; and

FIG. 3 is an oblique projection showing the article of manufacture or booklet of the present invention in an open position in the middle of such booklet.

DETAILED DESCRIPTION

FIG. 1 is an isometric projection of the article of manufacture or booklet 10 of the present invention showing the front cover 12 and a plurality of pages 14 in the booklet 10. Booklet 10, for example, may be of the size of a well-known personal checkbook. The back portion 16 of a book of postage stamps is shown in broken lines on the inside of cover 12. The article of manufacture or booklet of the present invention ordinarily will be comprised of paper material with the cover 12 utilizing heavier paper than the pages 14 thereby making the booklet 10 more durable for use for an extended period of time. Obviously, the type and quality of paper or other material used to manufacture the booklet 10 may vary according to the circumstances and the merchandising desires of those who market and use the booklet 10 of the present invention. It will be further appreciated that a hard cover may be used in some instances where merchandising requirements dictate that a hard cover be utilized.

FIG. 2 is an isometric view of the article of manufacture or booklet 10 of the present invention showing front cover 12 in an open position with a stamp book 18 attached, for example, with glue 20 to the inside of front cover 12. Front Cover 12 obviously has an inside portion and an outside portion and the stamp book 18 is attached to the inside portion of cover 12 to allow easy

removal of the stamps while providing protection from moisture such as rain. As pointed out previously, the stamp book 18 may be a conventional postage stamp book containing stamps having a face value, for example, of 22 cents for each stamp. A typical stamp book contains 20 stamps having a face value of 22 cents for each stamp and such booklet therefore normally is sold for \$4.40 when purchased at facilities such those found at locations operated by the United States Postal System.

A plurality of pages 14 are positioned between the front cover and back cover of the booklet 10 of the present invention. A typical page 22 has perforations 24 near the top of each page to allow each individual page to be removed easily from the booklet when redeeming the discount coupon attached to each individual page at the time of purchase of a product or a service associated with such discount coupon. FIG. 2 does not show a discount coupon attached to page 22 but it will be apparent that the discount coupon can be attached to either side of page 22 in accordance with manufacturing and marketing requirements.

FIG. 3 is an oblique projection of the article of manufacture or booklet 10 of the present invention shown in an open position in the middle of the book. Fasteners such as staples 26 and 28 may be used to attach the pages of the booklet to the cover. As mentioned previously, each page such as page 30 having perforations 32 allow easy removal of the pages from the booklet so that a discount coupon such as discount coupon 34 shown in FIG. 3 may be redeemed. Thus, discount coupon 34 may be attached to page 30. When a purchase is made involving the sponsor of the discount coupon 34, the entire page 30 may be easily removed because of the perforations 32 along the upper portion of page 30. As the pages are removed from the booklet, the user can visually note when another booklet soon will be required.

Thus, the present invention provides an article of manufacture or booklet which is new and novel and which is used in a new and novel manner with a conventional postage stamp book to increase the sales of products or services covered by discount coupons in such booklet. A book of postage stamps having a known face value is positioned inside of the front cover of the booklet so that such postage stamps may be removed easily as desired. Assembly of the pages of the booklet and the perforations on each page allow the user of the booklet to selectively, quickly, and reliably select a discount coupon for redemption upon purchase of a product or a service associated with such discount coupon.

Although a preferred embodiment of the invention has been shown and described in accordance with the requirements of the United States Patent Law, it will be appreciated by those skilled in the art to which the present invention pertains that modifications, variations, and improvements may be made without departing from the spirit of the invention defined by the claims.

I claim:

1. An article of manufacture for use in retail establishments which honor discount coupons from marketers, said article of manufacture including in combination cover means including a front page and a back page, a plurality of pages perforated along a line near the top of each page with each page having a discount

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coupon affixed thereto and fixedly attached to said cover means, and

booklet means positioned in said cover means.

2. An article of manufacture defined by claim 1 wherein said booklet means comprises a book of conventional postage stamps to be sold at less than face value.

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3. An article of manufacture including in combination cover means including a rectangular front page having an outside portion and an inside portion, a plurality of perforated pages each having a discount coupon and fastened to said cover means, and a book of postage stamps fixedly positioned on the inside portion of said rectangular front page.

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Editor's Message

In this issue of *The Heliograph*, we present the first three introductory pages of The Postal History Foundation's catalog of the Charles Nettleship Jr. community advertising covers collection, which Mr. Nettleship donated to the Foundation. The three introductory pages were produced by Jim Larsen. We also have included eight randomly chosen covers from the collection to better illustrate exactly what is meant by "community advertising cover" and to show some examples. The entire collection of 1204 covers has been recorded on computer, and at about seven listings per page, takes up almost 200 pages of dot matrix printing. We originally had discussed publishing the nearly 200 pages of listings in *The Heliograph*, but this would have taken some time, particularly simultaneously with the serialization of George Kramer's "Across the Continent" exhibit. (Because of scheduling difficulties around the Bangkok international exhibition, no pages of George's exhibit appear in this issue; it will resume in the 4th quarter issue.) Instead, we introduce our members to the Nettleship collection briefly and offer to make copies of the listings and covers available to our members (by state, by period, by type of cover sponsor, etc.) at cost.

Some of you know that I also collect advertising and corner card covers, particularly those directly related to the U.S. newspaper industry during the 1850-1925 period. (For example, I would have the cover on page 8 in my collection.) Therefore, Mr. Nettleship's community advertising cover collection is of particular interest to me. On one hand, it should be noted that Mr. Nettleship did very well in obtaining covers from every state except Utah, Nevada and Hawaii, and in developing a collection those bulk spans a 60-year period. One may well wonder, however, just how representative the collection is of what is available. This is a difficult question to answer. What is available on the cover market depends on what was saved by whom originally, how many other individuals collect similar covers state by state, how many other individuals collect the same covers but for different reasons, how many years Mr. Nettleship collected them and how aggressive he was in both locating and paying for available covers, etc. Other factors enter into the existence of advertising covers; for example, advertising covers seem to have been disproportionately popular among business and civic groups in some cities and some states. Maine is a good example; because the state has such a small population, it clearly is relatively overrepresented in both Mr. Nettleship's collection and my own. There can be numerous reasons for this: perhaps Maine was

**GOLDENDALE, KLICKITAT COUNTY,
WASHINGTON,
BEATS ALL THE INLAND EMPIRE**

The Town has
Excellent Public
Schools, Including
High School, Six
Churches, Up-to-
date Business
Houses, Flour-
ing Mills,
Etc.

**The Purest Wa-
ter, Fine Sewer-
age, Wide Streets,
Electric Lights. Ideal
Place for Homes on
Account of the
Educational and
Social Advan-
tages**

Productive Soil,
Salubrious Climate, and Most
Varied Resources, having the Best
Opportunities for Capital Seeking Invest-
ment in Manufactures, Fruit, Timber, and
Farm Lands. For Definite Information, Address,
KLICKITAT DEVELOPMENT LEAGUE, GOLDENDALE, WASHINGTON

GOLDENDALE SENTINEL PRINT

Community advertising cover from Goldendale, Wash., printed in 1908 by the *Goldendale Sentinel* newspaper. The *Sentinel*, still being published today, was then owned by my great-grandfather, William Byars; my grandmother, Josephine Byars Claussen, was almost two years old when this cover was mailed from South Bellingham to North Yakima.



lucky enough to have large collections saved of it over the decades, perhaps there are fewer Maine cover collectors than I think, and/or perhaps there was one or more printing companies in Maine that aggressively marketed the advertising cover concept to their customers. On this last point, it should be noted that it is not uncommon to find advertising covers from different states and even advertising different companies, cities, or whatever that are identical in design; only the names, the photos, dates, etc., have been changed. Many of Mr. Nettleship's covers would at least have been used by many businesses and organizations in the same city, with just the return address varying on envelopes used around town. I show a cover on page 32 from my collection that surely was

HANNIBAL, gateway to the South-west, is the fastest growing city in Missouri. Its population in 1908 is 21,000 and it has enjoyed a steady growth of 1000 each year for eight years. It is the metropolis of Northeast Missouri and is situated on the bank of the Mississippi, 120 miles northeast of St. Louis.

Free factory sites, excellent residence sites, cheap light and power, low freight rates, fine shipping facilities by rail and water, superb schools and churches—these are a few of Hannibal's many advantages. One of the largest Portland cement plants in the entire world is numbered among Hannibal's 97 factories. The payrolls of the factories total nearly \$300,000 monthly.

Hannibal has five lines of railroad and valuable access to 2000 miles of river transportation. Each day sees 52 passenger trains arrive at and depart from the city. This is Missouri's largest shoe manufacturing city outside of St. Louis.

Four strong banks with assets of \$4,000,000, the largest brick works in Northeast Missouri, twelve cigar factories with an output of 5,000,000 cigars annually, water works plant with a capacity of 20,000,000 gallons daily—these are other Hannibal assets.

HANNIBAL THE GATEWAY OF MISSOURI

Come and blow your whistle with us.

used all over Hannibal, Mo. Therefore, not only were various "templates" available regionally or nationally to envelope printers, but the same design could be used locally over and over again.

Again with regard to numbers, advertising covers from many other states with small populations--such as Idaho, Wyoming, the Dakotas, Rhode Island and Utah--are at least as difficult to find as you would expect, and more so if today one or more collectors are quite serious about a state's postal and/or economic history. The scarcity of advertising covers in both Mr. Nettleship's collection and mine from such an important state as Connecticut, on the other hand, is simply a mystery to me.

In both this collection and mine, the entire South is underrepresented and the Midwest perhaps overrepresented. Again, all I can offer is guesses: that advertising covers were relatively more widely used in the Midwest and relatively less popular in the South than in the rest of the country. I might buy the first, but I don't buy the second. My experience is that all types of covers from all periods are scarcer from the South, a fact compounded on a practical level by my observation that even today one still pretty much must visit Southern dealers and Southern shows to see what's available. Whether the relatively fewer number of Southern covers resulted from less mail there, fewer Southern stamp collectors, more paper items being lost to humidity than elsewhere, or some combination of factors, I can only speculate. My friend Byron Smith, originally from Shelbyville, Tennessee, tells me that pre-Civil War covers from Tennessee are uncommon because back then hardly anyone in Tennessee knew how to read and write! He says this only half in jest.

Another factor in looking at Mr. Nettleship's collection, mine, or any other group of advertising covers has to do with what the advertising is for. Most of his collection is from the 1890-1920 period, when America's economy was booming with immigrants, mechanization, urbanization and other exciting developments. With a couple of burps, the U.S. economy was in quite good shape from 1893 to 1929. The Nettleship collection slows down in the 1920s when the U.S. was turning away immigrants, merchants could start advertising on radio, etc. My newspaper advertising cover collection was intentionally cut off at 1925. That notwithstanding, my experience has been that most newspaper advertising covers available are from an earlier time span--about 1873 to about 1915--than the bulk of Mr. Nettleship's. Many newspapers in big cities closed or merged with others during the 1912-1930 period, so this explains at least part of the phenomenon. Numerous other events and trends may have played a part in less fancy newspaper company envelopes--such as fewer newspapers engaging in job printing work that made it cheap to print fancy envelopes for themselves--but no one of them is obviously significant.

Both Mr. Nettleship's collection and mine have been arranged alphabetically by state, then alphabetically by city, then chronologically by date. This has never been entirely satisfactory to me: philately no longer organize thematic or postal history collections this way, and for good reasons. Some collectors and dealers--most notably Robert Dalton Harris and Diane DeBlois of aGatherin'--have discussed organizing advertising covers by type of design (photos and non-photos, woodcuts and steel engravings, etc.) or by source of design (artist's name or initials, printing company's name, etc.), but the first seems arbitrary and irrelevant, and second is possible only with a small percentage of covers. The fraction of my covers that are in my exhibit are arranged there pseudo-thematically, but the arrangement is a judgment call based on my digestion of the newspaper industry's history; there might be as many different arrangements as there are journalism history professors. Linn's Stamp News Publisher/Editor Mike Laurence collects Chicago advertising covers and, while I know that he studies various individual printers and engravers, at least has the benefit of arranging them geographically block by block and then chronologically if he so chooses!

All I know is that advertising covers are fascinating and therefore increasingly popular. They are a way to tie in postal history to political and economic history, and should be as good a personal "hook" to get newcomers into the hobby as are topicals, ship covers (for ship buffs and Navy veterans), space covers (for the modern romantics among us), etc. When I listen to exhibit judge complain about not enough "commercial usages" in so many exhibits, I point out that I collect the most "commercial" of them all; I know they are not asking for more advertising covers, but I certainly will take advantage of that ambiguous word to make my point. These covers were not contrived by or for philatelists or postal administrations--unlike most FDCs, most aerophilately and astrophilately items, maximum cards, souvenir covers, and an uncomfortably high number of plate blocks, souvenir sheets, high values and topicals. Advertising covers have a lot more to do with the who, what, when, where and why of postal system usage than do revenues and many of those other items. (In case there still is any doubt as to where advertising covers belong in a competitive exhibit, it is "Special Studies" until a better name and place come along.) Neither, in my opinion, were they saved by anyone in disproportionately high numbers, as aesthetically beautiful and historically significant as many of them are--Dane S. Claussen.