

An abstract graphic on the left side of the slide, featuring a complex, overlapping pattern of blue triangles and polygons in various shades of blue, ranging from deep navy to light sky blue. The pattern is contained within a white rectangular frame.

Michael L. Wilson

Philatelic Society of Lancaster
County

December 27, 2023

A Tour of U.S. Collecting Possibilities Based on Ad Covers

Three vertical yellow bars of equal height and width, positioned to the right of the main title.

Overview

- First, provide an introduction to Advertising Covers
 - Types of covers
 - Why collect
- Second, demonstrate the range of collecting possibilities based on the covers shown in this presentation
- Target audiences for the presentation are novice and intermediate collectors who want to expand their collecting interests
- All the items shown are in my collection

Advertising Covers – Or “Commercial Postal History”

- Any cover with printed advertising – today we would call it “junk mail”
 - **Corner cards:** Something more than a return address
 - **Cameos:** Embossed oval or shield shapes usually colored blue or black, so named because of their resemblance to cameo jewelry
 - **Advertising collars:** Stamp frames
 - **Illustrated covers:** Pinnacle with elaborate designs, sometimes in color, sometimes on both front and back; heyday from the late 19th to early 20th centuries
- Patriotic, exposition, and first day covers not included (but also fascinating!)

Why Collect Ad Covers?

- Historical interest: Provide a point-in-time snapshot of American commerce and design and the comings and goings of businesses
- Great research fodder for social historians
- Visually appealing
- Many tie-ins for topical collectors
- By and large very affordable

Historic Interest - Which of Today's Businesses Will Be Around 100 Years From Now?



A.R. Wiens Brush Company opened circa 1900 and was out of business by the mid 1960s.

The Pfister Hotel opened in 1893 and has been a AAA 4-Diamond hotel for 47 years. It has had an addition, but the original building remains the core of the hotel.



Visual Appeal? Take This Cover as an Example!



Sent as Third Class mail, this cover is franked with a "Minneapolis Minn." precancel Scott 300, which dates this cover to circa 1903.



International Stock Food Co. was founded in the late 1880s by Marion Willis Savage, who was known as the "second P.T. Barnum" because of his showmanship and promotion efforts. The company was dissolved in the mid 1930s.



Topical Collectors, Take your Pick! Like Aviation...

Everything about this item is advertising:

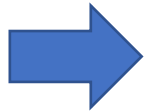
Scott C15 was essentially an ad for the *Graf Zeppelin's* 1930 Europe-Pan America roundtrip flight.

The cancellation urges senders to "Register or Insure Valuable Mail."



The back of this item (next slide) is an ad for Milwaukee and Northwest Airlines Co., which is now part of Delta Airlines

Many of the Buildings in this Photo from the Late 1920s or 1930 Still Stand, Including City Hall



Milwaukee City Hall was finished in 1895. At 353 feet, it was the tallest building in Milwaukee until 1973.



Ad Covers Open Rich Research Opportunities

The journey of the *Graf Zeppelin* was logged by *The New York Times*.

The Postal Bulletin of April 4, 1930, laid out the usage of the *Graf Zeppelin* stamps.

The history of Northwest Airlines, which commenced operations in 1926 and merged into Delta in 2010, is well documented and available online.

Log of the Graf Zeppelin On Transoceanic Flight

By The Associated Press.

SUNDAY, MAY 18.

12:18 P. M.—Left Friedrichshafen.

MONDAY, MAY 19.

1:40 P. M.—Arrived at Seville.

TUESDAY, MAY 20.

4:30 A. M.—Left Seville for Pernambuco, Brazil.

THURSDAY, MAY 22.

7:05 P. M.—Landed at Pernambuco.

FRIDAY, MAY 23.

10:52 P. M.—Left Pernambuco for Rio de Janeiro.

SUNDAY, MAY 25.

6:30 A. M.—Landed at Rio de Janeiro.

7:42 A. M.—Left on return voyage to Pernambuco.

MONDAY, MAY 26.

8:10 A. M.—Arrived at Pernambuco.

WEDNESDAY, MAY 28.

10:30 A. M.—Left Pernambuco.

SATURDAY, MAY 31.

7:25 A. M.—Landed at Lakehurst.

MONDAY, JUNE 2.

10:12 P. M.—Left Lakehurst for Seville.

THURSDAY, JUNE 5.

1:04 P. M.—Landed at Seville.

1:35 P. M.—Left Seville for Friedrichshafen.

FRIDAY, JUNE 6.

2:22 P. M.—Landed at Friedrichshafen, completing voyage.

The time given in each case is New York Daylight Saving.

The Postal Bulletin

Published daily, except Sundays and legal holidays, by direction of the Postmaster General, for the information and guidance of officers and employees of the Postal Service

VOL. LI

WASHINGTON, FRIDAY, APRIL 4, 1930—Three Pages

No. 15264

"GRAF ZEPPELIN" AIR MAIL STAMPS

THIRD ASSISTANT POSTMASTER GENERAL,

Washington, Apr. 3, 1930.

Postmasters and employees of the Postal Service are advised that the department is about to issue three special Zeppelin air mail stamps of 65-cent, \$1.30, and \$2.60 denominations, for use on mail matter carried on the *Graf Zeppelin* first Europe-Pan America round-trip flight, to be made early in May.

The stamps are the same shape and size as the current air mail stamps, 750 by 250 millimeters, and are described as follows:

The border design is the same for each stamp, with the necessary change of numerals representing the value. At the top of the stamp in a straight line are the words "Graf Zeppelin" with the words "Europe-Pan America Flight" directly beneath. At the bottom of the stamp in a dark panel appear the words "United States Postage" and within circles in both lower corners are the numerals showing the denomination.

The 65-cent stamp is printed in green and contains as the central design a representation of the *Graf Zeppelin* in flight across the Atlantic Ocean in an eastward direction.

In the \$1.30 stamp the airship is similarly shown sailing westward with a partial outline of the eastern and western continents on either side of the stamp. This stamp is printed in brown.

The design of the \$2.60 stamp shows the *Graf Zeppelin* emerging from the clouds, passing a globe representing the earth, and traveling toward the west. This stamp is printed in blue.

The *Graf Zeppelin* stamps will first be placed on sale at the post office, Washington, D. C., on Apr. 10, 1930, and for the benefit of collectors the stamps will be placed on sale the same date at the philatelic agency of the department. The stamps will also be placed on sale at the following additional post offices on Apr. 21, 1930:

Albany—Birmingham.
Arizona—Phoenix.
Arkansas—Little Rock.
California—Los Angeles, Oakland, and San Francisco.
Colorado—Denver.
Connecticut—Bridgeport, Hartford, and New Haven.
Delaware—Wilmington.
Florida—Jacksonville, Miami, and Tampa.
Georgia—Atlanta and Savannah.
Idaho—Boise.
Illinois—Chicago, Peoria, and Springfield.
Indiana—Fort Wayne, Indianapolis, and South Bend.
Iowa—Cedar Rapids, Des Moines, and Sioux City.
Kansas—Topeka and Wichita.
Kentucky—Louisville.
Louisiana—New Orleans.
Maine—Portland.
Maryland—Baltimore.
Massachusetts—Boston, Springfield, and Worcester.
Michigan—Detroit, Grand Rapids, and Lansing.
Minnesota—Duluth, Minneapolis, and St. Paul.
Mississippi—Vicksburg.
Missouri—Kansas City, St. Joseph, and St. Louis.
Montana—Helena.
Nebraska—Lincoln and Omaha.
Nevada—Reno.
New Hampshire—Concord.
New Jersey—Jersey City, Newark, and Trenton.
New Mexico—Albuquerque.
New York—Albany, Brooklyn, Buffalo, New York, Rochester, Schenectady, and Syracuse.
North Carolina—Charlotte and Greensboro.
North Dakota—Fargo.
Ohio—Akron, Cincinnati, Cleveland, Columbus, Dayton, Springfield, and Toledo.
Oklahoma—Oklahoma City and Tulsa.
Oregon—Portland.
Pennsylvania—Harrisburg, Philadelphia, Pittsburgh, and Scranton.
Rhode Island—Providence.
South Carolina—Charleston.
South Dakota—Sioux Falls.
Texas—Chattanooga, Memphis, and Nashville.
Tennessee—Chattanooga, Memphis, and Nashville.
Texas—Austin, Dallas, Houston, and San Antonio.
Utah—Salt Lake City.
Vermont—Burlington.
Virginia—Norfolk and Richmond.
Washington—Seattle and Spokane.
West Virginia—Charleston and Wheeling.
Wisconsin—Madison and Milwaukee.
Wyoming—Cheyenne.

Postmasters at the above post offices will be sent a supply of the stamps without requisition, together with special instructions in regard to the sale and accounting.

This special issue will be limited to 1,000,000 stamps of each denomination, which will remain on sale at the above post offices until the departure of the *Graf Zeppelin* from Lakehurst, N. J., on the return flight. The stamps then remaining unsold will be recalled for destruction. As soon as the above quantities are printed the plates will be destroyed and no additional printing authorized.

The *Graf Zeppelin* stamps will be continued on sale at the Philatelic Agency of the department until June 30, 1930, for the benefit of stamp collectors.

When these stamps are desired for collection purposes the remittance must include return postage and registry fee.

Orders for Zeppelin stamps sent to the Philatelic Agency will be filled more promptly if other varieties of stamps are omitted.

F. A. TILTON,

Third Assistant Postmaster General.

"GRAF ZEPPELIN" EUROPE-PAN AMERICA ROUND FLIGHT

SECOND ASSISTANT POSTMASTER GENERAL,

Washington, Apr. 3, 1930.

In connection with the first Europe-Pan America round flight to be made by the *Graf Zeppelin*, starting on or after May 10, 1930, from Friedrichshafen, Germany, via Seville, Spain, and Pernambuco, Brazil, to Rio de Janeiro, Brazil, thence back to Pernambuco, thence to Lakehurst and return to Friedrichshafen via Seville, arrangements have been made for sending

by the flight mentioned, both from Friedrichshafen to Lakehurst and from Lakehurst to Friedrichshafen, ordinary letters (not exceeding 1 ounce in weight) and post cards mailed in this country and prepaid with United States stamps. A special cachet will be used on such letters and post cards dispatched by the *Graf Zeppelin* from both Friedrichshafen and Lakehurst.

The rates (postage plus fee for the air dispatch) applicable for dispatch from New York to Friedrichshafen by the ordinary means, thence by the *Graf Zeppelin* to Lakehurst, N. J. (via Seville-Rio de Janeiro-Pernambuco) and from Lakehurst by the United States domestic air mail service, where available, to the office of destination in this country are:

\$2.60 for each letter.

\$1.30 for each single post card.

Articles for this dispatch should be marked "Via Friedrichshafen and *Graf Zeppelin* to Lakehurst" and be sent under cover to the postmaster at New York (so as to reach New York not later than Apr. 30), after being properly prepaid. If the special issue Zeppelin stamps (see Notice of the Third Assistant Postmaster General in this BULLETIN in this connection) are not available at the office of mailing and are desired a money order, made payable to the postmaster at New York, to cover the rate applicable as above stated should be sent in the same cover.

The rates (postage plus fee for the air dispatch) applicable for dispatch by the *Graf Zeppelin* from Lakehurst to Seville or Friedrichshafen are:

\$1.30 for each letter.

65 cents for each single post card.

Articles for this dispatch may be addressed for delivery in this country or any European country and should be marked "Via *Graf Zeppelin* to Postmaster, Lakehurst, N. J." and be deposited in the mails in regular course in time to reach Lakehurst before the *Graf Zeppelin* departs for Europe. Further information as to the date of departure will be announced later. Such of these articles as are addressed for delivery in this country will be sent back from Germany by the next steamer and will be dispatched from New York by the United States domestic air service, when practicable, to the office of destination.

As in the case of articles for the dispatch mentioned first above, if the special issue Zeppelin stamps are desired and are not obtainable at the office of mailing, a money order, made payable to the postmaster at New York, to cover the rate applicable should be sent under special cover, with the article to be mailed to the postmaster at New York.

The *Graf Zeppelin* will also carry mail from Friedrichshafen, Seville, Pernambuco, and Rio de Janeiro, on which the rates as shown below must be prepaid with stamps issued by each country concerned:

Friedrichshafen to Seville, German stamps, reichsmark 2 (\$0.50).

Friedrichshafen to Pernambuco, German stamps, reichsmark 4 (\$1).

Friedrichshafen to Rio de Janeiro, German stamps, reichsmark 4 (\$1).

Friedrichshafen to Lakehurst, German stamps, reichsmark 10 (\$2.50).

Seville to Pernambuco, Spanish stamps, peseta 8 (\$1).

Seville to Rio de Janeiro, Spanish stamps, peseta 8 (\$1).

Seville to Lakehurst, Spanish stamps, peseta 20 (\$2.50).

Rio de Janeiro to Pernambuco, Brazilian stamps, milreis 5 (\$0.60).

Rio de Janeiro to Lakehurst, Brazilian stamps, milreis 10 (\$1.20).

Rio de Janeiro to Seville, Brazilian stamps, milreis 20 (\$2.40).

Letters and post cards for prepayment with foreign stamps at the rates shown in the preceding paragraph and for mailing and dispatch by the *Graf Zeppelin* from one of the foreign offices mentioned in that paragraph should be sent under cover to the special representative of the *Graf Zeppelin* in this country, F. W. Von Meister, 378 Madison Avenue, New York, N. Y. Such letters and post cards should bear the name and address of the addressee and the return address of the sender and be marked in addition "Via *Graf Zeppelin* from ----- (place of departure) to ----- (place of arrival)."

With such articles sent to Mr. Von Meister should be sent a certified check or money order in United States currency to prepay the articles at the rate applicable.

Articles to be prepaid with German stamps for dispatch from Friedrichshafen, or with Spanish stamps for dispatch from Seville, should be mailed in time for delivery to Mr. Von Meister not later than April 28. Articles to be prepaid with Brazilian stamps for dispatch from Brazil should be mailed in time to reach Mr. Von Meister not later than April 26. Such articles will be sent by Mr. Von Meister to the agents of the *Graf Zeppelin* at the different foreign offices named for the application of the proper stamps and delivery to the postal authorities.

The arrangements herein set forth have been made as a matter of convenience to stamp collectors. Dispatch by the *Graf Zeppelin* is not guaranteed.

Registered mail will not be accepted for this flight.

W. LYING GLOVER,
Second Assistant Postmaster General.

PARCEL-POST SERVICE TO PERSIA

SECOND ASSISTANT POSTMASTER GENERAL,

Washington, Apr. 3, 1930.

Effective at once, parcel-post service is discontinued to the office of Dowlatabad, Province of Kirman.

In view of the above, the following changes should be made in the annual Postal Guide for 1929.

Page 488

Service (1), Poste Restante, Duzdab.—Parcels for places in the Province of Khokan, Kirman (except Dowlatabad), Seistan, and Yazd.

Service (2) (Desert Motor Service), Poste Restante, Bander Abbas.—Parcels for Bander Abbas and places in the Province of Kirman (except Dowlatabad) and Seistan.

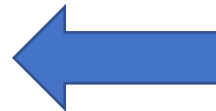
W. LYING GLOVER,
Second Assistant Postmaster General.

But It's Fun to Find Ad Covers with Interesting Philatelic Features

- Stampless Era (pre-1856)
- Highlights in Early Post Office History
 - The 3-Cent Imperforated Stamp of 1851-57: A Plater's Paradise
 - First Perforated Stamps – Series of 1857-61
 - First Attempt to Combat Fraud – Grill Issues of 1867-68
 - First U.S. Pictorials – 1869 Issue
 - First U.S. Commemoratives – 1893 Columbian Exposition Issue
- Workhorse Stamps of the 19th Century
 - 3-Cent Design Series of 1861
 - 3-Cent Bank Note Issues 1870-1882
 - 2-Cent Washington of 1883
- Classes Other than First Class
 - Airmail
 - Third Class
 - Special Delivery
- Stamped Envelopes
- Postal Cards and Post Cards
- Encased Postage Stamps
- Confederate States
- Other Features Highlighted Here and There
 - Cancel and Postmark Varieties
 - Cinderellas
 - Dead or Discontinued Post Offices
 - Early Usages
 - Perfins
 - Postage Due
 - Precancels
 - Private Perforations
 - Registered Mail
 - Transit Markings
 - Washington-Franklin Definitives of 1908-1922

Stampless Era

Weakly Struck Cameo Corner Card from the New York and Erie Railroad, Late 1840s, Early 1850s



Note:
Cameo
digitally
enhanced

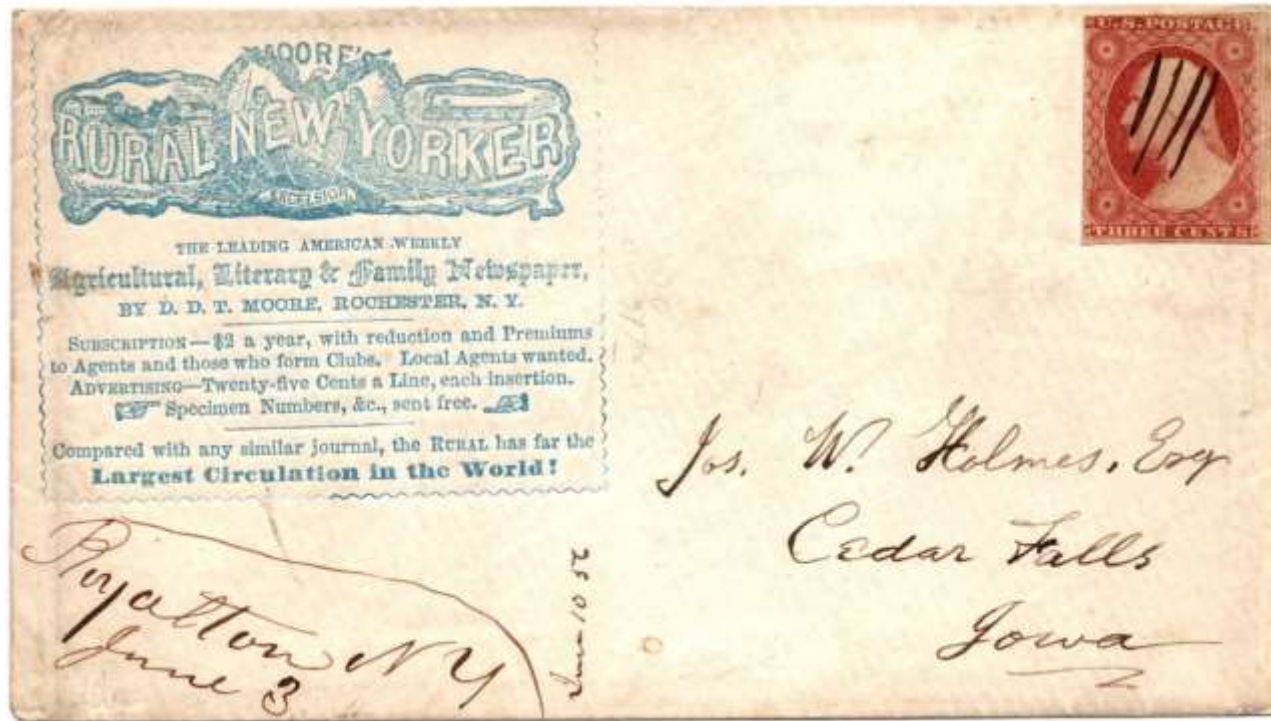
N.Y. & ERR was chartered in 1832 and by the early 1850s connected Piermont, NY (north of NYC) to Dunkirk, NY (on Lake Erie), a distance of some 400 miles.



Stampless envelope postmarked May 15, New York City. Year unknown but between 1847 and 1851. (5-cent prepaid letter rate started in 1845 and ended in 1851; plus, this particular postmark was used between 1847 and 1851.)

Highlights in Early Post Office History

Issued to Pay the 3-Cent Rate Effective July 1, 1851, the 3-Cent Imperforate of 1851-57 May Be the Most Extensively Studied Stamp Ever



Letter mailed June 1856. *Rural New Yorker* was a weekly periodical founded in 1850. It was published until 1964 when Farm Progress Publishers acquired it.



This stamp has been plated as 73R7, i.e. the 73rd position on the right-hand side of a plate of 200.

Plate 7 was used from early 1856 to Feb. 1857. About 21 million stamps (Scott 11) were printed from plate 7.

Cover with Cameo on Back Flap Franked with 3-Cent from the Series of 1857-1861, the First Perforated U.S. Stamps



Postmarked August 15, 1859, Concord, NH. Franked with two (not pair) 3-cent stamps. With nearly 660 million issued, it is by far the most common stamp of the Series of 1857-1861.



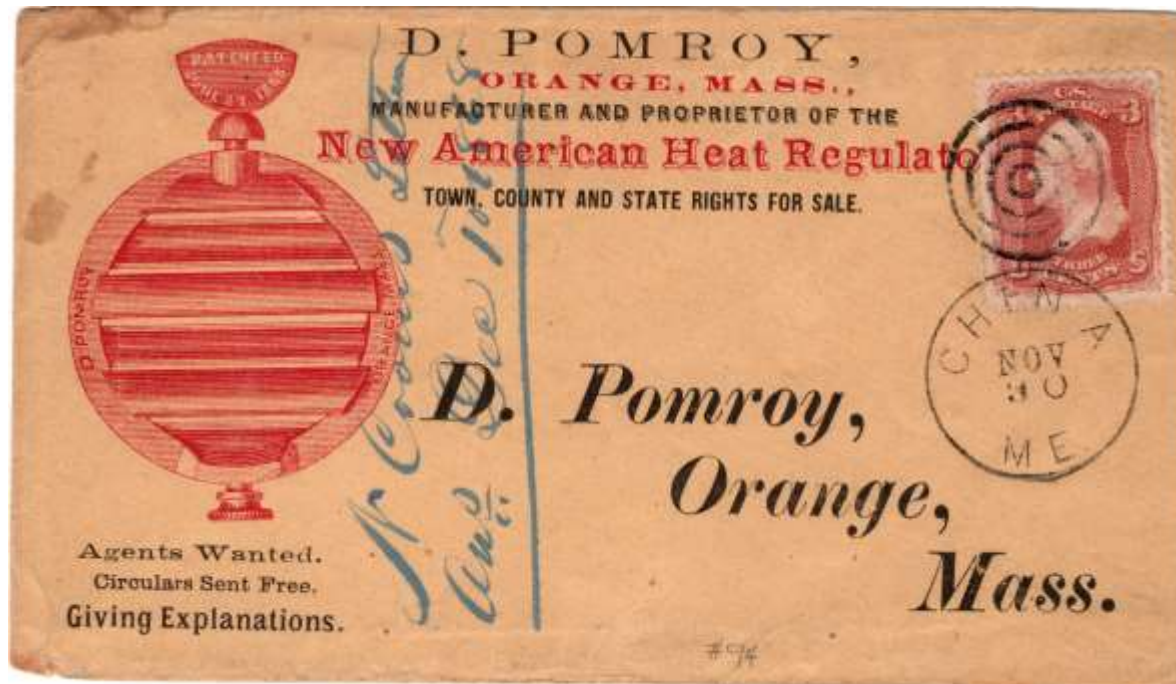
The 3-cent from the Series of 1857-1861 was printed from the same plates as the 3-cent from 1851-57. It comes in three types; this is Type III (Scott 26).

Embossed ad (in B&W) from back flap. Founded in 1823, Chickering & Sons was one of the earliest piano manufacturers in the U.S. The last Chickering piano was built in 1985.



In 1867-68, Grills Were Added to Stamps to Combat Fraud

The government's perception of stamp reuse was greatly exaggerated, and the grilling of stamps ended by 1875. The experiment did result in some great stamp rarities, however.



Cover postmarked China, ME November 30, 1868, with a fancy “bullseye” cancellation. Daniel Pomroy (1823-1872) was a budding inventor and merchant. The “New American Heat Regulator” was a damper for fireplaces.



“F” Grill on 3-Cent from the Issue of 1861 (Scott 94).

This is the most common of the grilled stamps with about 225 million issued.

Illustrated Cover to England Franked with One of the First U.S. Pictorial Stamps from the 1869 Issue

Postmarked New York June 23, 1869, and franked with a 12-cent Scott 117 to satisfy the rate from the U.S. to England. Stamp is cancelled with a Maltese cross.

The stamp depicts the Steamship (S.S.) *Adriatic*, which was launched in 1856.



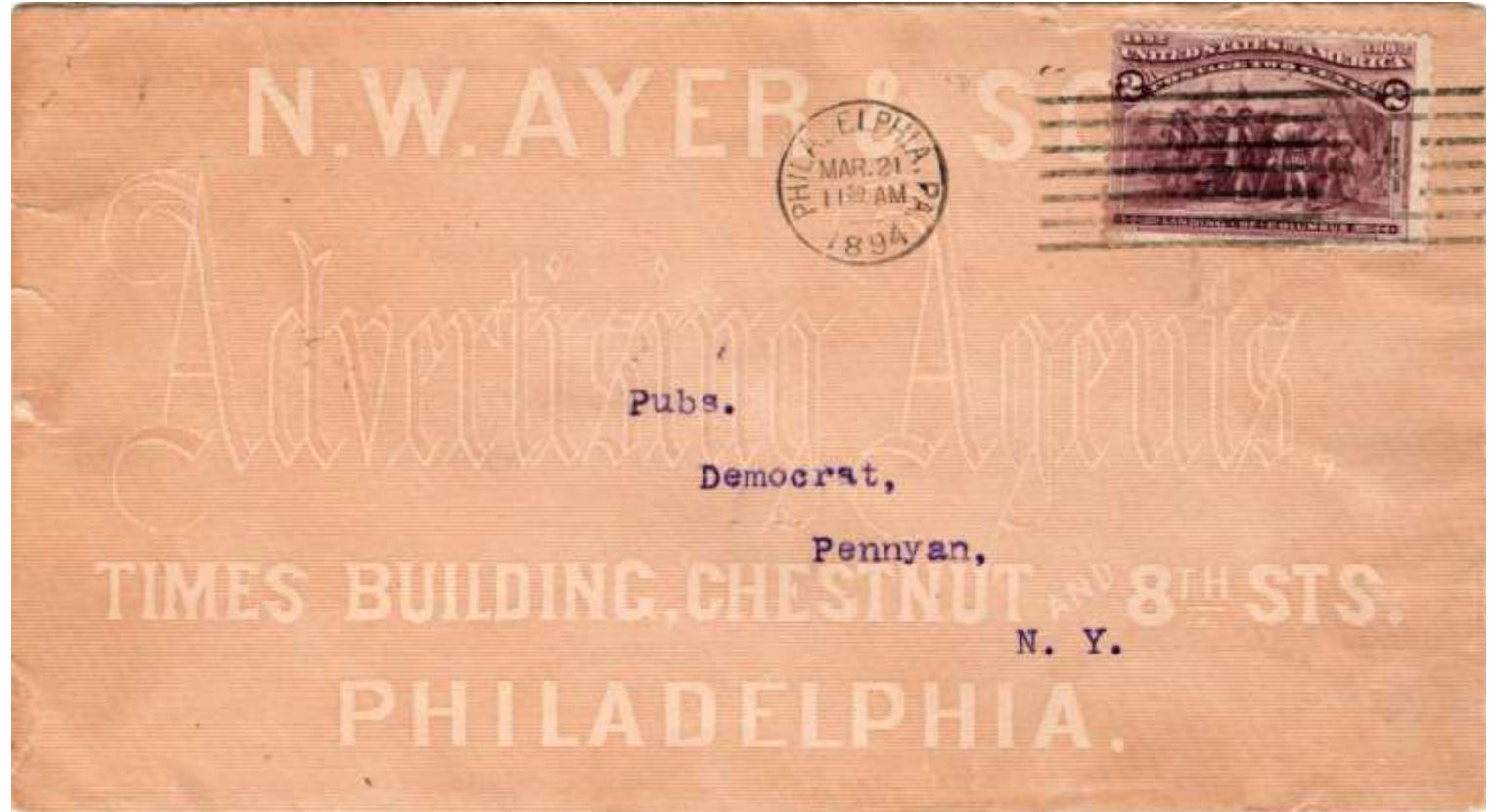
Covell & Co. was a dealer of sundry household items like chandeliers, clocks, lamps, and Arion Pianos.

Illustrated Cover with Most Common of the First U.S. Commemorative Stamps from 1893 Celebrating Columbus's "Discovery" of America

Just under 1.5 billion of Scott 231 were issued to satisfy the 2-cent First Class letter rate.

Cover was postmarked March 21, 1894, in Philadelphia.

This is the earliest machine cancellation in this presentation. It was made by a machine sold by the Universal Stamping Machine Co. of New York.



N.W. Ayer & Sons was founded in Philadelphia in 1869 and went out of business in 2002. It's known for many ad slogans including, "A diamond is forever" (De Beers) and "Be all you can be" (U.S. Army).

Workhorse Stamps of the 19th Century

Cameo Cover with 3-Cent Design from the Series of 1861

At the start of the Civil War, the Union demonetized the Series of 1857-61. The Series of 1861 was its replacement, with the 3-cent design being the most common. Almost 1.8 billion were issued. It was the workhouse stamp of the 1860s and is seen on many Union Civil War covers.



William Flaccus operated one of many tanneries in Pittsburgh in the 19th century. Many closed by the late 1800s, but Flaccus was in business until 1946. Its former site is now occupied by a H.J. Heinz warehouse.



Stamp on cover (Scott 65) with partial imprint rotated 90 degrees

Illustrated Cover Franked with a Pink Version of the 3-Cent from the Series of 1861

The rose color 3-cent denomination, Scott 65, is by far the most common. There is also a pink color of the 3-cent denomination, Scott 64, which is much less common. About 100,000 of Scott 64 were issued. This cover, postmarked December 14, 186?, in Fulton, NY is franked with the pink variety. It has a 2011 PF certificate (#495101).

Falley Seminary operated from 1836-1883. John P. Griffin was principal from 1856 to 1869.



Back flap

BOARD, AND TUITION IN COMMON ENGLISH BRANCHES,
\$29 50 PER TERM OF FOURTEEN WEEKS.

Cameo Cover with Two Series of 1861 Stamps Postmarked Baltimore December 27, 1862, and with Transit Markings

Cover is franked with Scott 65 and Scott 69 for a total of 15-cents in postage. That covered the rate for this letter to travel from Baltimore to New York (3-cents) and then for its transatlantic journey and delivery in Germany (7-cents and 5-cents, respectively).



Postmark on back shows letter was received in Melle, Germany on January 15, 1863.



Front of the cover includes a partial red “New York American Packet” marking crediting 7-cents of the postage paid to the transatlantic journey and a red “Aachen Franco” transit marking indicating the cover passed through the Aachen exchange station.

William Davison started to produce a chemically based fertilizer in 1840 and his factory became the basis for a diversified chemical industry in Baltimore.

Corner Card from New Orleans from the Early 1870s

Printed by three different companies, almost 6.5 billion of the 3-cent design were issued some grilled but most not, some without but many more with a “secret mark” and those were printed on two different paper types. I offer two examples.



Southern Sale Stables and Mule Pens was in the “mule district” or “mule market” of New Orleans.



National Bank Note printing 1870-71 with no “secret mark” and with H grill (Scott 136)

Illustrated Cover Postmarked Chicago, June 3, 1875



Turlington Walker Harvey was instrumental in rebuilding housing in Chicago after the Great Fire of 1871.

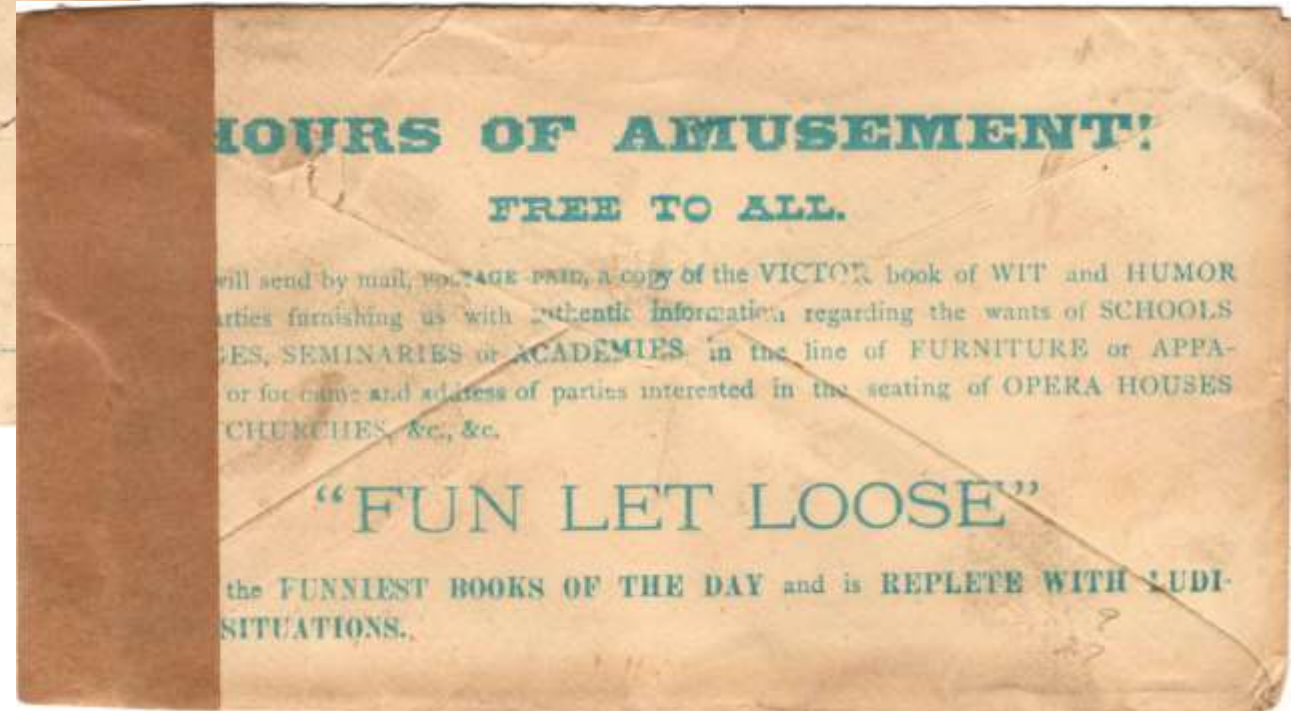


Continental Bank Note Company printing with "secret mark" on white wove paper (Scott 158)

Illustrated Cover with Early Usage of 2-Cent Washington from 1883



Thomas Kane & Co. diversified its business in the late 1890s by manufacturing and selling gasoline-powered engines.



On October 1, 1883, first class rates were cut from 3-cents to 2-cents per half ounce leading to the issuance of Scott 210. About 4.5 billion of this stamp were issued, making it a favorite among cancellation and plate variety collectors. It was the workhouse stamp of the late 19th century. This pair of Scott 210 were postmarked October 18, 1883, in Chicago.

Illustrated Cover with Goldsborough's Barred Elliptical Handstamp



The Barred Elliptical Cancel was invented by John Goldsborough of Philadelphia in 1875 and became the most widely used handstamp in the U.S. It is seen on other covers in this presentation.

Goldsborough's handstamp called a "duplex" combined the postmark and cancellation in a single device.

Holmes' Salt was heavily promoted: "Why **Risk Health and Spoiling Butter** by using ordinary salt, when the extra cost of using **Holmes' Extra Sifted Salt** is so small." (Emphasis in original. *Santa Cruz Surf*, June 1890).

Austin, Nichols & Co. was a grocery wholesaler that started in 1879. It would go on to own and sell Wild Turkey Bourbon. Its warehouse in New York built in 1914-15 is on the National Register of Historic Places.

Goldsborough's Handstamp Advertisements

JOHN GOLDSBOROUGH'S PATENT "MARKER." (With Circular Chassis & Springs.)



The illustration shows a vertical handstamp device with a handle and a base. To its left are several circular stamps: "MISSENT AND FORWARDED", "RETURNED FOR BETTER DIRECTIONS", "PHILADELPHIA M.O.B. AUG 30 1874 PENNA", "PHILA APR 1 10AM REC'D", "DUE 3", and "HELD FOR POSTAGE.". To its right are more circular stamps: "NEW YORK MAY 5 6 PM 79", "24", "PHILADELPHIA APR 8 2PM PA.", "8", "SPRING VALLEY JUL 4 1891 MINN.", a star-in-circle stamp, and "7". Below the device is a rectangular stamp that reads "PAT MAY 12 1874 J. GOLDSBOROUGH". To the right of the device is a "REGISTERED NO." stamp and a "RETURNED TO WRITER" stamp with a hand pointing. At the bottom, a large stamp reads "BOX RENT DUE" with a signature "Edith M. Chaffin" and "R. A. CAMPBELL, P. M." and an "ADVERTISED" stamp.


BOX RENT DUE
Edith M. Chaffin
R. A. CAMPBELL, P. M.

A is the handle of the handle, B is the base, C is the "Pat" stamp, which is not sold out. D is the "Pat" stamp, which is not sold out. E is the "Pat" stamp, which is not sold out. F is the "Pat" stamp, which is not sold out. G is the "Pat" stamp, which is not sold out. H is the "Pat" stamp, which is not sold out. I is the "Pat" stamp, which is not sold out. J is the "Pat" stamp, which is not sold out. K is the "Pat" stamp, which is not sold out. L is the "Pat" stamp, which is not sold out. M is the "Pat" stamp, which is not sold out. N is the "Pat" stamp, which is not sold out. O is the "Pat" stamp, which is not sold out. P is the "Pat" stamp, which is not sold out. Q is the "Pat" stamp, which is not sold out. R is the "Pat" stamp, which is not sold out. S is the "Pat" stamp, which is not sold out. T is the "Pat" stamp, which is not sold out. U is the "Pat" stamp, which is not sold out. V is the "Pat" stamp, which is not sold out. W is the "Pat" stamp, which is not sold out. X is the "Pat" stamp, which is not sold out. Y is the "Pat" stamp, which is not sold out. Z is the "Pat" stamp, which is not sold out.

JOHN GOLDSBOROUGH, 120 Chestnut Street, Philadelphia, Pa.
See other advertisement, page 20.

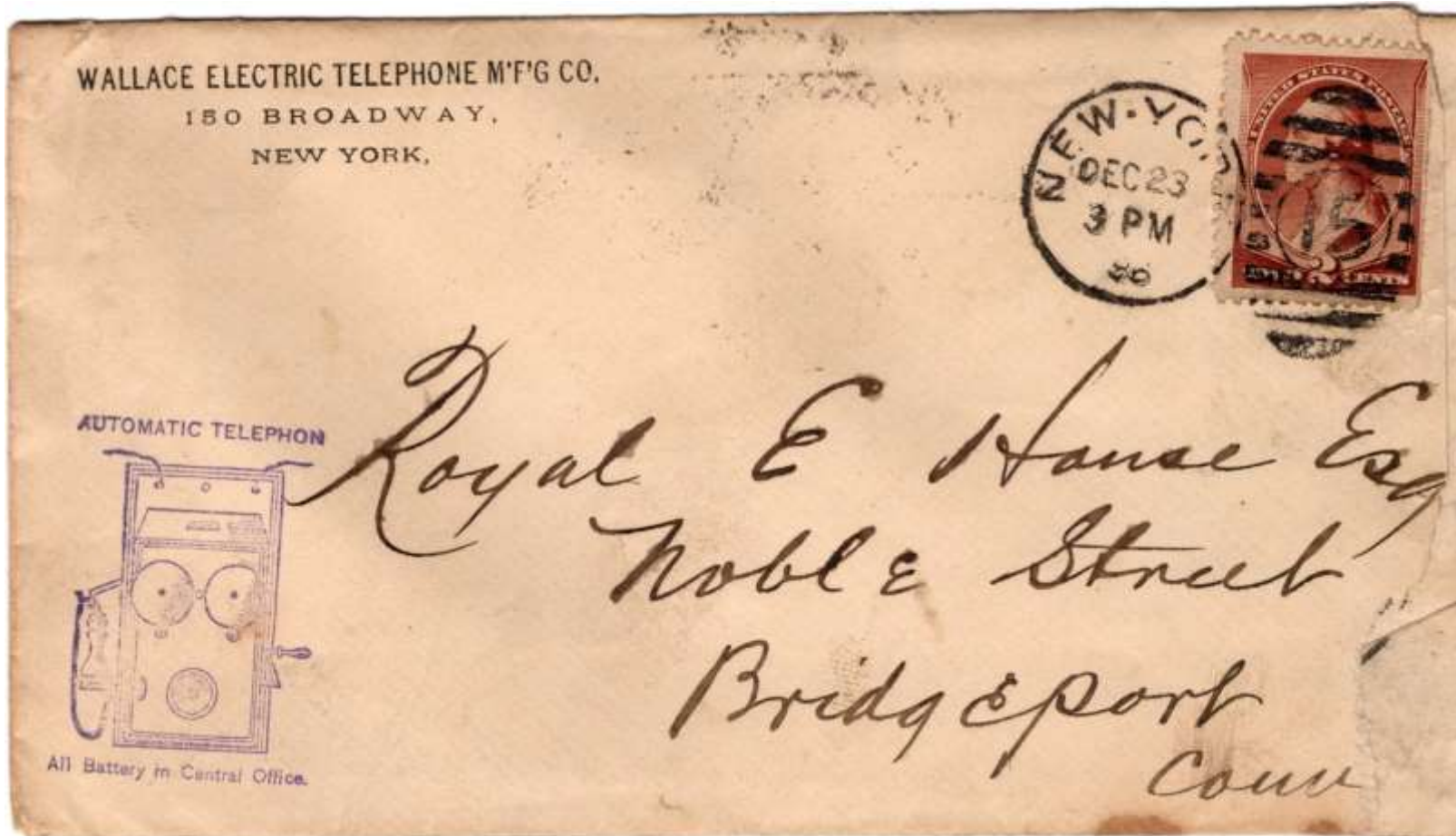
Below: *U.S. Postal Guide*, April 1879

Left: *U.S. Postal Guide*, January 1883



POSTMASTERS AND OTHERS,
Send 3-cent stamp for Circulars and information of STAMPS OF ALL KINDS,
FOR BANKS, RAILROADS, etc., and Postmasters' Complete Set.
J. GOLDSBOROUGH, 919 Market Street, Philadelphia,
(OPPOSITE NEW POST OFFICE.)

Goldsborough's Barred Elliptical Handstamp December 23, 1886

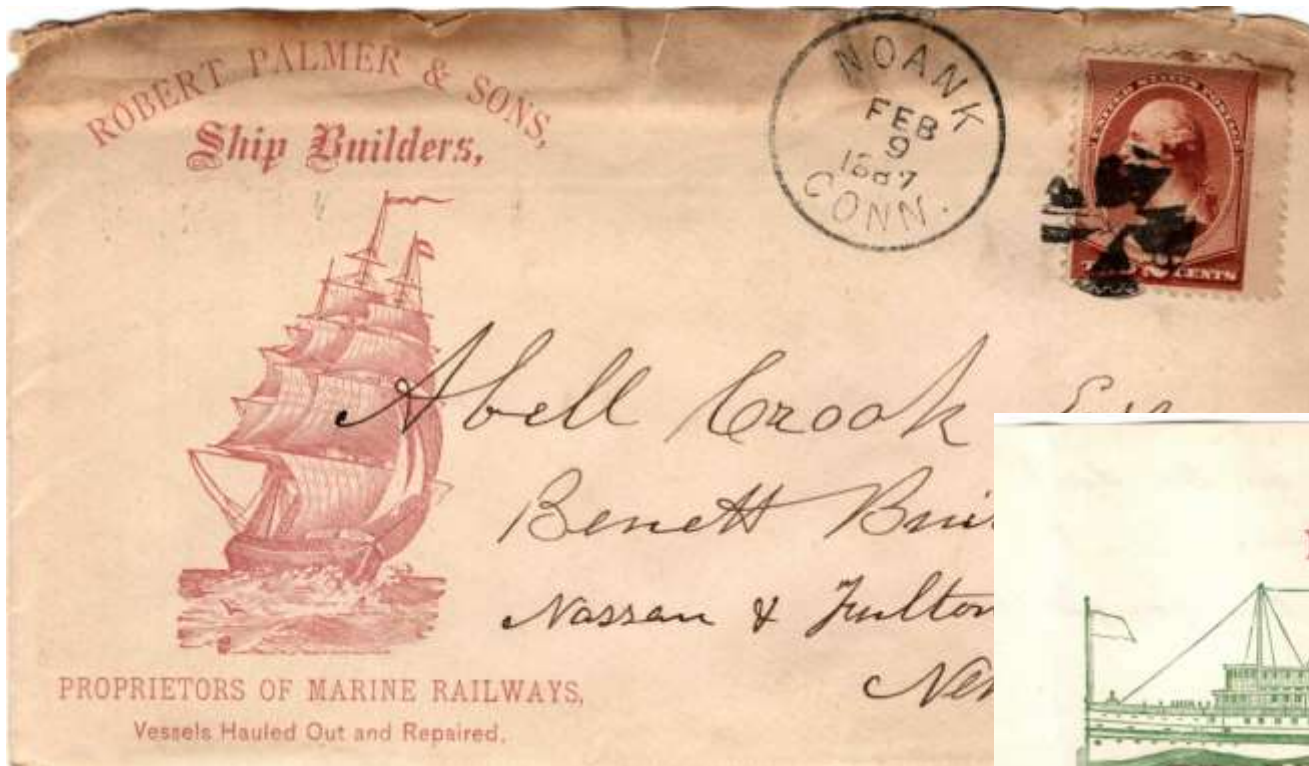


ROYAL E. HOUSE

Royal E. House (1814-1895) was a prominent electrical engineer and inventor.

Early telephones were locally powered. Those were eventually replaced by telephones like those made by Wallace Electric that were powered by a central office battery.

Illustrated Cover With Fancy Cancel (Maltese Cross) February 9, 1887



Robert Palmer & Sons started in 1850 and closed in 1914. It was the largest facility for building and repairing wooden vessels in southern New England.

The site today is the Noank Shipyard, which is a very active marina.



Letterhead on enclosure

Classes Other than First Class

Corner Card by Air Mail Salt Lake City to New York City

October 4, 1926



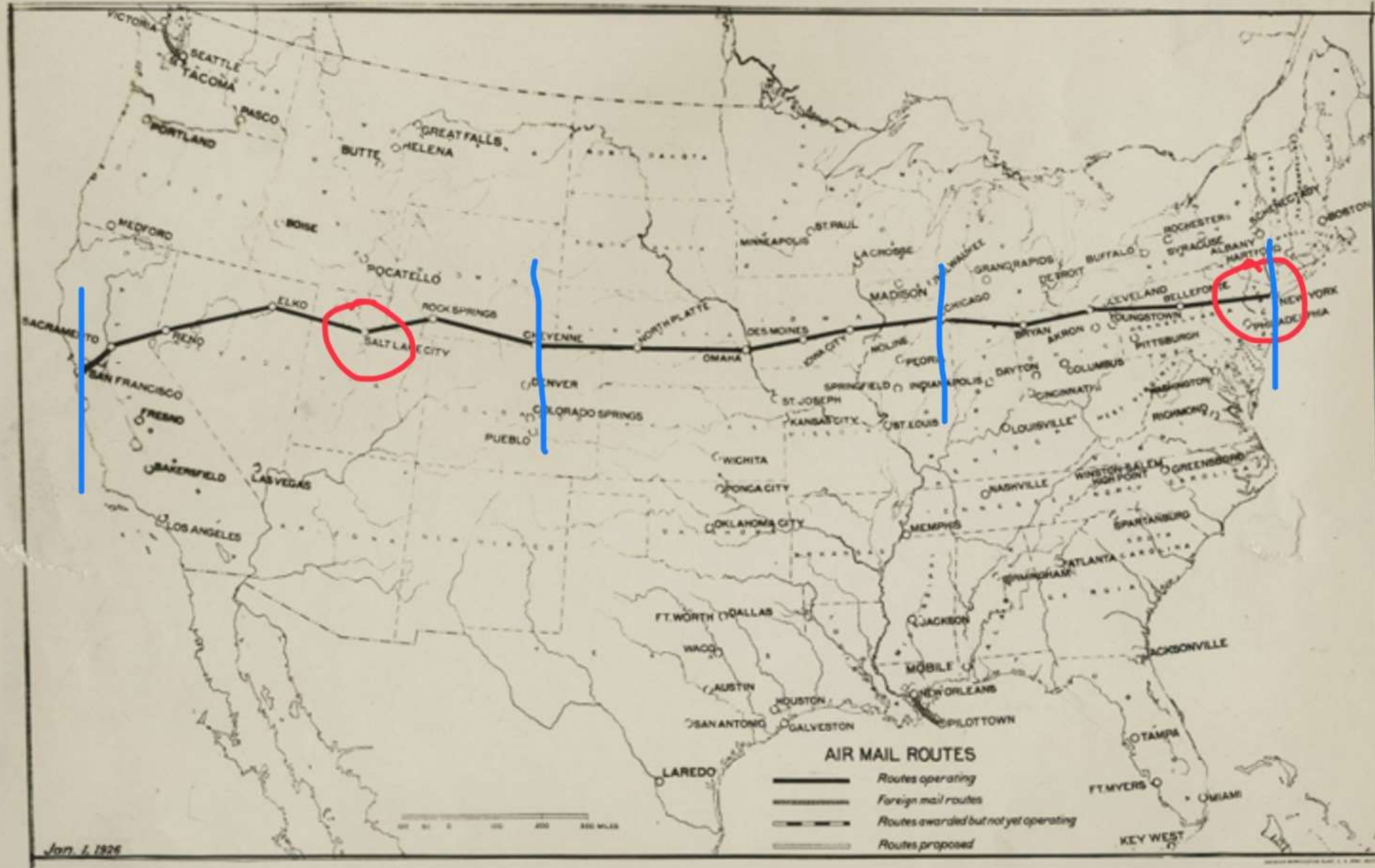
Franked with Scott C4 and C5. 24-cents of postage was required because this cover traveled through all or part of the three air mail zones in 1926: San Francisco to Cheyenne; Cheyenne to Chicago; and Chicago to New York. 8-cents of postage was required for each zone. Total travel time was about 25 hours.

ZCMI stood for “Zion’s Co-operative Mercantile Institution,” a department store founded in 1868 by Brigham Young. It was sold to another department store chain in 1999.

The ZCMI façade, built out of cast iron and stamped steel between 1876 and 1901, is on the National Register of Historic Places.



POST OFFICE DEPARTMENT



Air Mail
Route
Map,
January
1, 1926

The Postal Bulletin

Published daily, except Sundays and legal holidays, by direction of the Postmaster General, for the information and guidance of officers and employees of the Postal Service

VOL. XLV

WASHINGTON, FRIDAY, NOVEMBER 14, 1924—Two Pages

NO. 13624

The Postal Bulletin of November 14, 1924, shows the color scheme on this envelope was per postal regulations as of 1924. In early 1926, the Post Office flipped the requirements for the placement of the red and blue stripes but did not disallow using envelopes with the old color scheme.

ENVELOPES OF DISTINCTIVE DESIGN FOR AIR MAIL

THIRD ASSISTANT POSTMASTER GENERAL,
Washington, November 12, 1924.

In order to facilitate the identification of matter to be carried by airplane, approval is hereby given to the use for air mail of envelopes of a distinctive design as illustrated and described below:

After 5 days return to
John C. Smith,
145 State St.,
Wilkesville, N. Y.

(Red)

(White)

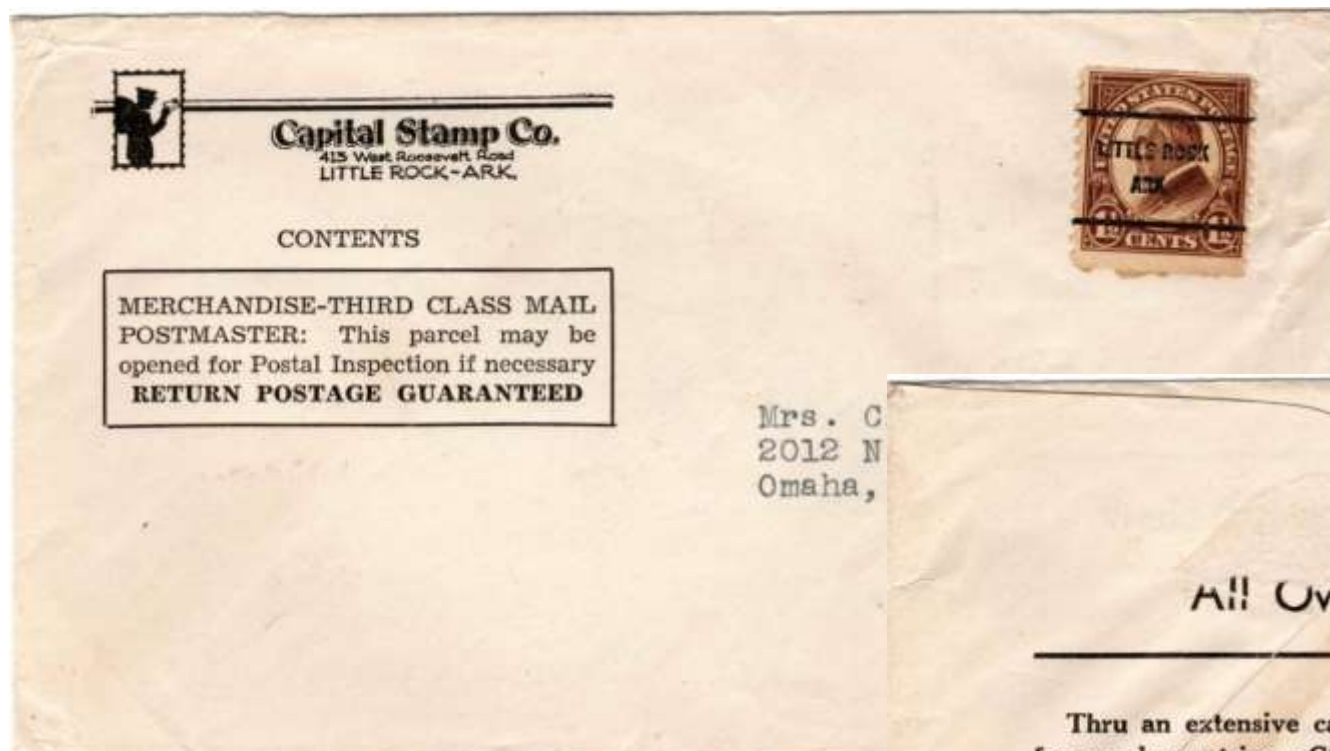
(Blue)

**VIA
AIR MAIL**

Envelopes of this
design approved by
P. O. D. for exclusive
use in Air Mail

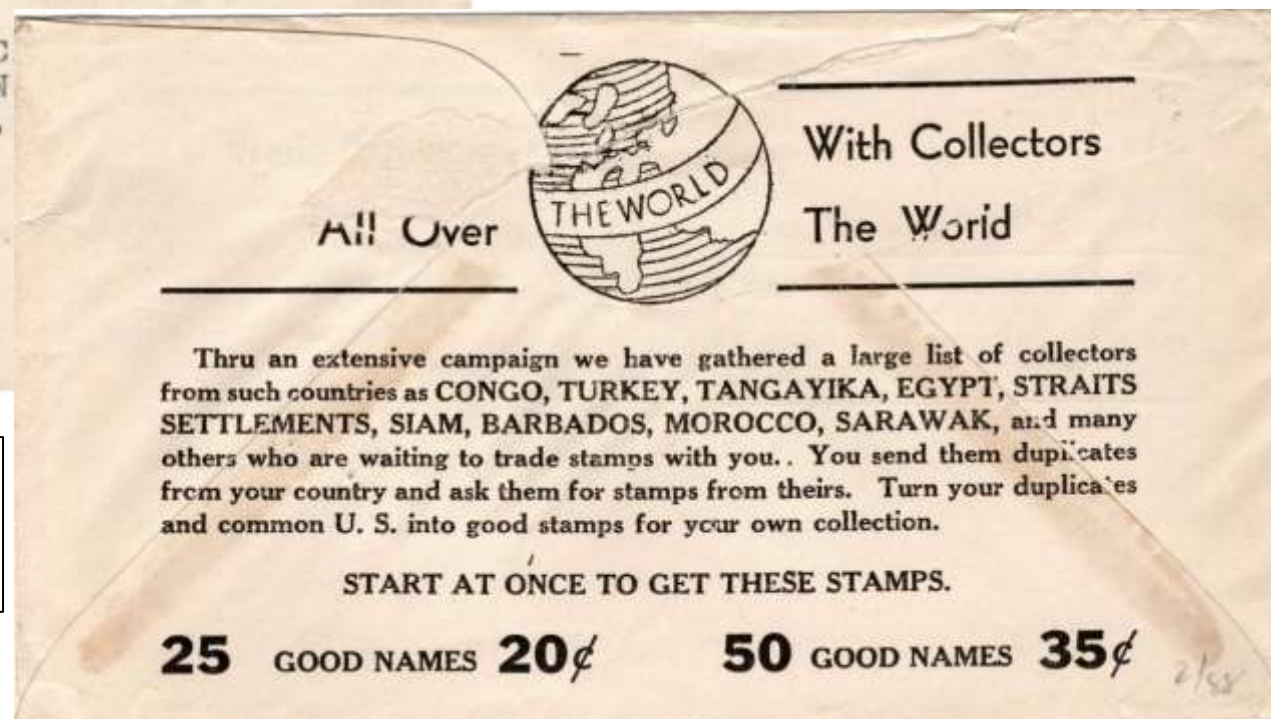
Smith, Doe, Jones & Co.,
24789 Alaska Ave.,
Chicago,
Illinois.

Third Class Illustrated, Or Billboard, Cover from a Stamp Dealer



Congo = Dem. Republic of the Congo; Tanganyika=Tanzania; Straits Settlements=Singapore and Malaysia; Siam=Thailand; Sarawak=Malaysia

Franked with 1-1/2 cent Scott 598 (1923-25) to cover Third Class Mail Rate.
Precanceled Little Rock, AR

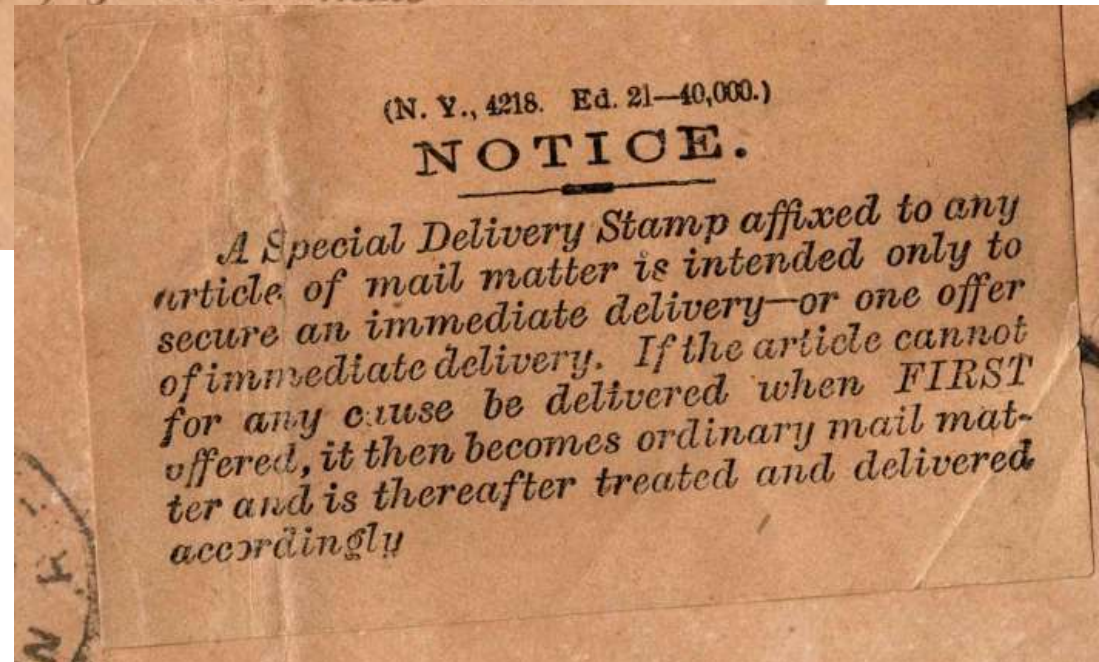


Special Delivery – One Try and You're Out of Luck!



Scott E5 covers 10-cent special delivery fee; 2-cent postage covered by Scott 252 or 267. Postmarked Washington DC April 3, 1902.

Label pasted on back of cover. Note from front of cover that delivery was attempted at 7:10 a.m. on Friday, April 4. How many businesses (recipient was a paper seller) are open at 7:00 a.m.?!



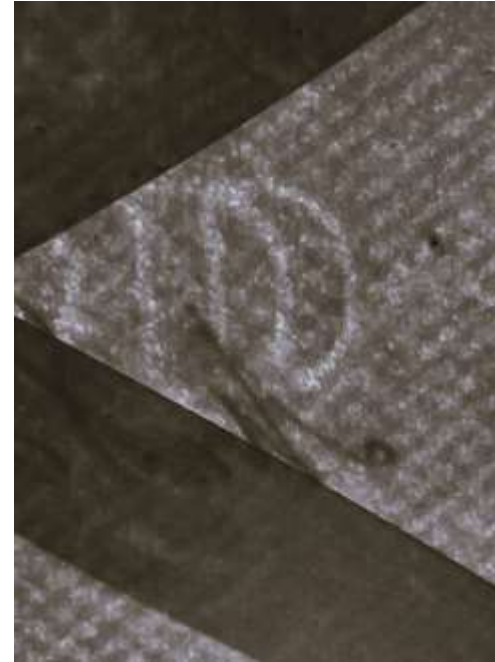
Stamped Envelopes

“The Wells Fargo Wagon Is A Coming” Corner Card



Scott U35 stamped envelope with Wells Fargo frank postmarked January 1, 1865, Nevada. Total cost to the sender was 10-cents. Wells Fargo basically ran a private post office from the 1850s to the 1890s. They would buy government-issued stamped envelopes and apply their own frank (or stamp). Customers paid the extra cost because of Wells Fargo’s superior service.

From 1853 to 1991, most stamped envelopes were printed on watermarked paper.



Portion of watermark on Wells Fargo envelope



Watermark 1, 1853-70

Illustrated Cover on Scott U312 Stamped Envelope Postmarked St. Paul, Minnesota January 23, 1889



Watermark from
cover



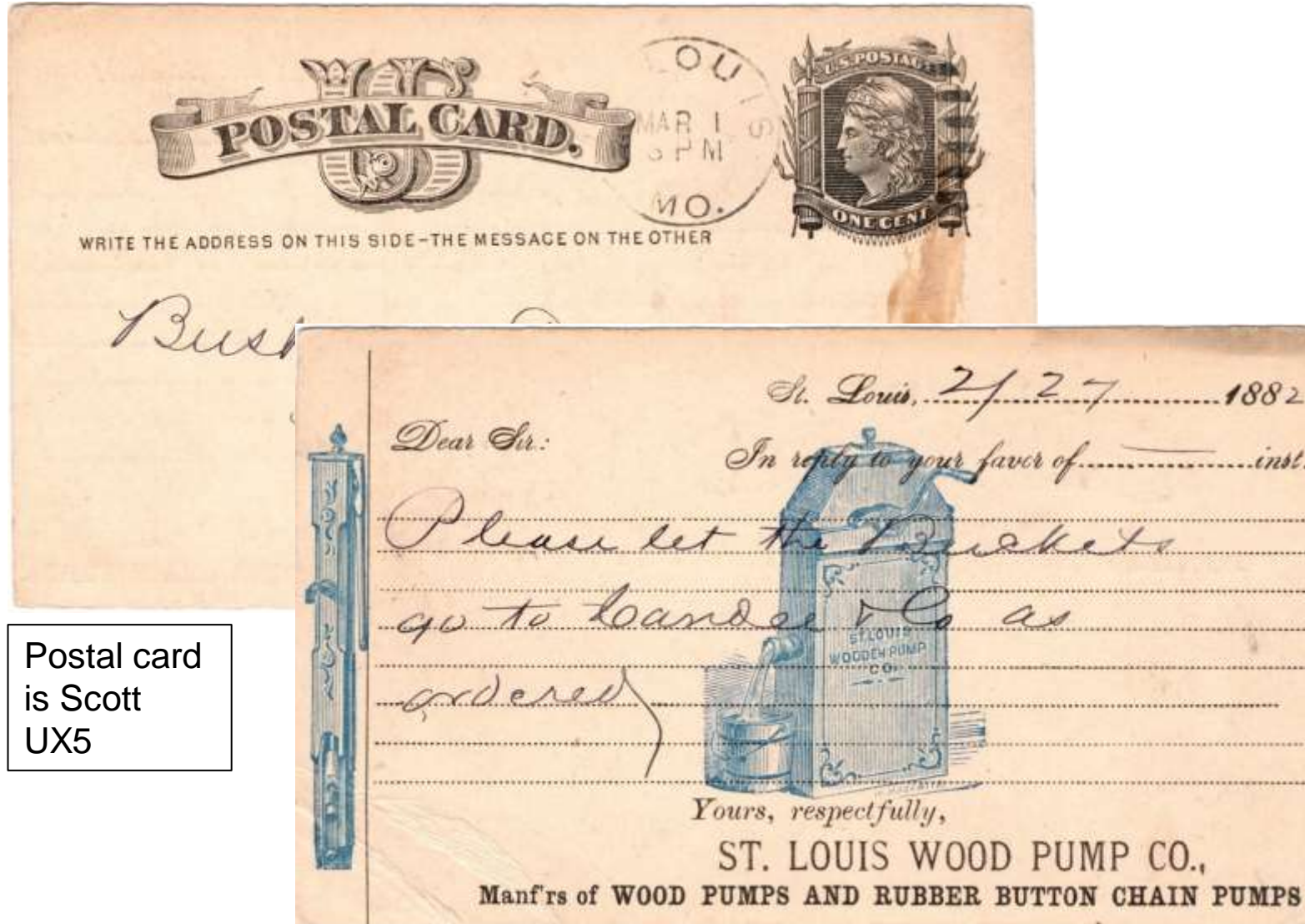
Wmk. 7 1886-90



Ransom & Horton was a dealer in raw furs. It was founded in 1876 and was dissolved circa 1894.

Postal and Post Cards

Illustrated Postal Card from St. Louis March 1, 1882



Postal card
is Scott
UX5

Wooden water pumps were widely used during pioneer times and on into the latter 19th and early 20th centuries.

The pipe to draw up water was made by cutting logs to create a square post and then using an auger to bore a hole through the length of the square.



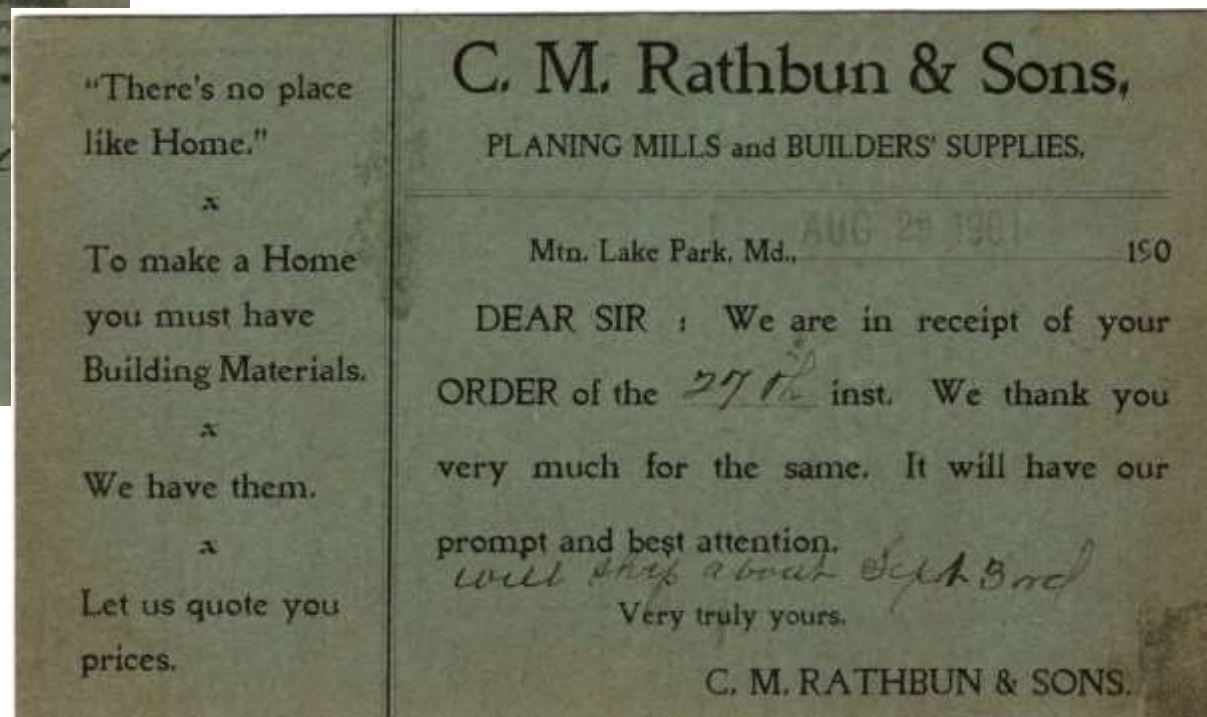
Advertising Post Card from 1901 with a “Dead” or “Discontinued” Post Office Postmark



The Mountain Lake Park Post Office operated from 1882 to 1964.

“There’s no place like home” is the last line from a song titled, “Home! Sweet Home” written in 1822.

Prior to July 1, 1898, post cards were charged the First Class letter rate. After that date, they were authorized to be mailed at a lower rate, 1-cent in this case.



Encased Postage Stamps

Encased Postage Stamps, a Type of Stamp Collar, Were Used During the Civil War to Address a Coin Shortage



Scott EP13.

More than 30 companies took advantage of the advertising possibilities and had their ads stamped on the brass backing in 1862.

J.C. Ayer & Co. was a well-known apothecary headquartered in Lowell, MA.

Sarsaparilla was one of their five products. It was considered a remedy for skin and blood problems.

Confederate States

Confederate States Book Publisher Ad Cover from 1862



PMG Blair suspended all mail service from and within the Confederacy on May 31, 1861.

On October 5, 1861, the Confederacy issued its first regular postage stamp – the 5-cent Jefferson Davis stamp on this cover.

This cover was postmarked in January 1862 because after July 1, 1862, this letter would have cost 10-cents to mail from New Orleans, Louisiana to Meridian, Mississippi.

The American Tract Society was founded in 1825 in New York and published Christian literature. It was acquired in 2012 by Crossway Publishing.

Other Features

Cancel and Postmark Varieties

Private Perforations

Cinderellas

Early Usages

Perfins

Postage Due

Registered Mail

Stamp Collar Ad from 1902 with Goldsborough Barred Elliptical Cancel

Detroit White Lead Works was a paint producer founded in 1865. It was acquired by Sherwin Williams in 1910.



Note the two strikes. The postal clerk must have missed the first time.

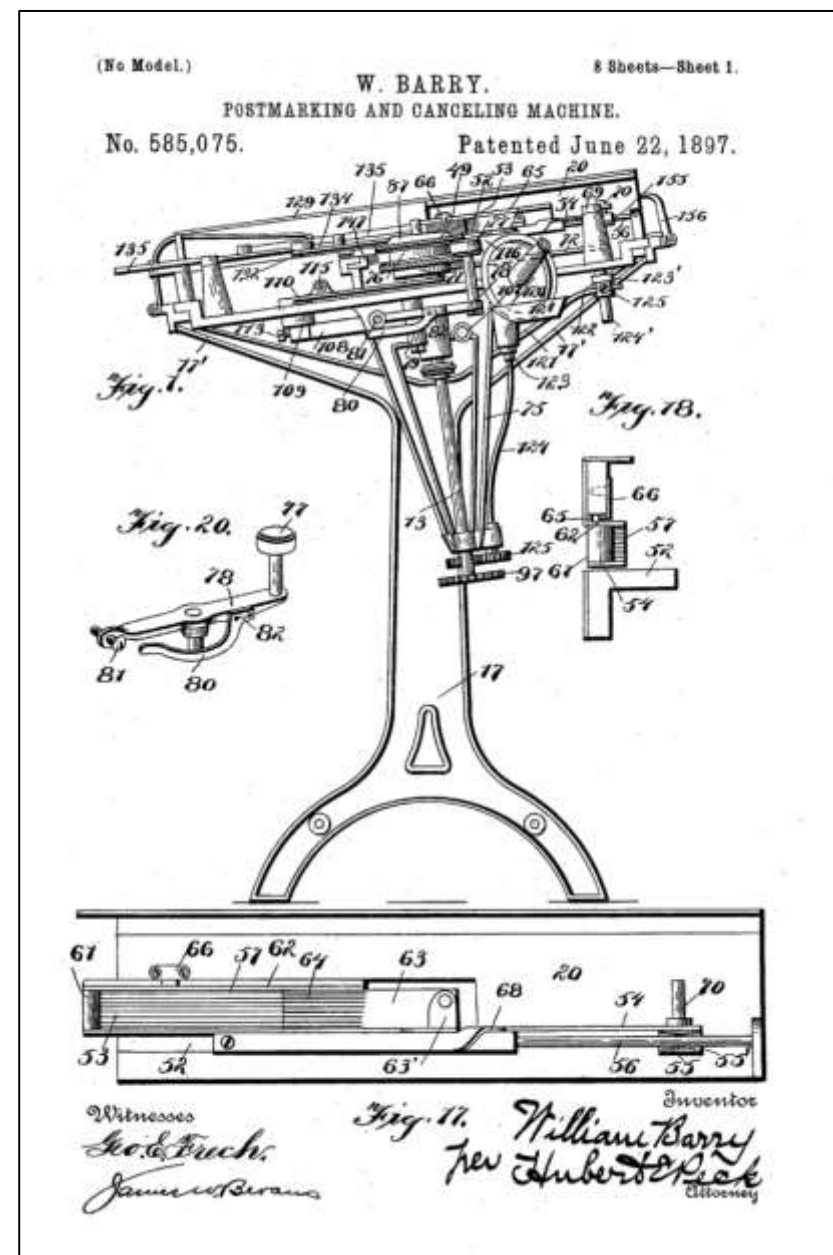
Barry Machine Cancels



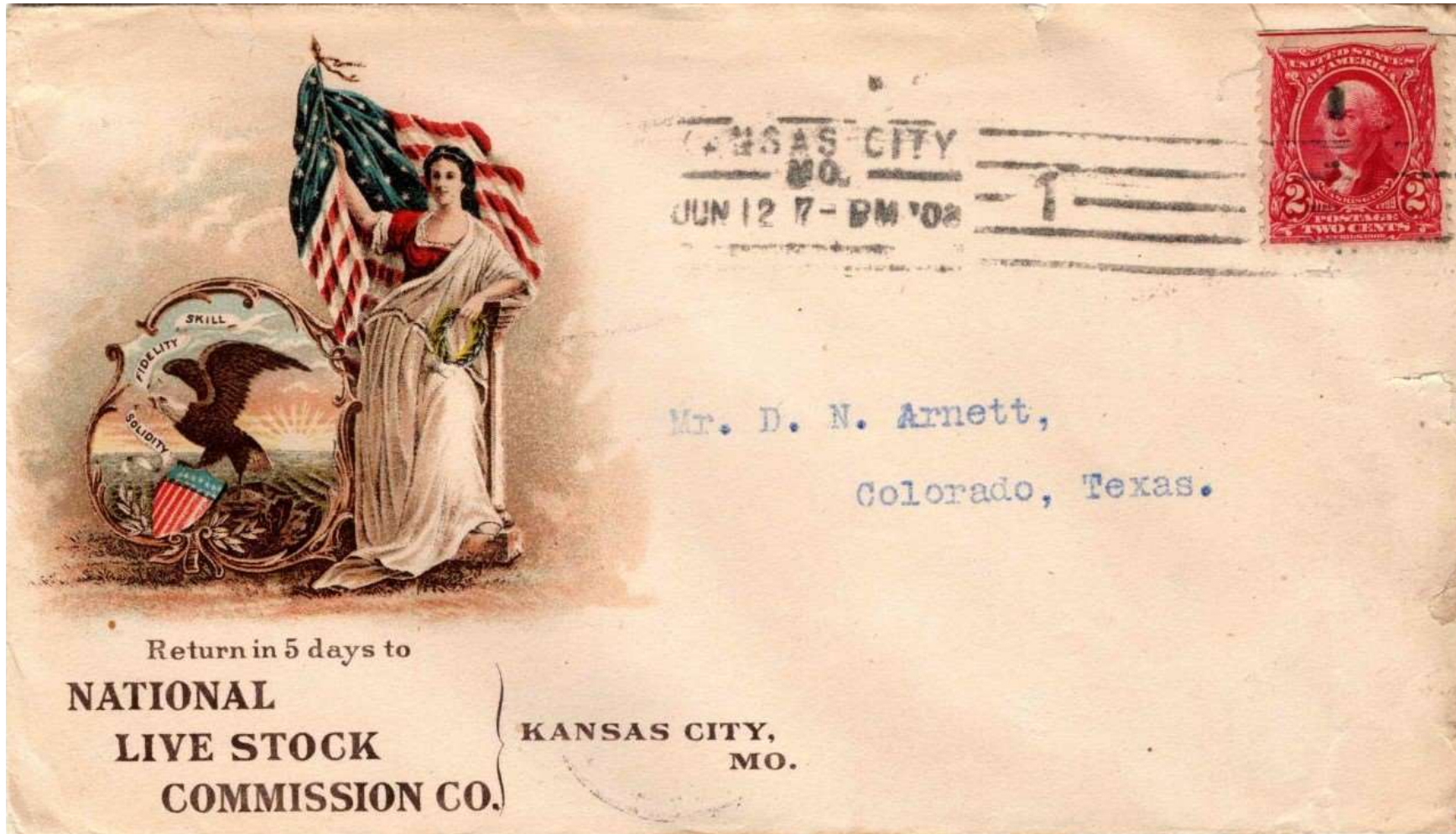
William F. Barry, 1841-1915

Barry Machines were used in larger U.S. cities from the mid-1890s to circa 1910. Barry received his first patent in 1894 and a second in 1897. The image at right is a figure from his 1897 patent application.

There are a several configurations of Barry Machine cancels. There are 3 types of postmarks (rectilinear, oval and circular) and 3 types of killer cancellations (wavy lines, diagonal lines and horizontal lines).



Colorful Ad Cover from 1903 with a Barry Machine Cancel



Barry Machine Cancel with rectilinear postmark and horizontal line killer from Kansas City, June 12, 1903.

The National Live Stock Commission had offices in Chicago, St. Louis and Kansas City. They cleared trades at stock yards in those cities.

Stamp Collar with Barry Machine Cancel



Stamp is framed by a clown and a policeman (partially visible on right).

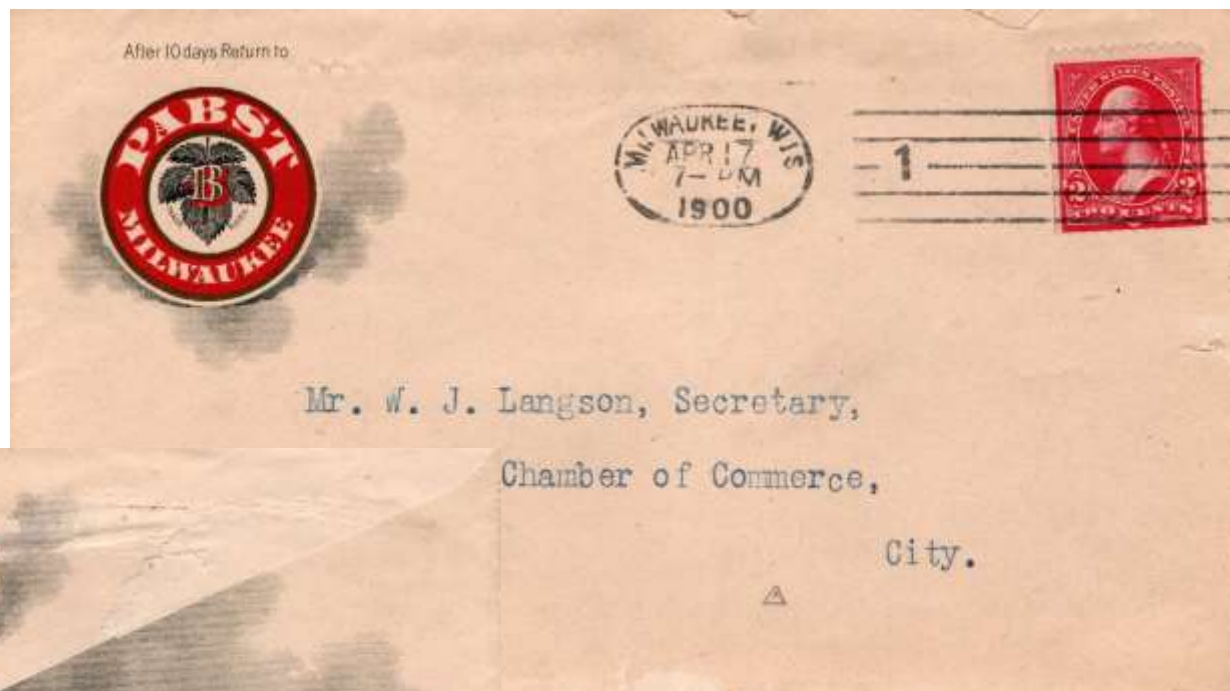
Companies were able to place their name in the left-hand margin.

Kersting & Apel Co. was a short-lived importer of teas and coffee.

The building to the left of the allegoric figure "Forward" (the Wisconsin state motto) is the Milwaukee City Hall, also pictured on the *Graf Zeppelin* postcard on slide 8.

Barry Machine Cancel with oval postmark and diagonal killer line cancellation from Milwaukee, on June 1, 1898.

Anyone for a Pabst Blue Ribbon?



Another Barry Machine Cancel, this one with an oval postmark and horizontal line killer from Milwaukee April 17, 1900.

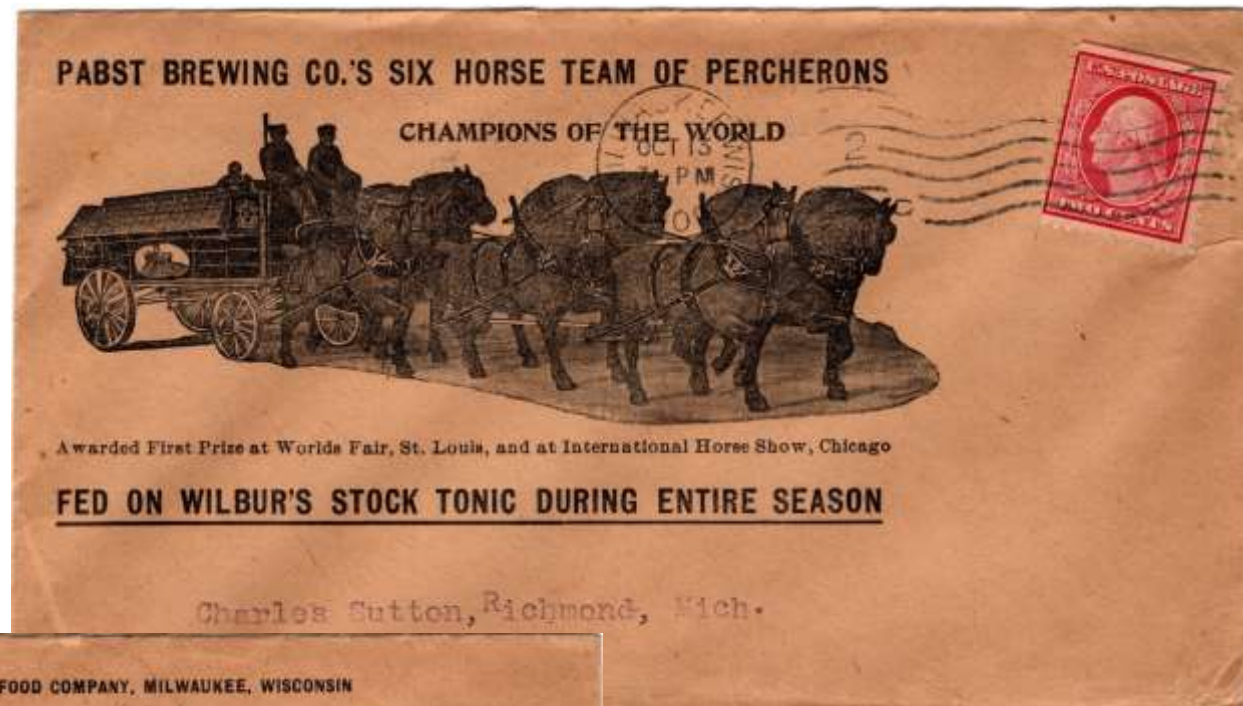
This cover shows the pin impressions typical of a cover cancelled on a Barry Machine.

Pabst, founded in 1844, was one of the largest American breweries in the late 1800s and for a good part of the 1900s. It brewed its last keg in Milwaukee in 1996 and is now based in San Antonio.

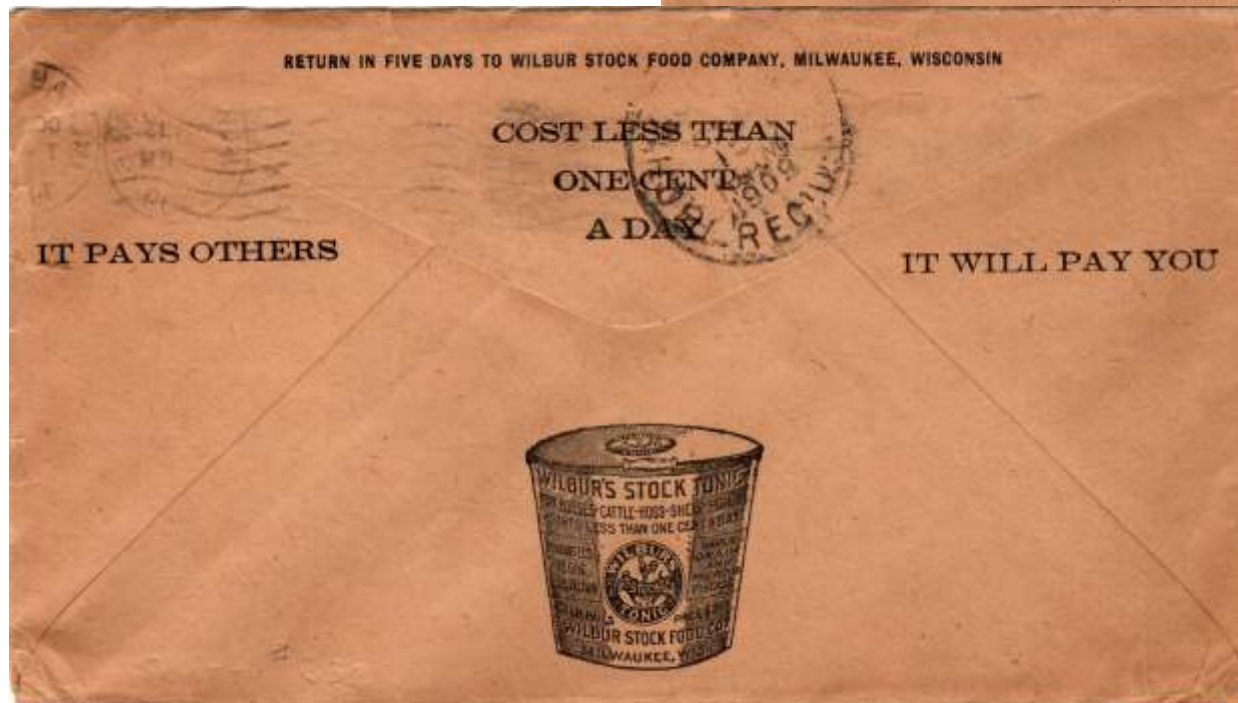
PBR Cover Contained a 16-Page Pabst Invitation Handed Out at the 1893 Columbian Exposition



Cross-Promotion Cover from 1909 with an International Machine Cancel and a Bonus...



International Machine
Cancel from
Milwaukee October
13, 1909



Bonus: Franked
with Scott 332,
One of the First
of the Famous
Washington-
Franklin
Definitives Issued
Between 1908
and 1922



Ad Cover from 1902 with One of the Enclosures



International Machine
Cancel from New
York City March 3,
1902



Hibbard Hardware Store Illustrated Ad Cover from 1896



American Postal Machine Company August 22, 1896, postmark with spread-field flag cancellation. This flag cancellation first appeared in Boston in 1884 and was still in use during World War II.

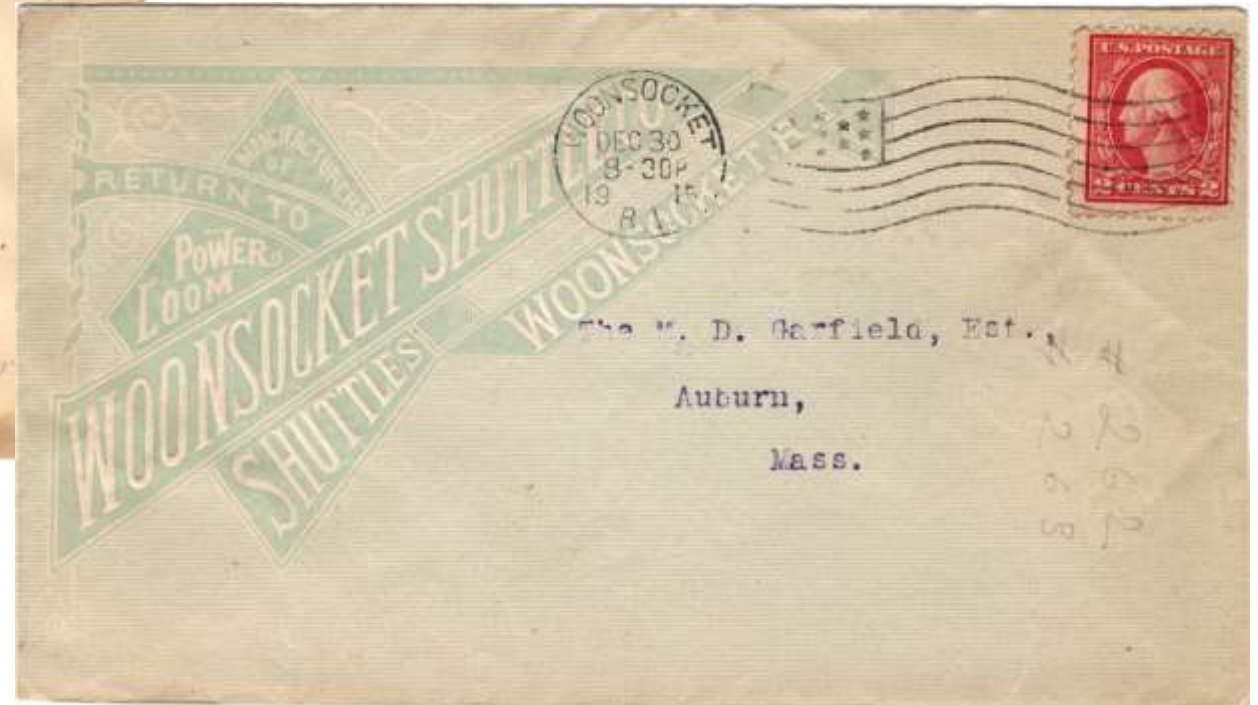
Hibbard, Spencer, Bartlett & Co. was a Chicago-based hardware store that developed a line of tools called "True Value." It sold its business and the "True Value" brand name to John Cotter in 1962.



Two Ad Covers with Spread-Field Flag Cancellation Variant



Two examples of American Postal Machine Company spread-field flag cancellation but with year in postmark split in two. Postmark to the left dated January 8, 1896; the one below, December 30, 1915



Baeder, Adamson & Co. operated a glue and animal product manufacturing complex in Philadelphia at the corner of Richmond and Allegheny Avenues. Organized in 1828, they also had offices in New York, Boston and Chicago. They were acquired by 3M in 1930.

Woonsocket Shuttle Co., a manufacturer of power looms, not only used illustrated but embossed envelopes, which must have been a significant expense.

Another Hibbard Ad (1915) with Privately Perforated Stamp



In the early 1900s, private stamp vending machines began to appear in hotel lobbies, drug stores, etc. As an accommodation, the Bureau of Printing and Engraving provided these companies with imperforated sheets that could be cut and perforated to fit their particular machines.



This stamp was sold from a machine made by the Schermack Mailing Machine Co. of Detroit. It is a Type III hypen-hole perforation on Scott 409.

The recipient of this letter, Virguel Bros., was a hardware and grocery store in Arrowsmith (population 366). The cover is stamped with "\$1.75" on the front and different monetary amounts on the back. My guess: A kid's work.

Illustrated Cover with Privately Perforated Stamp from 1914



Scott 409 with a Mail-O-Meter Type IV perforation. Mail-O-Meter, or later Mailometer, was a spin-off of the Schermack Mailing Machine Co.



Illustration on back flap. In 1914, National Bank of Commerce was one of the largest banks west of Chicago. It remains in business today as Commerce Bank.



Photo from 1914 of National Bank of Commerce's headquarters, the location from which this cover was mailed.

Illustrated Cover from 1939 with Cinderella Label on Back



Morrison Hotel opened in 1860 with 21 rooms. Building as pictured was finished in 1937 and had 2,210 rooms. The hotel was demolished in 1965 to make room for the First National Bank Building (now Chase Tower).

The National One Cent Letter Postage Association was organized in 1913 and worked to get First Class letter rates reduced to 1-cent. It ended its efforts around 1926.

It's a mystery why the sender used this label in 1939.

Relatively Early Example of World War I Emergency Rate

Shapleigh Hardware dates to 1843. The Diamond Edge trademark dates to 1864 and the slogan, "Diamond Edge is a Quality Pledge," was first used in 1909. Shapleigh Hardware was sold in 1955.

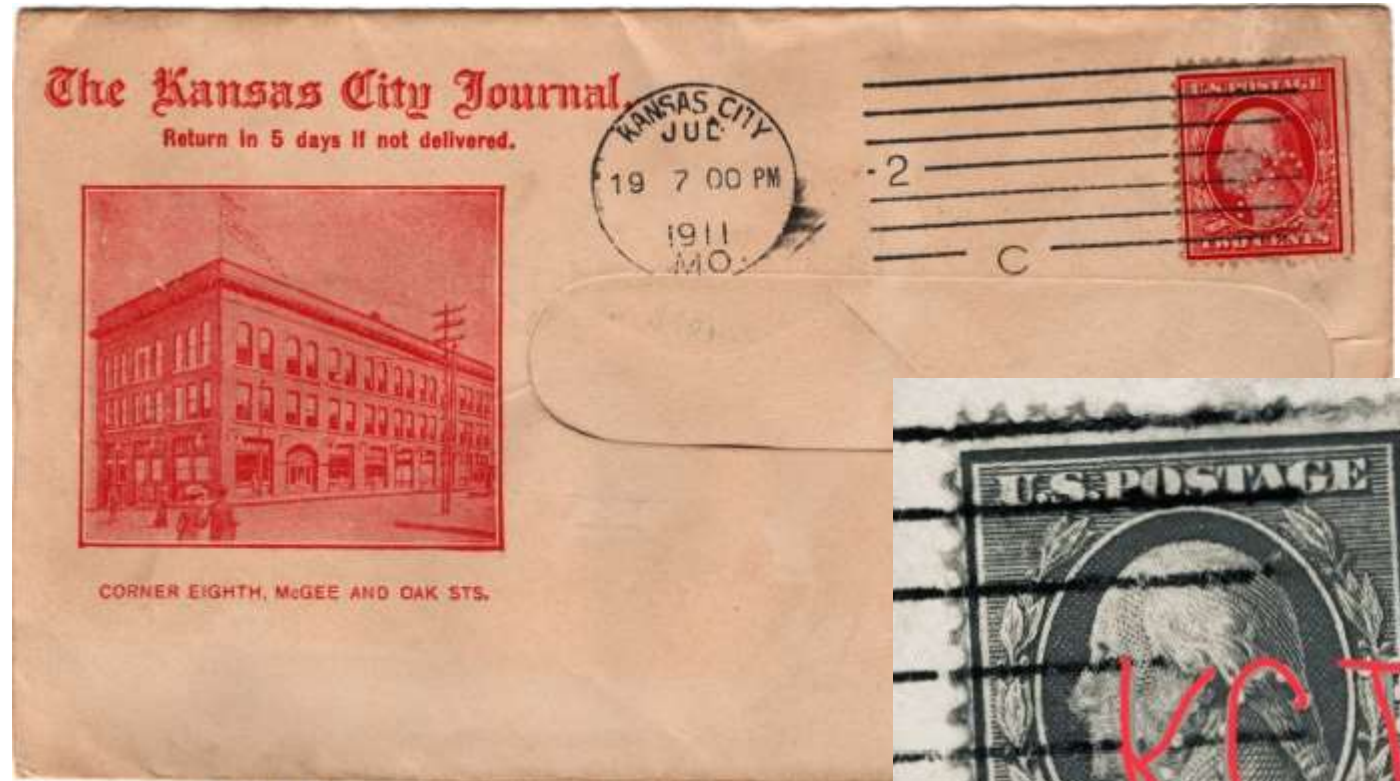


Franked with 3-cent Scott 445 postmarked November 10, 1917. Because of World War I, the Post Office increased first class rates from 2-cents to 3-cents effective November 2, 1917.

Ad Cover with Relatively Early Perfin Stamp from 1911

Perfins, which stands for “Perforated Initials” or “Perforated Insignia,” were used to discourage theft of stamps by company employees. They became permissible by an order of the Postmaster General dated April 7, 1908 (see *The Daily Postal Bulletin* of April 9, 1908). They were common into the 1950s but were eventually replaced by meter machines.

The Kansas City Journal, with roots backed to the late 1850s, ceased publication in 1942.



B&W copy of stamp on cover with perfin outlined. “KCJ,” for *Kansas City Journal*, is Pattern K019 in The Perfins Club online catalog.



Postage Due on “Return to Sender” Third Class Letter from 1895



Consistent with Third Class mail, the envelope was unsealed, but because it was not deliverable, it was charged with 1-cent postage due to return to sender.

Note reads, “DLR [recipient] has not been in Salem NH for more than 2 years – GOR Asst. PM/Due 1 ct Return to Boston 268 Devonshire St Mass.”

“GOR” was Gayton Osgood Reynolds. He was appointed PM in 1897.



Stamp is probably Scott J31



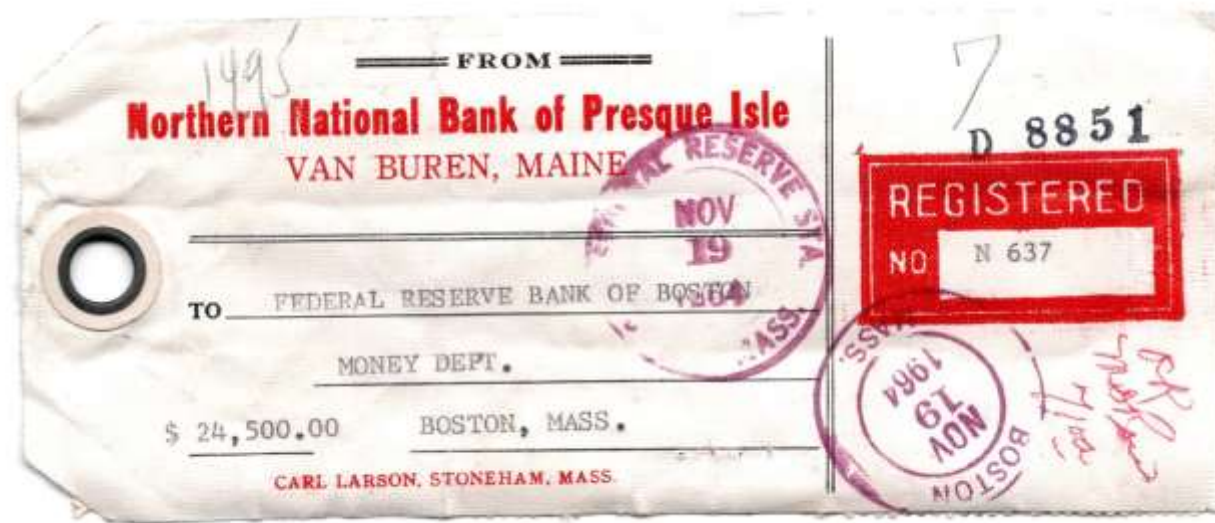
Registered Mail Corner Card

Postmarked March 10, 1930, on Back
with Postmarkless Cancellation on Scott
623 Per *Postal Bulletin* of March 15, 1927



Sweet Manufacturing Co., founded in 1904, made jewelry chains. Note the recipient: Daniel F. Kelleher of Kelleher Stamp Auctions located at the time in Boston

Registered Money Bag Tag with Corner Ad from 1964



There was a time when banks mailed cash to Federal Reserve Banks via registered mail.

Northern National Bank was one of 16 banks in Aroostook County, Maine in 1921. (The county borders New Brunswick, Canada.) The bank was merged out of existence in 1972.



Breakdown of postage:

\$0.05 First Class letter rate (since only first-class mail can be registered)
+
\$5.60 registration fee (\$24,500 indemnification)
+
\$9.30 for weight (11 lbs., 10 oz.)
=
\$14.95 paid

Conclusion

What's Missing? Lots, I'm Sure...

Postmaster Provisional, 1845-47: Only one recorded example (out of 1,500 covers in the USPCS census) and that is of a New York Provisional (Scott 9X1) used on an advertising cover (see #20775 in the USPCS census).

Scott 1 and 2: Less than 70 of the 15,569 covers in the USPCS census of Scott 1 and 2 covers have what could be considered an advertising feature (ranging from a simple railroad stamp to an illustration).



Scott 1 (left) and Scott 2 (right) from Covers in Author's Collection



Scott 9X1 from
Cover in Author's
Collection

Concluding Thoughts

- Ad covers are a fun collectible in their own right...
- But they become very special when you can find ones with interesting philatelic features...
- And stamp collecting has so many permutations that it is impossible to get bored!





Questions?
Comments?

Resources

Scott Specialized Catalogue of United States Stamp & Covers, 2024

American Stampless Cover Catalog. Vol. 1

The United States Postage Stamps of the 19th Century, Lester G. Brookman

Both of the above are available at <https://www.uspcs.org/resource-center/books-monographs/electronic-library/>

US Postal Bulletins: <http://www.uspostalbulletins.com/>

Plating The 3¢ U.S. Imperforate Stamp of 1851-1857: www.stampplating.com

Machine Cancellations: <http://swansongrp.com/postal/more/>

Fancy Cancellations: https://stampsmarter.org/features/FancyCancels_Home.html and
https://stampsmarter.org/features/FancyCancelsModern_Home.html

Perfins: <https://www.perfins.org/US-Perfin-Covers/US-Covers.html>

U.S. Domestic Postal Rates, 1872-2011, 3rd Edition, Henry W. Beecher and Anthony S. Wawrukiewicz