A decorative graphic on the left side of the slide, consisting of a complex, overlapping pattern of blue triangles and polygons in various shades of blue, creating a textured, crystalline effect.

Advertising Covers With Interesting Philatelic Features

Mike Wilson

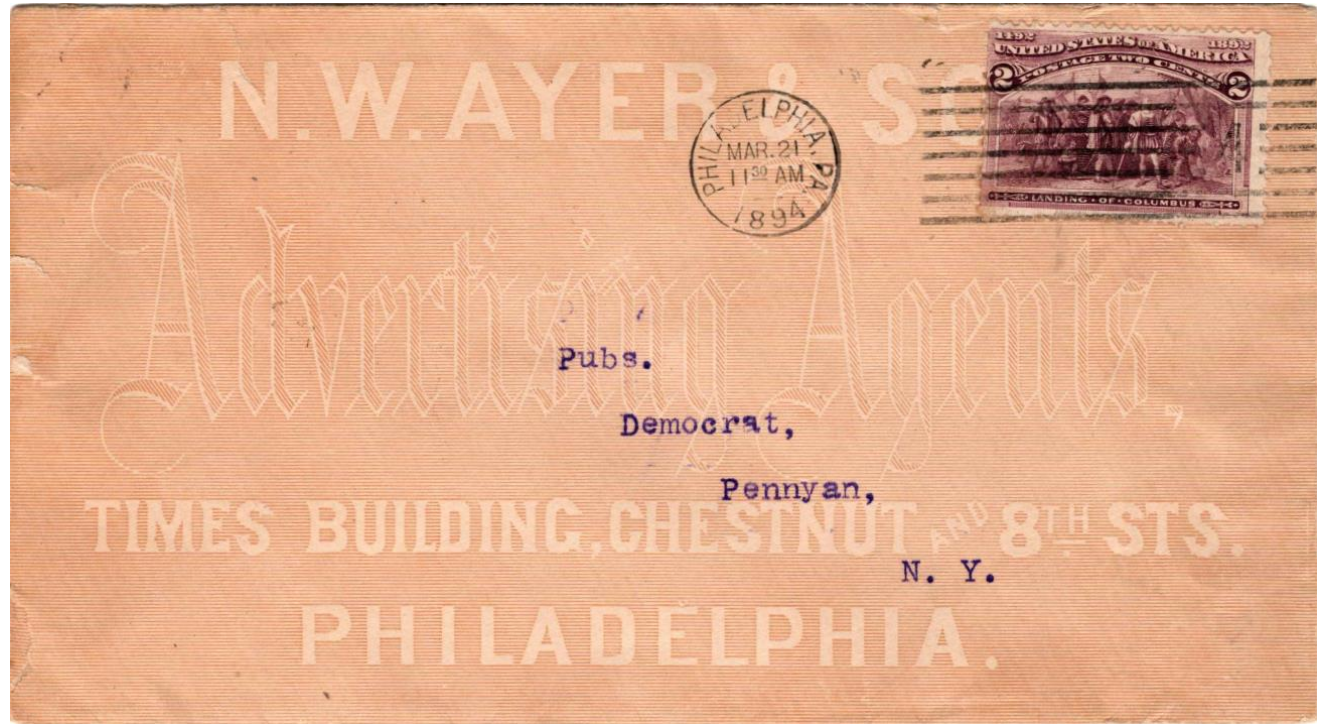
Greater Philadelphia Stamp & Collectors Club

March 21, 2023

Examples Featured

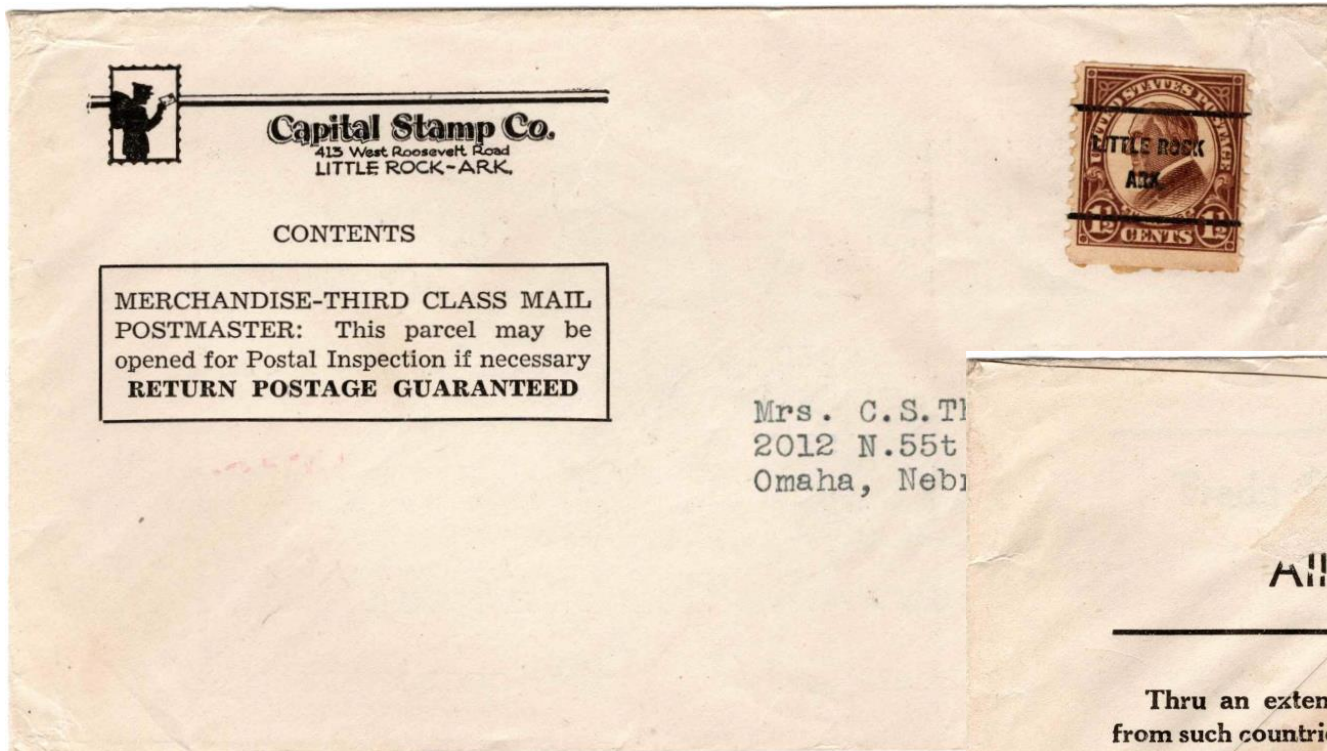
- Ad Agency Cover with Stamp from First Set of US Commemoratives
- 3rd Class Mail from a Stamp Dealer from the Early 1920s
- Embossed Ads Circa 1845-1859
- Series of 1861, Civil War Era Stamp
- Encased Postage Stamp from the Civil War
- “The Wells Fargo Wagon is A-Comin’”!
- Ad Cover to England with One of First Pictorial Stamps from 1869
- US Scott #210 – Workhouse Stamp of the Late 19th Century
- Watermark on Stamped Envelopes
- Early Usage of One of the First Rotary Press Stamps
- Private Perforation Examples
- American Postal Machine and Barry Machine Cancels
- A Cinderella Stamp
- Early Air Mail and a Graf Zeppelin and Insights from Old Postal Bulletins
- A Not-So-Special Special Delivery
- How Many of Today’s Businesses Will be Around in 100 Years?

What Better
Way to Start
than with an
Ad Firm's
Cover from
1894!



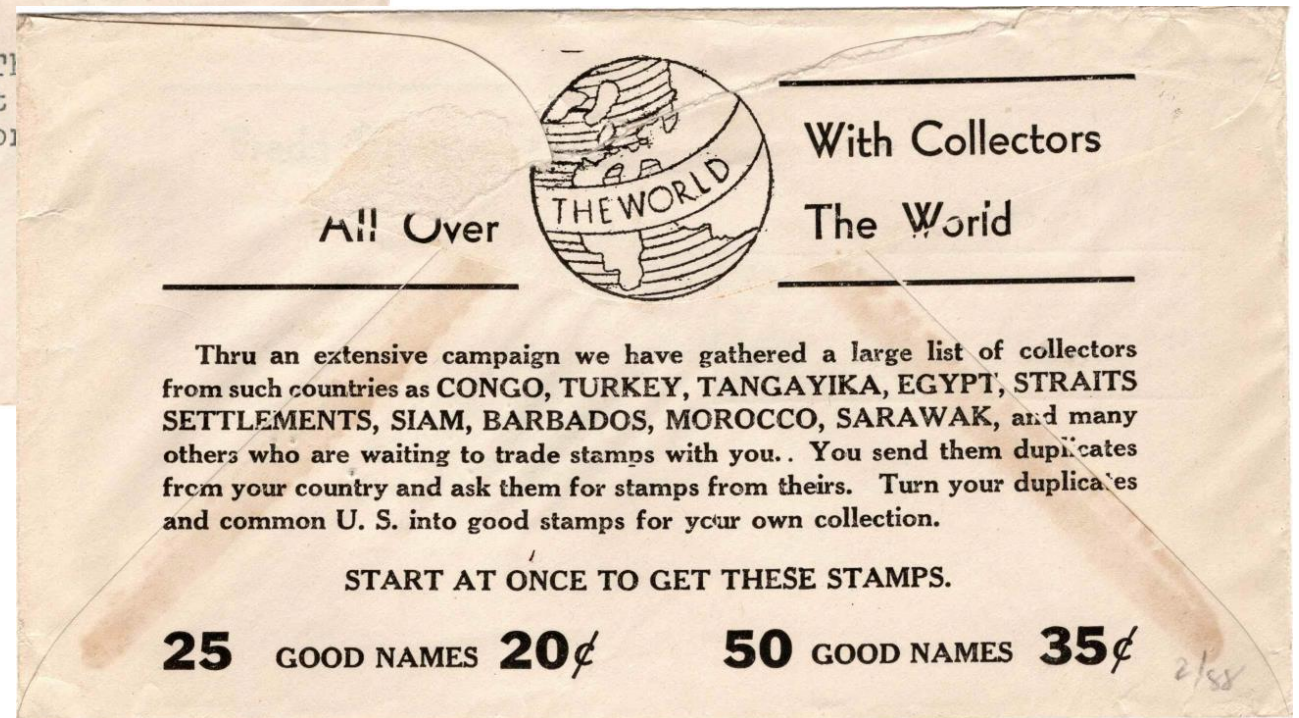
N.W. Ayer & Sons founded in Philadelphia in 1869. Went out of business in 2002. Known for many ad slogans including, “A diamond is forever” (De Beers) and “Be all you can be” (U.S. Army). Postmarked March 21, 1894, in Philadelphia and franked with US Scott #231, one of the Columbians and among the first commemorative stamps issued by the US. Just under 1.5 billion of #231 were issued.

Of Course, We Need a Stamp Dealer Example



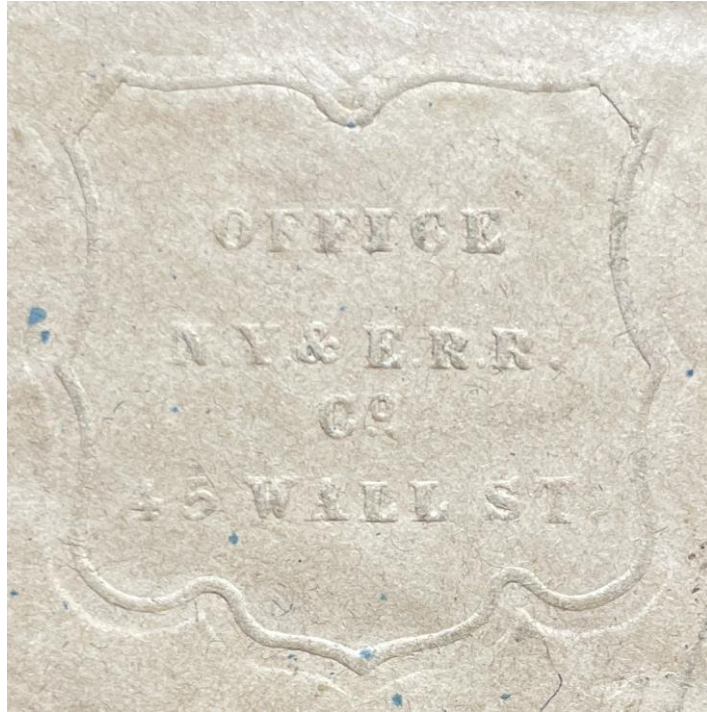
Congo = Dem. Republic of the Congo; Tanganyika=Tanzania; Straits Settlements=Singapore and Malaysia; Siam=Thailand; Sarawak=Malaysia

Franked with 1-1/2 cent US Scott #598 (1923-25) to cover 3rd Class Mail Rate. Precanceled Little Rock, AR

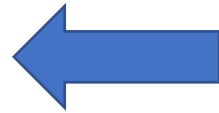


25 GOOD NAMES 20¢ 50 GOOD NAMES 35¢

Embossed Ad from the New York and Erie Railroad (N.Y. & ERR.), Late 1840s, Early 1850s



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. Year unknown but between 1845 and 1851 (start and end of prepaid 5-cent mail rate).

Chickering & Sons Pianos, 1859

Founded in 1823, Chickering & Sons was one of the earliest piano manufacturers in the US. The last Chickering piano was built in 1985.



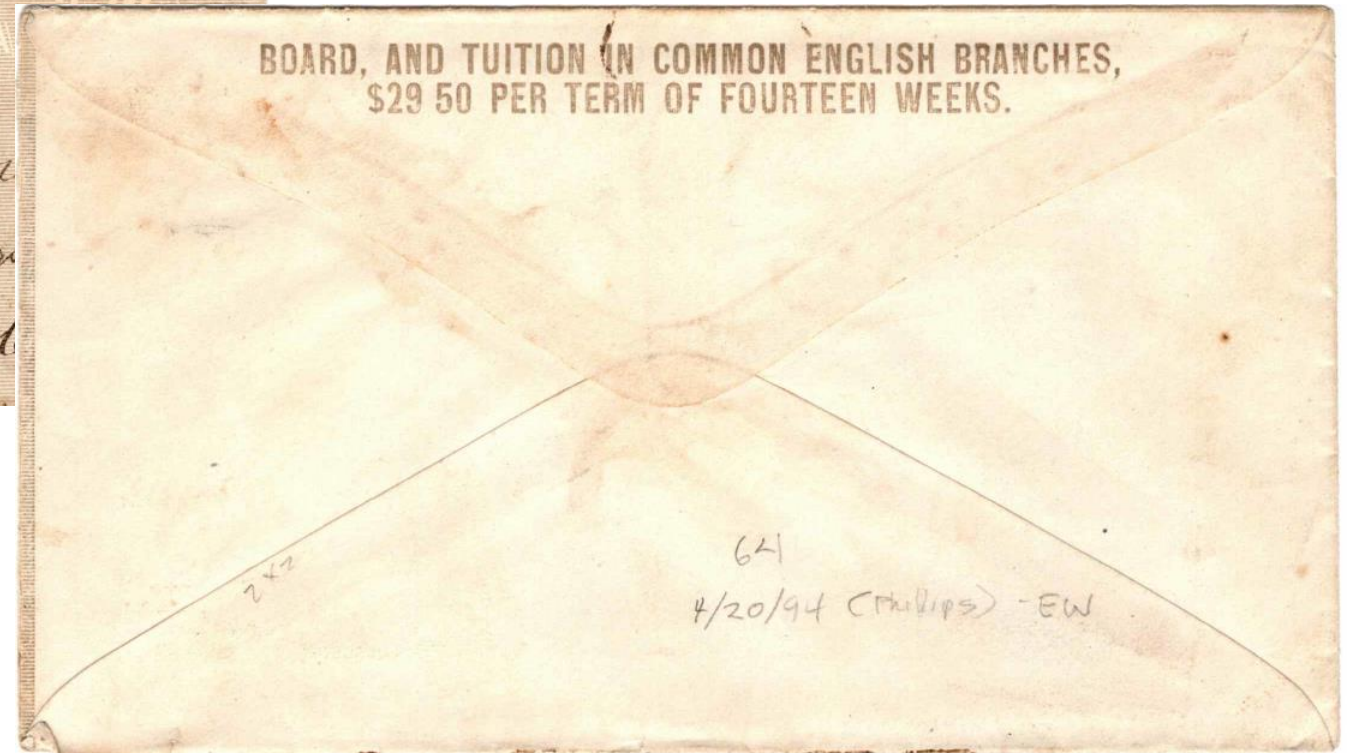
Postmarked August 15, 1859, Concord, NH. Franked with two 3-cent (not pair) Scott US #26.



The recipient was Colonel Thomas E. Chickering (1824-1871), one of the owners and a Civil War officer.



Falley (Not “Fallen”) Seminary, Early 1860s



Postmarked December 14, 186?, Fulton, New York franked with 3-cent US Scott #64 (pink variety with PFC), from the Series of 1861.

This 3-cent design is one of the most common from the Series of 1861 – almost 1.8 billion issued – but most are US Scott #65, a slightly different color than #64, of which 100,000 were issued.

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

Encased Postage Stamps Were Used During the Civil War to Address a Coin Shortage



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

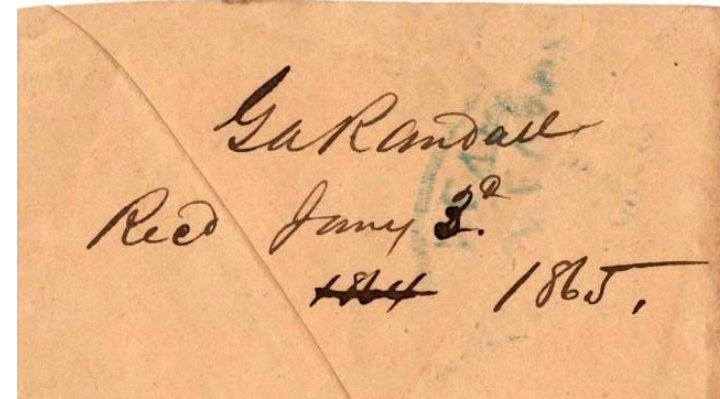
J.C. Ayer & Co. was a well-known apothecary headquartered in Lowell, MA.

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

Wells Fargo & Co., 1865



US Scott #U35 with Wells Fargo frank postmarked January 1, 1865, Nevada. Total cost to the sender was 10-cents.



Left side of back rotated 90-degrees.

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 stamps). Customers paid the extra cost because of Wells Fargo's superior service.

See *Handbook of the Wells Fargo & Co.'s Handstamps and Franks Used in the United States and Dominion of Canada and Foreign Countries*, by Dr. Victor M. Berthold, Scott Stamp & Coin Co., 1926.

An Ad Cover
to England
from 1869
Franked with
One of the
First Pictorial
Stamps
Issued by the
US



Postmarked New York June 23, 1869, and franked with a 12-cent US Scott #117 to cover the rate from US to England.

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.

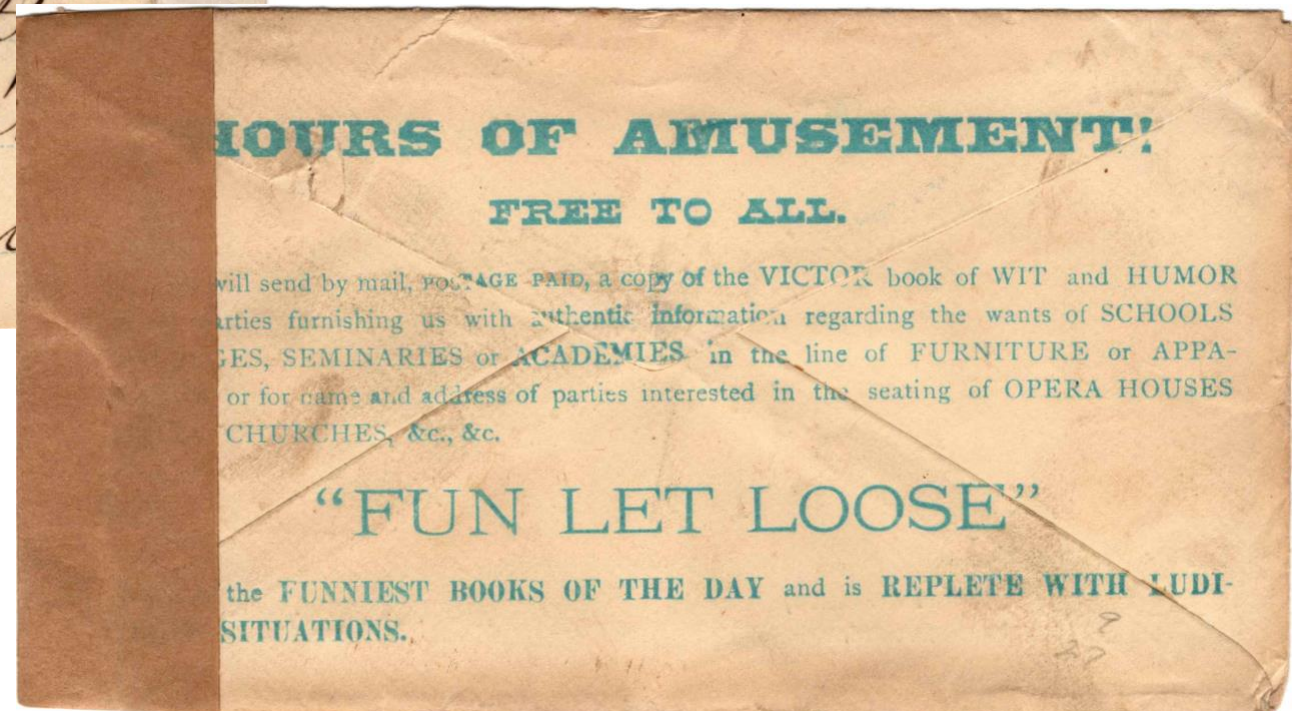
Relatively Early Usage of a Workhouse Stamp from 1883

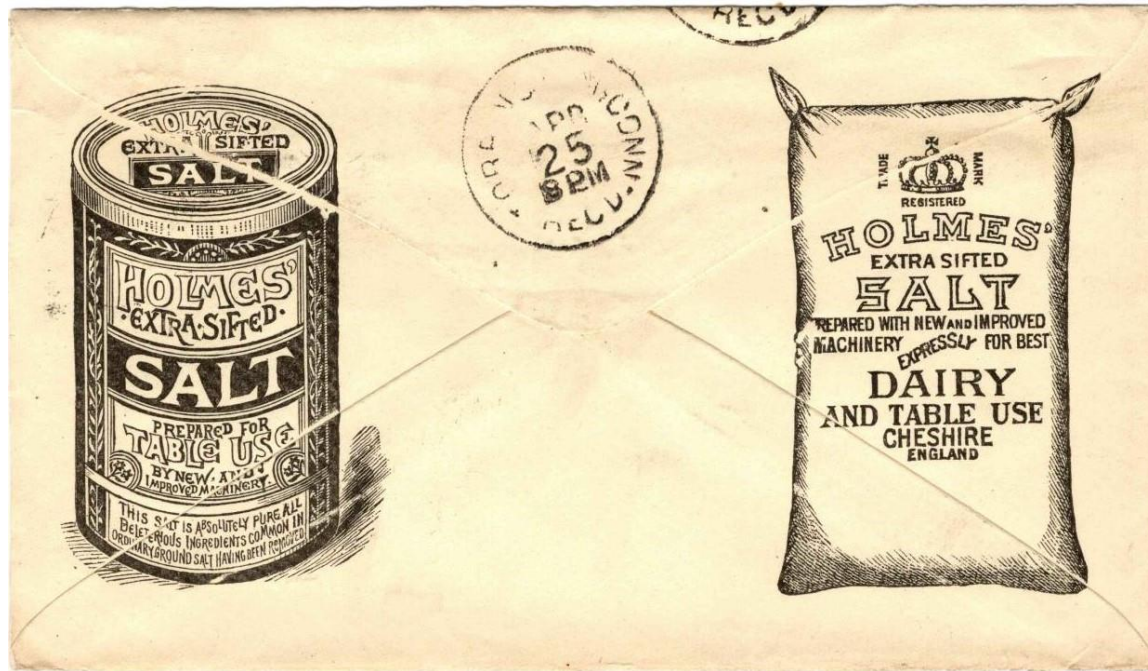


On October 1, 1883, first-class mail rates dropped from 3-cents to 2-cents. The Post Office issued a new 2-cent stamp – US Scott #210 – to satisfy the new rate.

This pair of #210 were postmarked October 18, 1883, in Chicago.

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





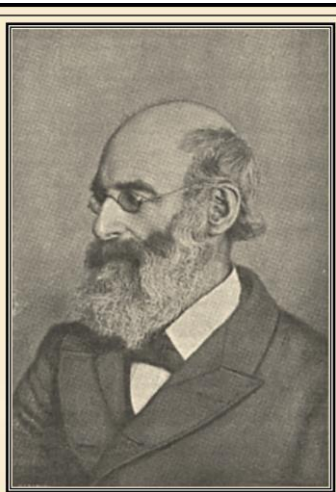
Holmes Extra Sifted Salt, 1884

More than 4.3 billion of #210 were printed making it a favorite among cancellation and plate variety collectors.

This cover was postmarked in New York on April 25, 1884.

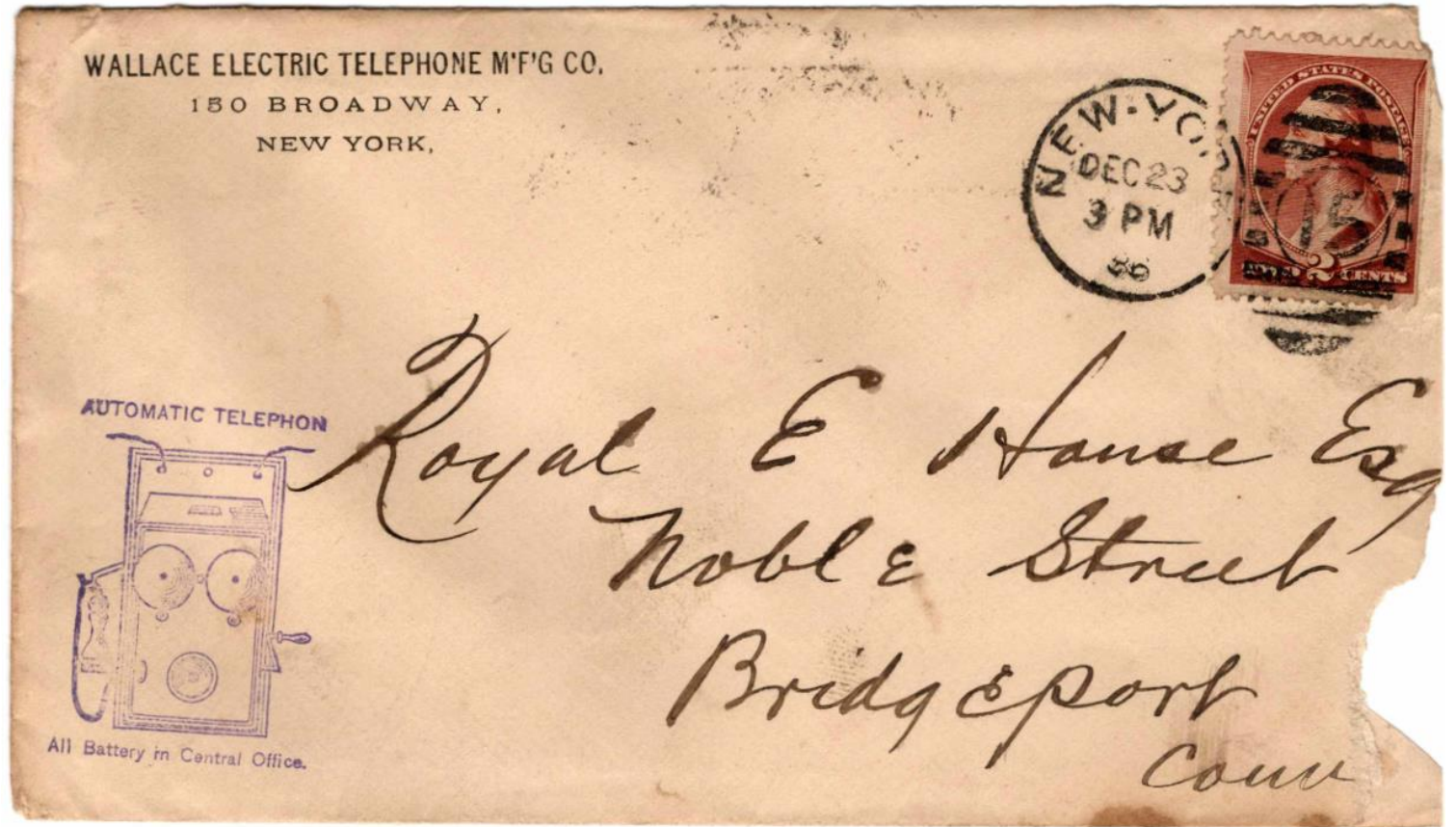
The sender – Austin, Nichols & Co. – was a grocery wholesaler organized in 1879 in New York.

Another US Scott
#210 postmarked
New York December
23, 1886



ROYAL E. HOUSE

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

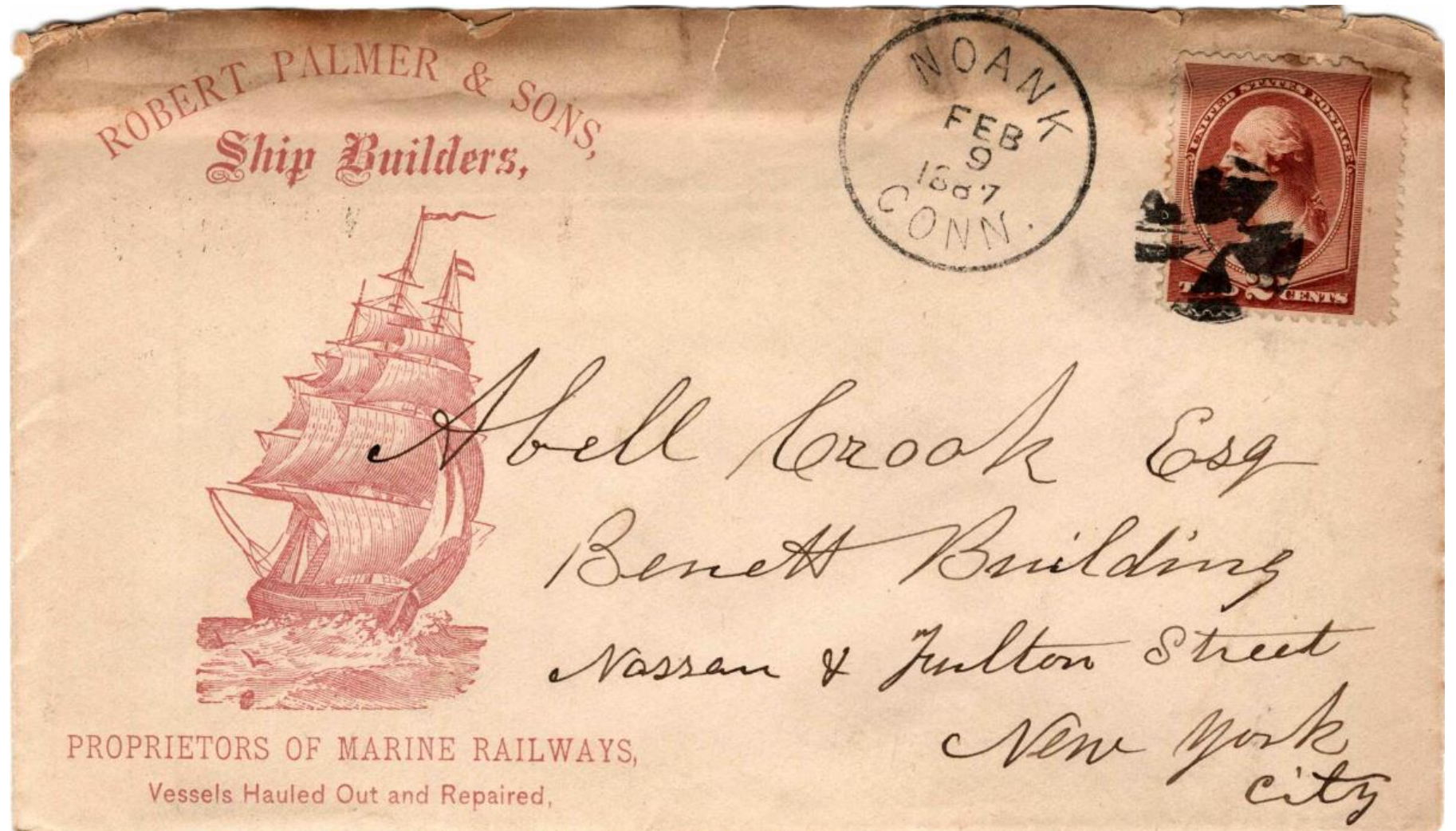


Early telephones were locally powered. Those were eventually replaced by telephones like those made by Wallace Electric that were powered by a central office battery.

Final Example of #210 Postmarked February 9, 1887, Noank, CT (with Maltese Cross)

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.



Whimsical Clothing Store Cover, 1889



US Scott #U312 Stamped Envelope Postmarked Jan. 23, 1889, in St. Paul, MN

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



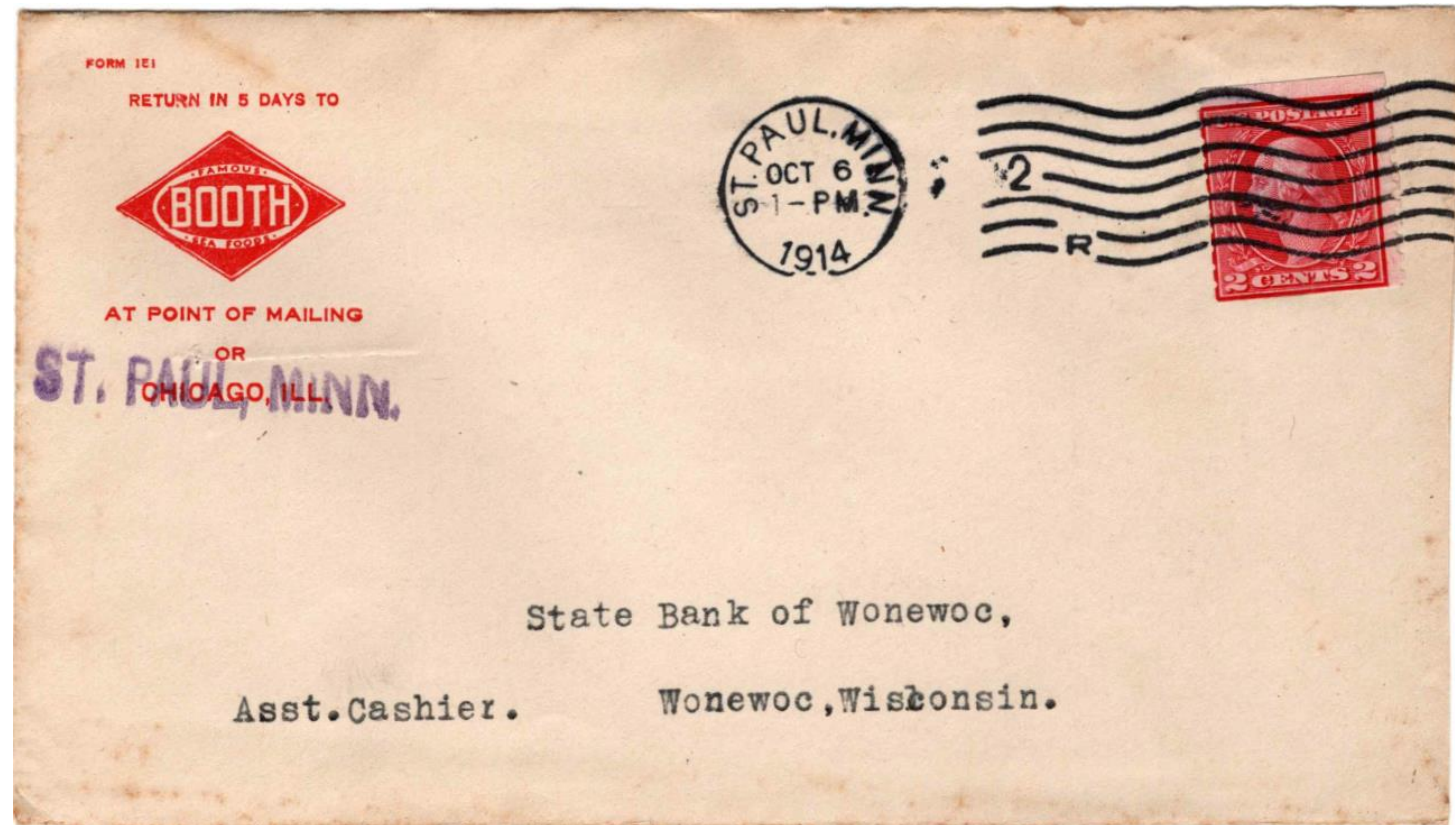
Wmk. 7 1886-90



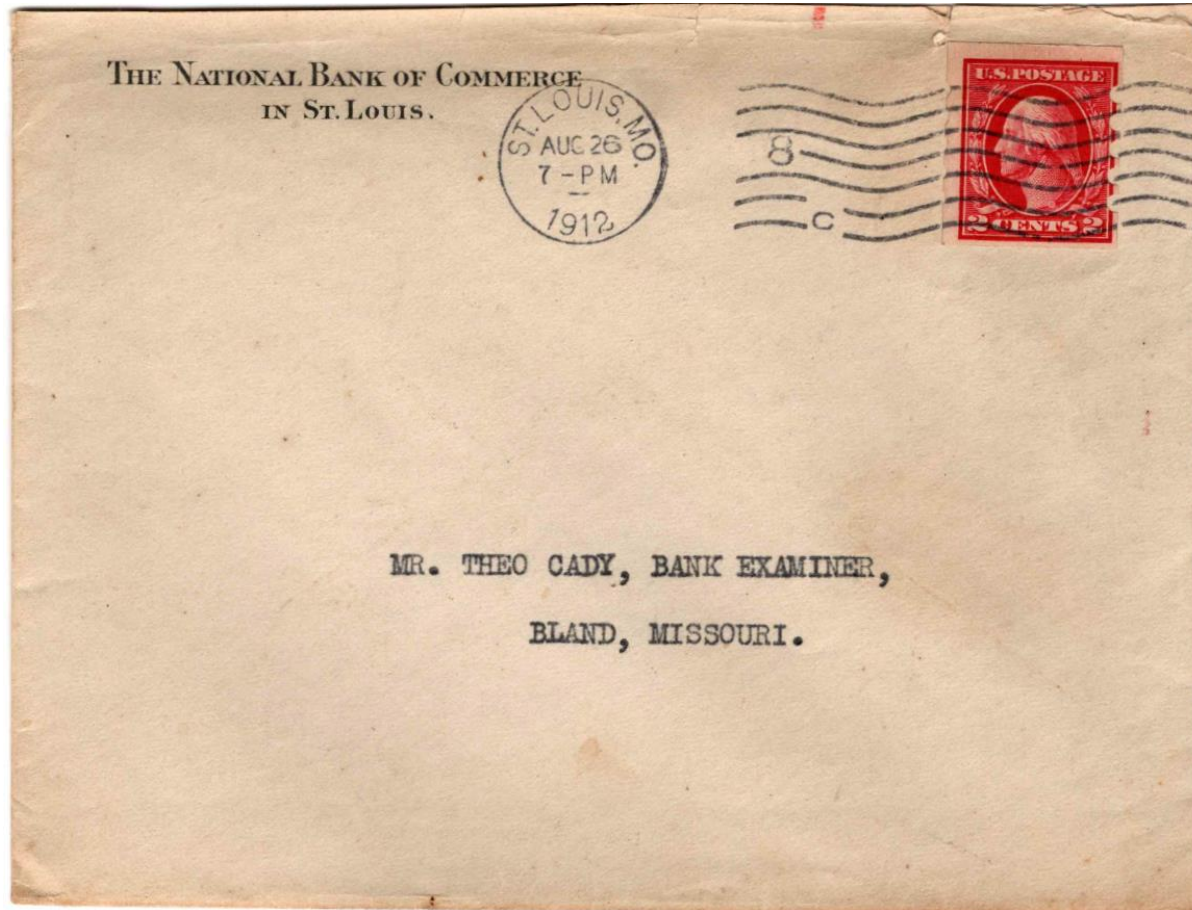
Early Usage Example of One of the First Rotary Press Stamps from 1914

Postmarked St. Paul, MN
October 6, 1914, with 2-
cent US Scott #453. Earliest
documented use is
September 26, 1914.

Booth Fisheries was
organized in the 1890s and
purchased by Sara Lee in
the 1960s.



A Cover that Would Appeal to a Topical Collector of Banks or Sailing Ships with a Privately Perforated Stamp, 1912



Postmarked St. Louis August 26, 1912, US Scott #409 Mail-O-Meter Type IV perforation

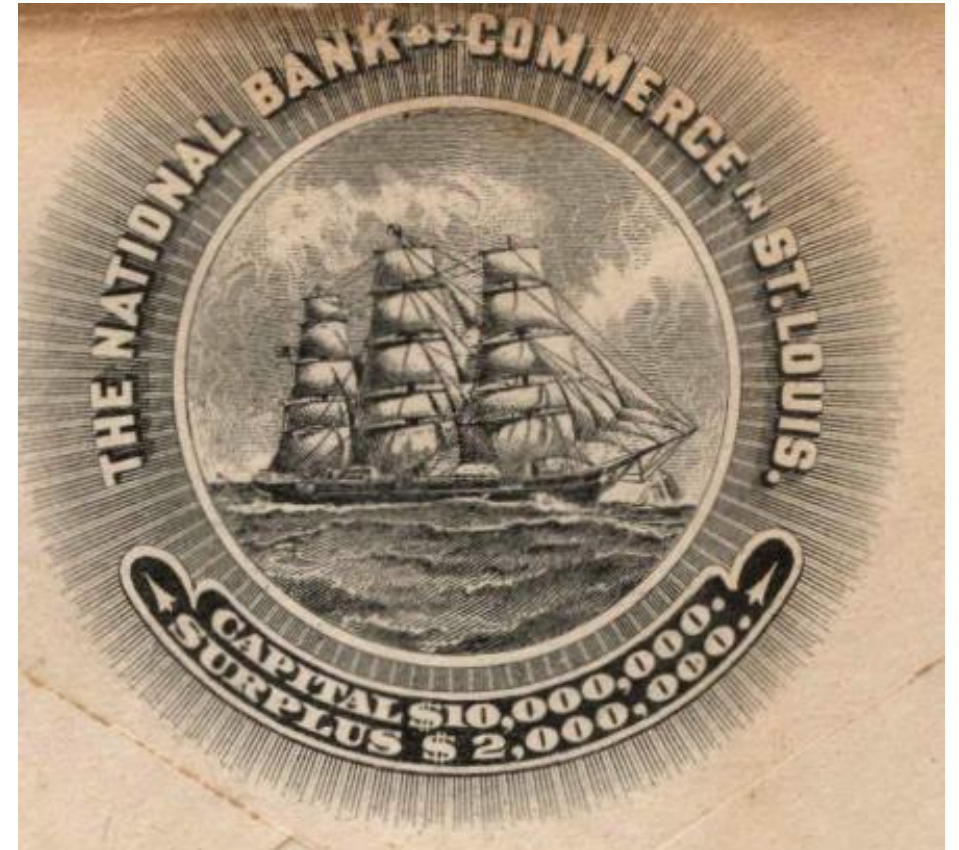


Image on back flap

US Scott #409 was sold in imperforated sheets that were purchased by vendors, such as Mail-O-Meter, and then self-perforated for sale in their vending machines.



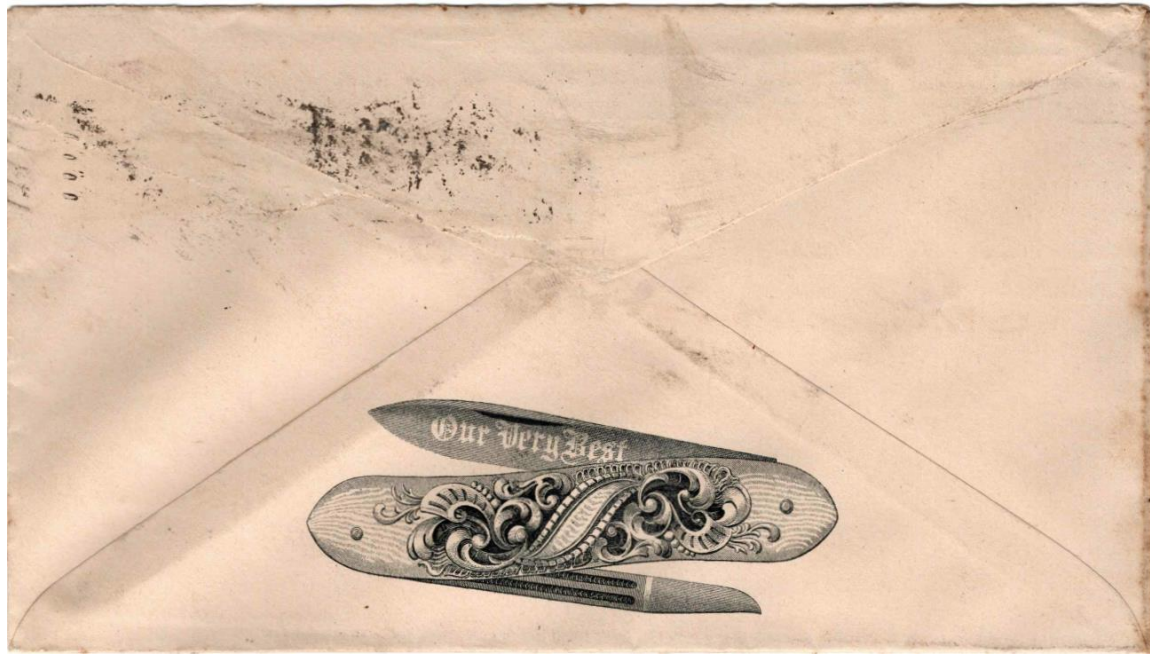
Another private
perf example,
1915



Schmermack
Type III –
Hypen-holes
on US Scott
#409
postmarked
March 1, 1915



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.



Earlier Hibbard,
Spencer, Bartlett
Cover, 1896

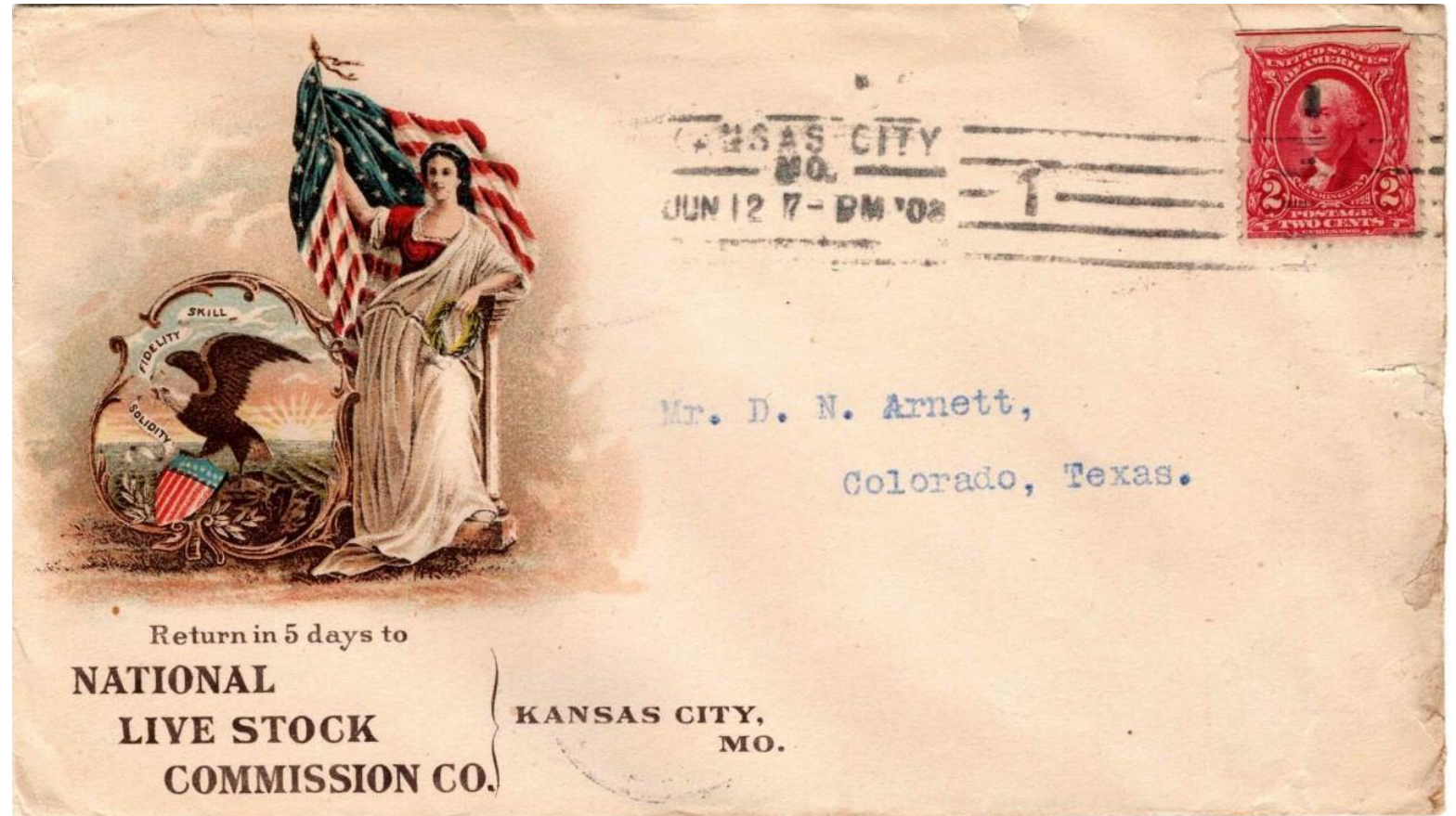


American Postal Machine Company August 22, 1896, postmark with spread-field flag cancellation. Franked with 2-cent US Scott #252 or #267 depending on watermark.

Colorful Ad Cover from 1903 with One Example of a “Barry Machine Cancel”

Barry Machine Cancel with straight-line postmark and horizontal line killer from Kansas City, June 12, 1903. Franked with US Scott #301.

Barry Machine Cancels were used in larger US cities from 1895 to 1909.



Combo Ad Cover Celebrating Wisconsin's 50th Anniversary as a State...

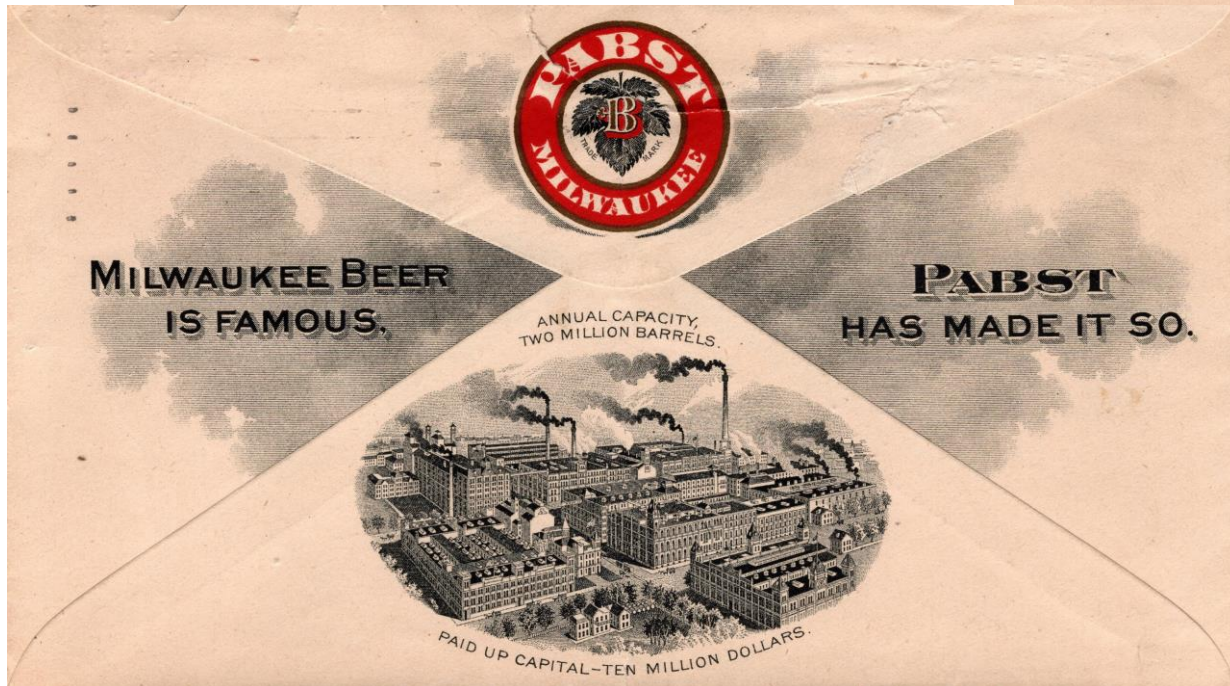
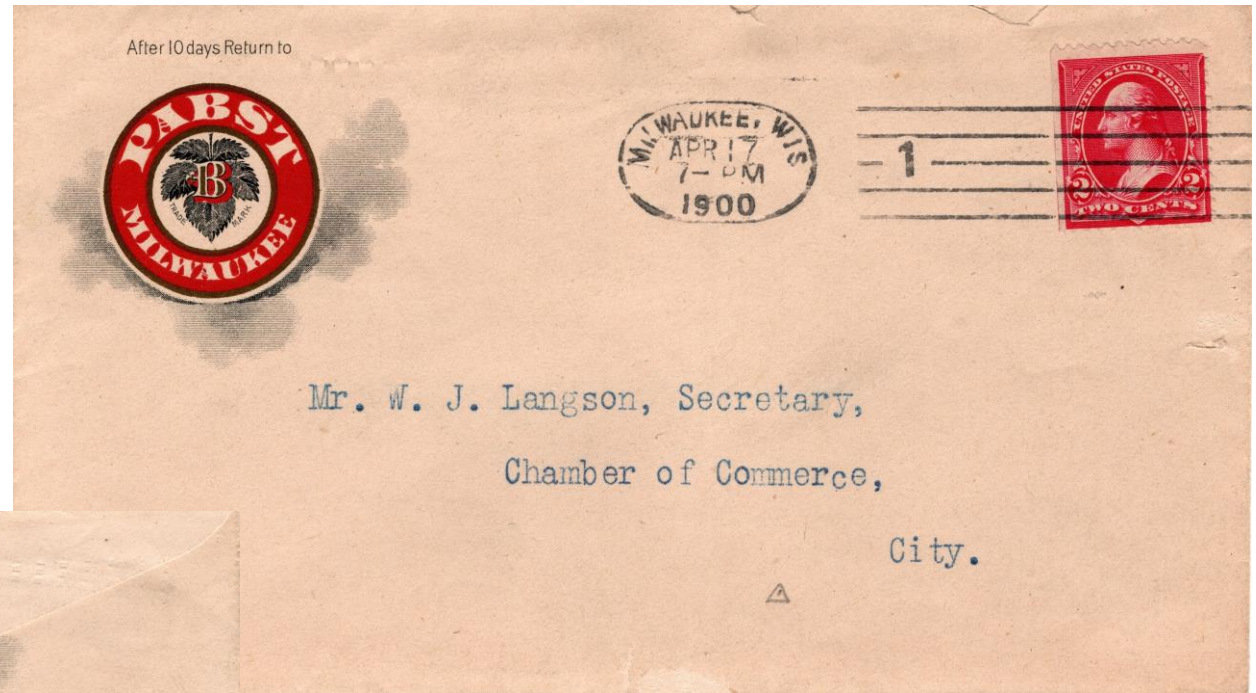
...With companies able to place their name in the left-hand margin.

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



Barry Machine Cancel with oval postmark and diagonal killer line cancellation from Milwaukee, on June 1, 1898. Franked with US Scott #267a (probably).

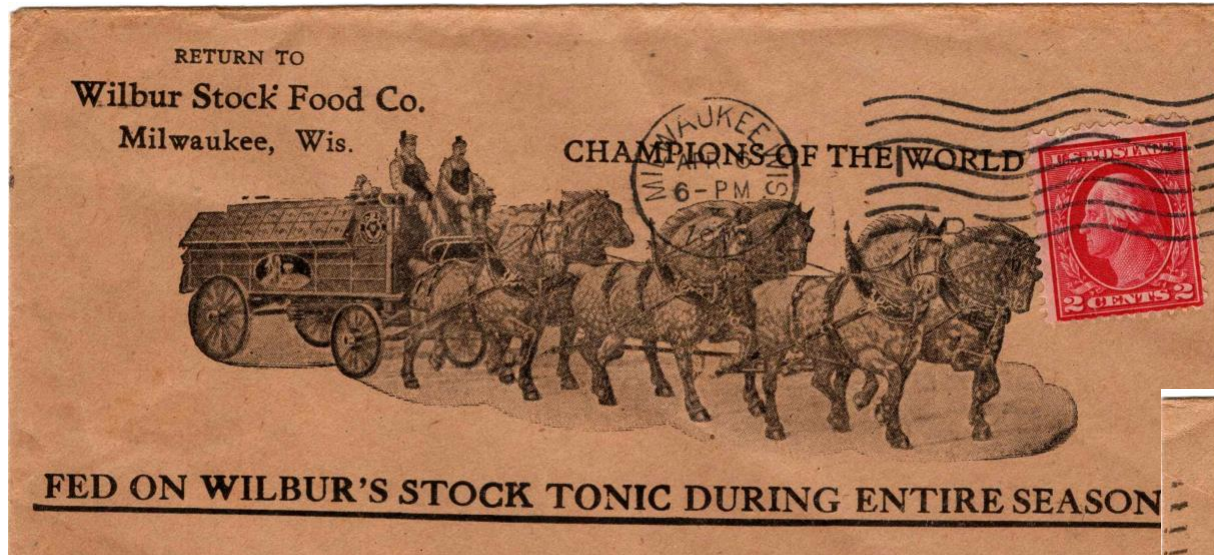
Anyone for a PBR?



Another Barry Machine Cancel, this one with an oval postmark and horizontal line killer from Milwaukee April 17, 1900. Franked with US Scott #279B.

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



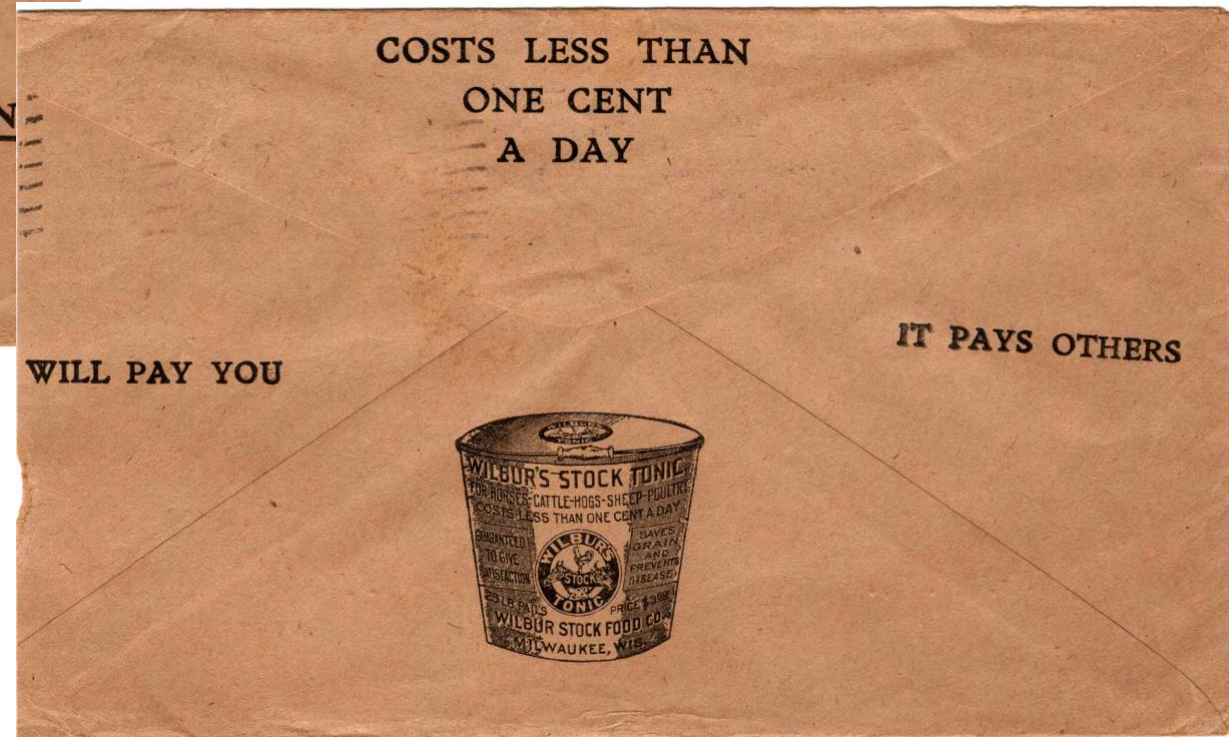


Wilbur Stock Food, Milwaukee with Pabst Tie-in, 1915



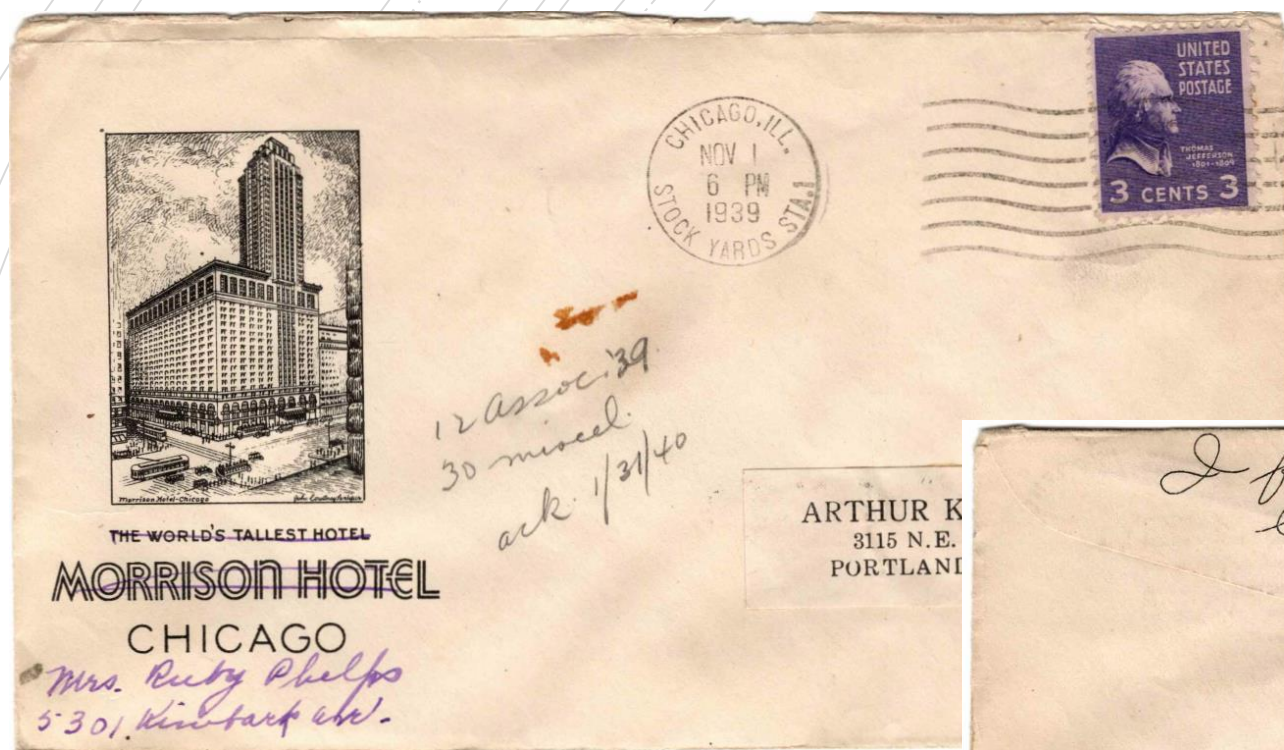
Point Peter, Ga.,

Postmarked Milwaukee, April 6, 1915, franked with 2-cent US Scott #406.



Close-up of "Pabst" logo to the left of the driver.

Morrison Hotel, Chicago, 1939



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).

Postmarked Nov. 1, 1939, in Chicago with a 3-cent US Scott #807.



The 1939 Morrison Hotel cover has a protest label – or a “Cinderella stamp.”

The National One Cent Letter Postage Association was organized in 1913 and worked to get 1st 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.



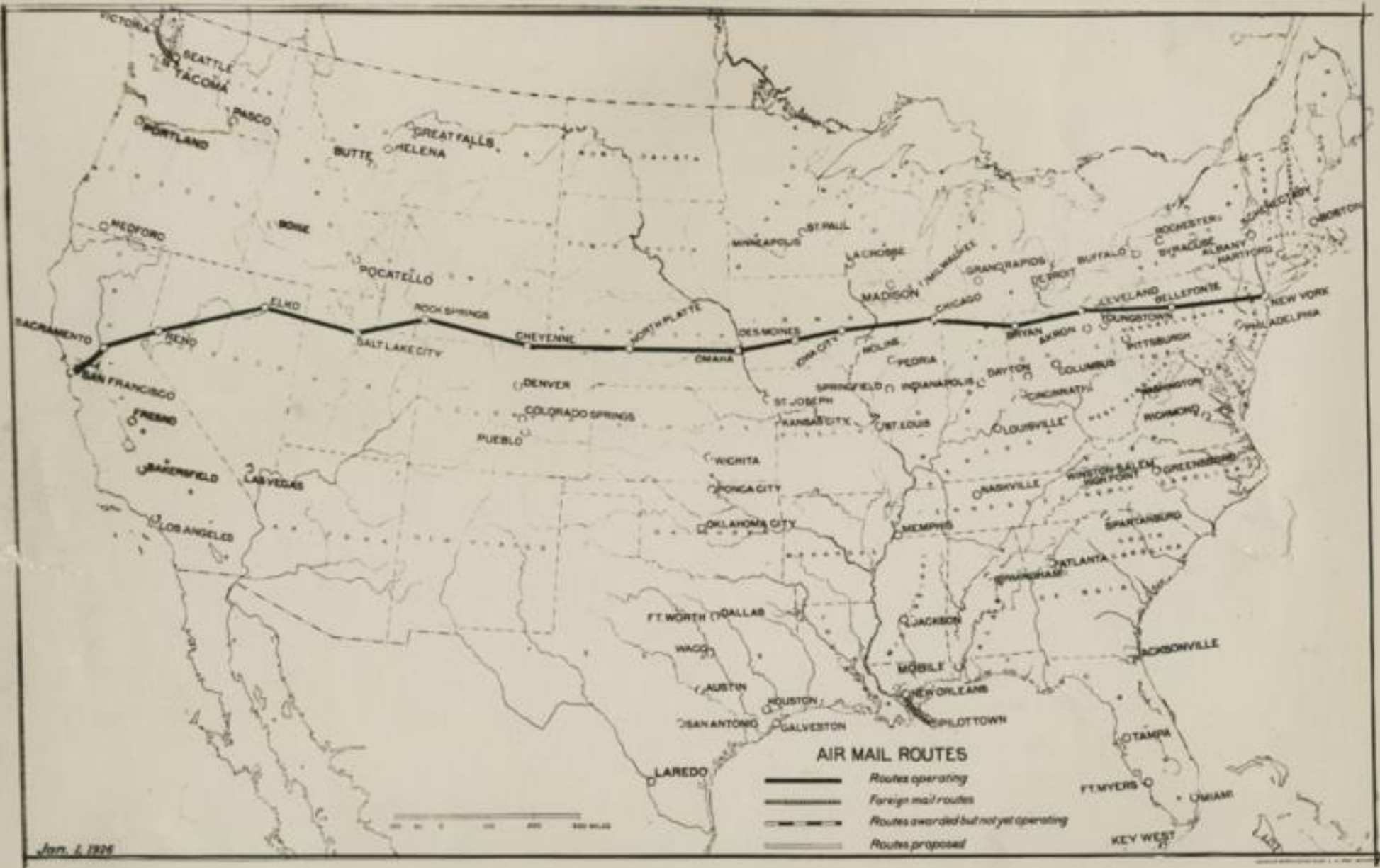


Air Mail Salt
Lake City to
New York
City October
4, 1926

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.

Franked with US 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.

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

Postal Bulletins (PB) can shed light on many philatelic items. This PB 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

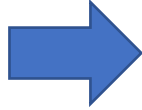
Smith, Doe, Jones & Co.,
24789 Alaska Ave.,
Chicago,
Illinois.

Everything About This Is Advertising!

The stamp, US Scott #C15, postmarked in New York April 25, 1930, was essentially an ad for the *Graf Zeppelin* airship.

The cancellation urges senders to “Register or Insure Valuable Mail.”





The Back is an Ad for Milwaukee and Northwest Airways, now part of Delta Airlines

Many of the buildings in this photo from the late 1920s or 1930 still stand, including City Hall.

Log of the Graf Zeppelin On Transoceanic Flight

The journey of the Graf Zeppelin as logged by *The New York Times* and *The Postal Bulletin* of April 4, 1930, laying out the usage of the Graf Zeppelin stamps.

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.

"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, $\frac{3}{16}$ inch by $\frac{1}{2}$ inch, 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 "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. 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. 19, 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:

Alabama—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.
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-Pernambuco, 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, care 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 should 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, 578 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 Apr. 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. IRVING 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.

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Service (1), *Poste Restante, Duzdab*.—Parcels for places in the Provinces of Khorassan, Kirman (except Dowlatabad), Seistan, and Yezd.

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

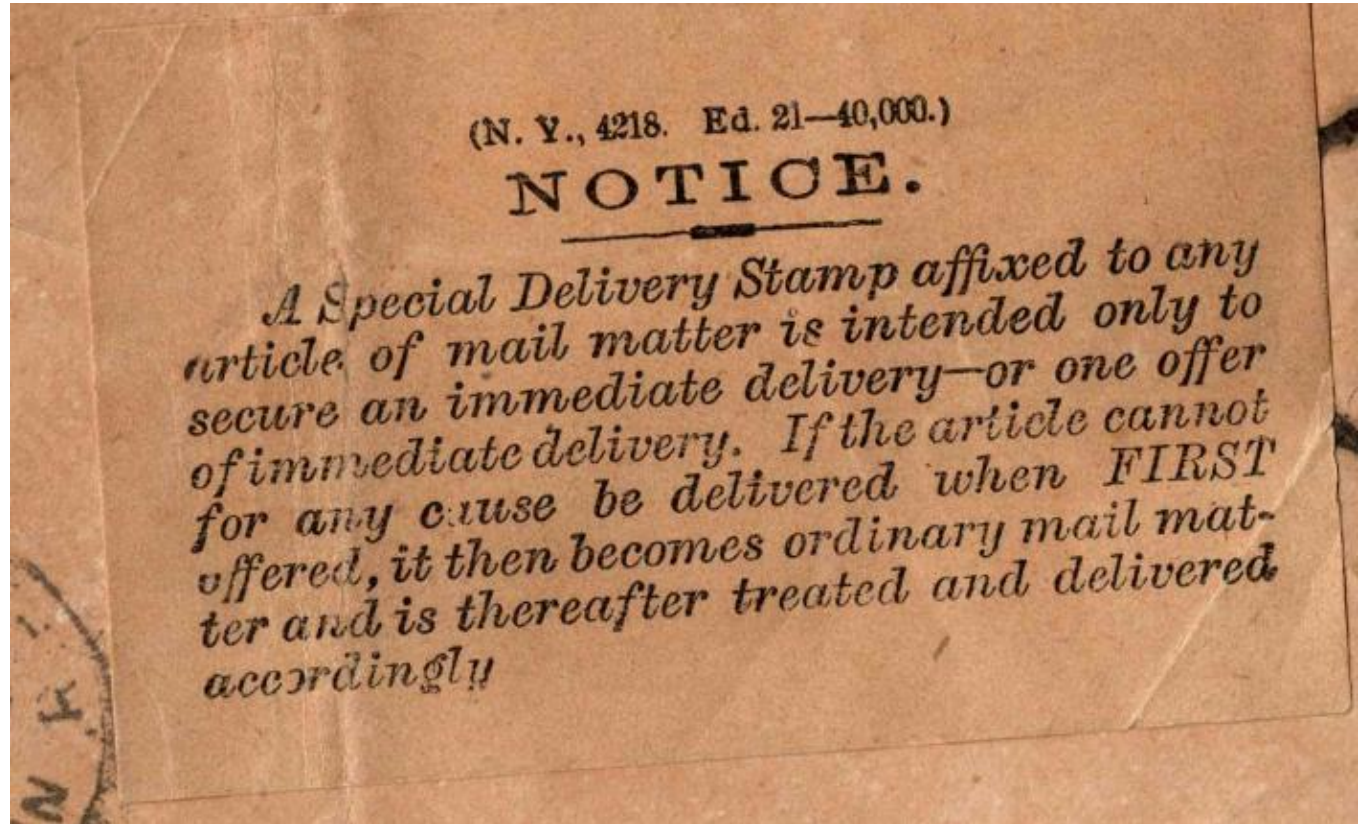
W. IRVING GLOVER,
Second Assistant Postmaster General.

Special Delivery – One Swing and You’re Out!



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

Label Pasted on Back of Special Delivery 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.?!

Ad Covers Can be
Philatelically Interesting
But Also Socially,
Showing How
Businesses Come and
Go and Sometimes Stay

Top: Postmarked Milwaukee, February 16, 1909. Franked with 2-cent US Scott #332. A.R. Wiens Brush Company opened circa 1900 and was out of business by the mid 1960s.

Bottom: Postmarked March 24, 1908, in Milwaukee. Franked with 2-cent US Scott #319. The Pfister Hotel opened in 1893 and has been a AAA 4-Diamond hotel for 47 years.





Questions?
Comments?