



# Topical Meter Stamps

Arthur H. Groten

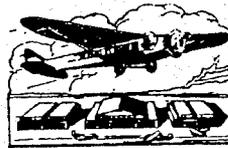
Welcome to my new column, dedicated to exploring the world of topical meter stamps. Many of you are aware of them and include them in your topical/thematic collections. For you, this column offers an opportunity not only to gain new information but also to share your own discoveries. For those of you who are, as yet, unfamiliar with them, this affords the chance to add an exciting new dimension to your collection.

First, a few basics. A meter stamp is printed by a postage meter and is the legal equivalent of an adhesive postage stamp. The postmark advertisement is located to the left of the town mark on U.S. meter stamps; in some foreign countries it may be in other locations. Postmark advertisements can be either slogans (words only) or pictorial. They are imprinted at the same time as the topical indicia and are, thus, an integral part of the meter stamp. Topical/thematic exhibitors are aware of this and include them in their displays.

For simplicity, I will refer to both slogan and pictorial advertisements as meter slogans, rather than the more cumbersome postmark advertisement.

Oftimes, the same meter slogan may occur in more than one color or in conjunction with several different meter stamp designs. Some had a long life; others were used for only a few days and are quite rare. Some were designed for specific companies and were used on only a single machine; others were generic, available to any meter user, and are found on many different machines.

The first U.S. meter slogan advertisement was used in Stamford, Connecticut, with the earliest recorded date of April 10, 1929. The first U.S. pictorial slogan is the famous NRA symbol used in the 1930s to promote Roosevelt's National Recovery Administration. A few other very early meter slogans are shown.



advertising



democracy



I envision this column as a forum. My next column will deal with the literature of topical meter stamps. I am aware of much of the U.S. literature but less so of the overseas publications. I invite members to write to me with appropriate information on handbooks and catalogs for inclusion in this column. I suspect that there are many such publications among the various specialties. I'd like to bring that information together for the benefit of the ATA membership.

Arthur H. Groten M.D. is a practicing radiologist. He has exhibited both nationally and internationally and has written extensively on various aspects of philately for the past 20 years. He invites correspondence at P.O. Box 30, Fishkill, N.Y. 12524.



When Answering Ads, Please Say  
"I Saw Your Ad In *Topical Time*."



## Topical Meter Stamps

Arthur H. Groten

As promised in my last column, this column will deal with source material of interest to topical and thematic collectors and exhibitors. I will illustrate it with meter slogans having to do with meter stamps.

The literature concerning meter stamps can be divided into two main categories: catalogues or listings of meter stamps as stamps and listings of meter slogans, either general or specific.

Catalogues and listings are of considerable interest to topical/thematic collectors because the same slogan may appear with more than one meter stamp and, thus, are collectable and exhibitable as two (or more) separate examples. In addition, they provide the philatelic information required for exhibitors to satisfy the need for demonstrating philatelic knowledge. For these reasons, I present the following (no doubt incomplete and comments/additions are sought), arranged by country.

### United States

*United States Postage Meter Stamp Catalog* by Joel A. Hawkins and Richard Stambaugh, self-published in 1994, the few remaining copies currently available from James Lee. This is a comprehensive listing of all U.S. meter stamps, including officials, revenue, and military stamps. It also has a listing of United Nations meter stamps. It replaces the outdated Werner Simon/David P. Walsh catalog of 1976.

There are other, earlier listings, principally R. H. Harsh, *How to Collect Postage Meter Stamps* (1963). Private listings were made in the early years, particularly of the Flying Eagles. Doug Kelsey has listed the known users of NCR meter stamps, available from Meter Stamp Society (\$1.50). Edwin S. Lapham and Ernest J. Roscoe prepared a catalog of Mailomats in 1982, with a revision in 1989. It was completely revised, with inclusion of the slogans, by Doug Kelsey in 1997,

published by Meter Stamp Society (\$7.50). For further philatelic details, see Doug Kelsey's *United States Meter Stamps: First Days and Earliest Known Usages* (1996), published by AFDCS (\$6).

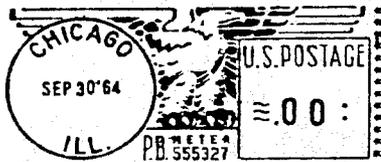
Another important primary source is the *U.S.P.O.D. Postal Laws and Regulations*, which over the years spelled out details for the use of meter stamps.

Part of the philatelic information pertinent to any cover is the rate paid. We are indeed fortunate to have had two invaluable books on U.S. rates published recently, both authored by Anthony S. Wawrukiewicz and Henry W. Beecher: *U.S. Domestic Postal Rates, 1872-1993* and *U.S. International Postal Rates, 1872-1996*, both available from a number of suppliers.

Secondary sources abound, particularly in the late 1930s to the 1950s. An organization called Meter Slogan Associates published a bulletin from 1938 to 1944 (a run is in the APRIL). John Coulthard, a designer of slogans, wrote a column for the weekly *Chambers Stamp Journal* from 1938 into the mid-1940s. Homer Hemeway had a column in *Linn's* for seven years starting 1975, before that in *Stamps*. Walter Swan wrote for the *SPA Journal* in the late 1950s. Joseph Whitebough published *Philometer Compendium* in 1964. Most of these are of historical interest only.

Looking at slogan literature, the earliest listing (and that is all it is) was made in 1939 by Walter M. Swan. There was some mention of slogans off and on throughout the intervening years but it wasn't until Doug Kelsey's *Pictorial Meter Stamps of the United States* was published by Meter Stamp Associates in 1993 (\$20) that another attempt was made. This book lists about 1,600 pictorial slogans arranged by topic, representing only a small percentage of those that exist but designed to give newcomers an overview of the field.

—American—  
**Metered Postage Society**  
 1952 \*\*\*\* 10 \*\*\*\* 1962  
 IN COMMEMORATION OF  
 TENTH ANNIVERSARY YEAR



Kelsey followed this with a specialized listing of Ohio slogans (available from the Ohio Postal History Society) and another for official event covers of Pitney Bowes (specially produced for the MSS convention in 1995). These latter two give an idea of what might be done by other students. Indeed, Joe Ward has released *The U.S. TB Slogan Meter Catalog*.

More information can be obtained on their website: <http://members.aol.com/msslibarch>

### Foreign

Catalogs on foreign meter stamps have been prepared for the following countries: Australia, Austria, Canada, China, East Africa Postal Area, France, Germany, Great Britain, Greenland, Israel, Italy, Mexico, Poland, San Marino, Sweden, Switzerland, and Vatican City. Each of these will afford good philatelic information. A full listing can be found on the MSS website and readers are referred there in the interest of space here. There is no comprehensive world-wide meter catalog to replace the long out-dated Barefoot/Simon but work is about 65 percent complete on a new one which, it is hoped, will be ready in 2001.

The last few lines of this column will comment on specific topics. This is meant to suggest what can be done and provoke those who have been thinking about it to publish (or the knowledge will perish!). It is far from comprehensive and anyone wishing to mention any other lists/catalogs need only write to me and I will include them in a future column. In 1975, the Astro Study Unit published a listing of cancellations, including meter slogans, pertaining to Copernicus. SPI, in 1985, published a list of 1984 Los Angeles Olympic slogans. I understand that a comprehensive list of Olympic meter slogans is in the works as well as one for Native Americans. The Mathematics group self-published a short listing, including a few meter slogans. An extensive catalog of Veterinary cancels and meter slogans was released in 1996 by Drs. Gysin and Locke; it is a wonderful compendium and should act as a guide to those seeking similar work. Perhaps the most sophisticated meter society in the world is AICAM in Italy: their recent exhibition catalog is a useful listing of flora and fauna, the theme of the show.

On this 50th Anniversary of the ATA, it is fitting that meter stamps should finally be recognized for their philatelic and topical significance through the initiation of this column. •



### Thematic Publications On Meters

The following publications have been reviewed in the *Topical Time* "Publication Reviews" column. Readers can find the source and cost of each publication in the appropriate issue of *Topical Time* which is identified by Whole Number.

**Automobile Manufacturers: Catalog of Meters:** Nino Barberis, AICAM, Italy, Whole #282.

**Cacti and Other Succulents Thematic Catalogue:** Hans Daamen, Netherlands, Whole #266.

**Dog Postmarks [and Meters] Checklist:** Anton Reuvers, Netherlands, Whole #260.

**Flora and Fauna on Meters:** Nino Barberis, AICAM, Italy, Whole #291.

**Medicine and Red Cross Cancellations [and Meters]:** Peter Gysin, Switzerland, Whole #271.

**Ophthalmology - Optics - Blindness Cancellations [and Meters]:** Peter Gysin, Switzerland, Whole #276.

**Pharmacy Cancellations [and Meters]:** Peter Gysin, Switzerland, Whole #288.

**Railroad Postage Meter Slogans:** Howard Lucas, U.S.A., Whole #267.

**Roses on Meter Stamps: World Catalog:** Nino Barberis, AICAM, Italy, Whole #290.

**Veterinary Science Cancellations [and Meters]:** Peter Gysin, Switzerland, Whole #279.

In addition, readers will find regular reviews in the "Publication Reviews" column of the monthly *AICAM News* which is published by the Italian Association of Meter Stamp Collectors.

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# Topical Meter Stamps

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In my first column, I very briefly referred to the components of a meter stamp and why they fulfill the criteria for inclusion in topical/thematic collections and exhibits. Those basic comments left much unsaid. I will say more in this column, enough so that I should not have to do so at length again.

The last issue dealt with the literature of meter slogans and I referred to the Hawkins-Stambaugh *United States Postage Meter Stamp Catalog*. That reference is invaluable to the serious meter philatelist and, by extension, to the topicalist. It lists the 14 basic meter stamp designs, called Groups, three of which are not known with slogans. Within those Groups, there are any number of Types, dependent on design variations, particularly in the spacing between the town mark and the indicium, in the size of the indicium or the specification of the meter number. These differences are integral to particular machine models and are well defined in the catalogue. Each meter stamp is required, as part of its design, to include its machine number and, for the most part, the machine numbers are consecutive (each group of numbers forming its Type), reflecting the consistency of the design variations as a function of machine model.

These machine differences allow much broader collecting possibilities than merely a one-of-each design. Meter stamps may differ from each other much as any adhesive postage stamp may; think of all the *Scott* listings for the 1912-20 2¢ Washington.

The three Sinclair dinosaur slogans shown are examples of different meter Types.



Meter 01027 is type DF2.



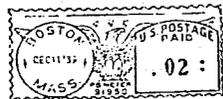
Meter 55098 is type DF5.



PB Meter 56313 is type DF6 (specifying Pitney Bowes as the manufacturer).

There are other meter numbers bearing this slogan within these types and some are known in more than one color.

There is a corollary to this wherein the same design is used with different meter Groups. The three Santa Claus slogans are from Group D (Kearny), Group G (Boston) and Group H (Lancaster). These come in a variety of colors and Types as well.



A word about color. The most common color for a meter slogan is red, followed by purple, blue, green, and black. Other colors, such as orange, yellow, or lilac are quite uncommon. Some special meters stamps are known bicolored, especially a few for Christmas in red and green. Some that appear to be bicolored are probably due to poor cleaning of the machine between uses and can be distinguished by the lack of sharp delineation between the colors.

Meter stamps are most often printed directly onto the envelope. Some machines have



been adapted to use special rolls of paper to produce what are called meter tapes. A Sinclair dinosaur example is shown on previous page (Type DE1B, Kansas City).

These tapes may be perforated or not; they have gum to affix them to the envelope or parcel. The papers used for this purpose, like any other stamp paper, has varieties, usually in the color or distribution of the underprint which indicates the machine manufacturer's name; they may be inverted or printed on the gummed side.

I know of several collectors who are currently working on listing the meter slogans in their specialties, looking at these aspects, as well as at earliest and latest dates. At least one has been published as a work-in-progress, for the meter slogans relating to Christmas Seals.

So the next time you see a meter stamp depicting your favorite topic, look twice at it. Do you really have that stamp?\*

Arthur H. Groten M.D. is a practicing radiologist. He has exhibited both nationally and internationally and has written extensively on various aspects of philately. He invites correspondence at P.O. Box 30, Fishkill, N.Y. 12524.

## TOPICAL METER SLOGANS BOUGHT AND SOLD



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## Topical Meter Stamps

Arthur H. Groten

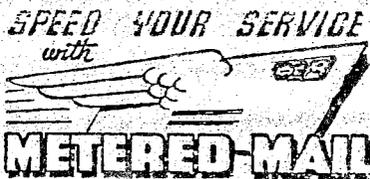
Having discussed the philately of the meter stamp in my last column, it seems fitting to look at the ways stamps are portrayed and promoted in meter slogans. I, of course, mean not only adhesive postage stamps but meter stamps as well.

A series of meter slogans are examples of Pitney Bowes' continuous and continuing self-promotion, all used by the company on its own mail. First they ask "why anybody ever uses stamps...when they can use a postage meter;" then they note that "postmark ads attract attention" and, finally, they offer "For Sale/Meter Ad Space." As a side note, it seems that their campaign has, to a great extent, failed in the U.S. over the past 15 or so years. Fewer and fewer American companies are taking advantage of this incredibly inexpensive but very effective advertising modality. This is not the case, for instance, in Europe.

In the fourth slogan in this group, from Canada, Pitney Bowes advises one to "Speed your service with Metered Mail."

Interestingly, Pitney Bowes and other meter machine makers were not the only ones to use metered mail in their slogans. The non-meter companies used slogans to portray meter-franked covers, each appropriate to the manufacturer of the machine that imprinted the stamp.

There are few meter slogans that tout the advantages of non-meter postage stamps despite the fact that all governmental agencies, including the USPOD, have used official meter franking for a long time. Perhaps there is some regulation against the use of slogans nowadays. This was not the case in the 1940s when many departmental meter stamps had patriotic slogans associated.



Pitney-Bowes of Canada  
Ottawa, July 15, 1947

Wonder why anybody ever uses stamps?

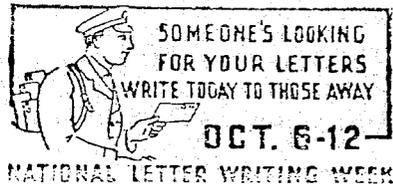


... . . . when they can use a postage meter!

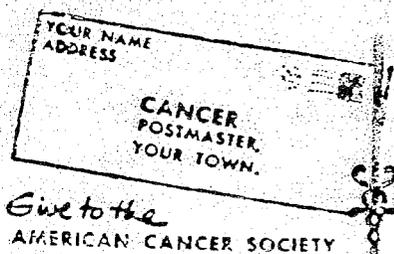


Pitney-Bowes Encouraged Meter Use  
Portland, ME, June 6, 1957

Nonetheless, non-meter franked covers may be encountered in meter slogans. There are a whole series of slogans promoting National Letter Writing Week. My earliest in 1940 and latest 1956. Can anyone extend these dates? Or did the increasing enchantment with television doom the effort?



National Letter Writing Week  
New York, NY, October 2, 1940



Give to the  
AMERICAN CANCER SOCIETY

American Cancer Society  
Houston, TX, April 19, 1950

Lastly are the slogans used by philatelic houses. Most of those I've seen have quasi-stamps. Tatham Stamp & Company of Springfield, Massachusetts, appears to be



Trieste (Italy) used a special slogan during the month of June to promote an Elton John concert scheduled for July 5.

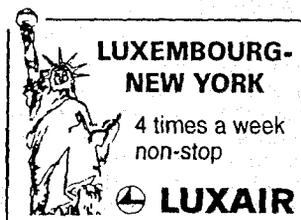
**Elton John**  
*in concerto*

TRIESTE 5 LUGLIO 99

May 28 saw the Central Post Office of Rome marking Alfred Hitchcock's birth centennial with a special handstamp.



Americana topicalists will always find material in unexpected sources such as the slogan postmark placed in use on March 30 in Luxembourg-Gare to mark the "4 times a week non-stop Luxair" service with the Statue of Liberty symbolizing New York City.



Dr. Allan Hauck is president of COROS (Collectors of Religion on Stamps). His mailing address is P.O. Box 165, Somers, WI 53171.



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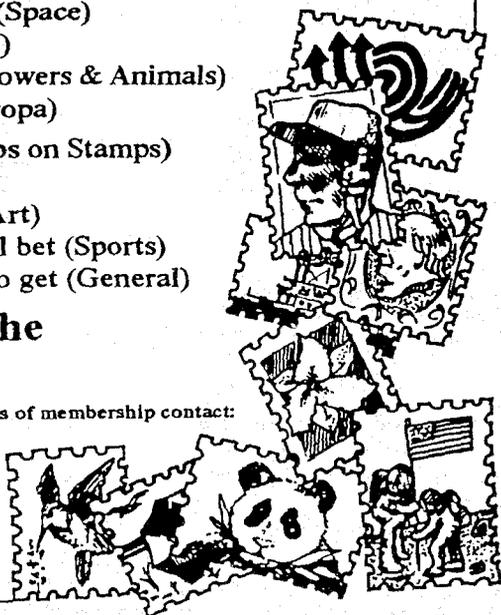
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## Topical Meter Stamps

Arthur H. Groten

One of the challenges, and most of the fun, of topical/thematic collecting and exhibiting, comes from the ability to tell a story in a highly personalized way. No two collections or exhibits on the same theme will be identical because of the individual perceptions and conceptions of their creators. This form of collecting appeals greatly to those who do not wish to merely "fill spaces" on customized album pages.

While it is true that there are numerous topical checklists of stamps, they primarily serve as a "road map" for developing a thematic collection. Virtually no checklists are devoted exclusively to meters, and few thematic handbooks which incorporate meters along with stamps. The available universe of meters is unknown; new items are constantly surfacing. Since very few dealers stock meter stamps, the ability to find that specific piece one is looking for can be very challenging.

My columns dealing with specific topics will be necessarily brief presentations, and will reflect my own personal bias and the availability of material. But they will seek to demonstrate the power of meter stamps to help tell your story.

One of the more popular topics is aviation. Over the course of time, I will revisit this topic in its myriad aspects.

This meter slogan of 1963 describes Dare County (Manteo), North Carolina, as the "Birthplace of Aviation."

**DARE COUNTY, N. C.**

**BIRTHPLACE OF AVIATION**

**BIRTHPLACE OF THE NATION**

But Dayton, Ohio, also claims to be the "Birthplace of Aviation" in 1966 featuring an illustration of the Wright Brothers' airplane. These two meters reflect a controversy that continues to this day. Where was the birth-

**DAYTON**



**BIRTHPLACE OF AVIATION**

place of aviation? Where was the airplane developed, and where was it first flown?

A Windsor Locks, Connecticut, meter of 1953 honors the 50th anniversary of powered flight; it uses the same design as the 1953 air-mail stamp (U.S.A., Scott C47).



A Halifax, Nova Scotia, 1959, meter reminds us that the "Golden Anniversary of Flight in Canada" took place in Baddeck, Nova Scotia, in 1909. Can anyone tell me what airplane is illustrated?



The development of the Sperry gyroscope was critical to advanced navigational control of systems, and this 1950 meter from Great Neck, New York, commemorates the 50th anniversary of this innovation developed by Sperry Rand Corporation.



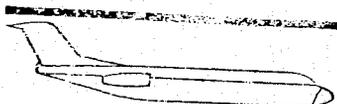
Airplane engines need to be overhauled with much greater frequency than automotive engines. The Aero Engine Overhaul (Qld) Pty. Ltd. is one such firm which used a 1993 meter in Archfield, Australia.

### Aero Engine Overhaul (Qld.) Pty. Ltd.



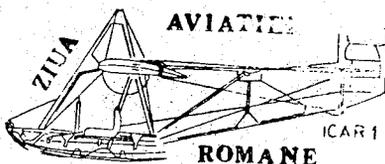
P.O. Box 28  
Archerfield Q 4108

There are innumerable meter slogans produced by or for the manufacturers of specific airplanes. This 1968 meter from Amsterdam, Netherlands, publicizes the *Fokker F28*.

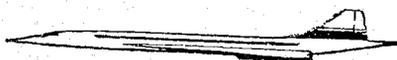


FOKKER F28 FELLOWSHIP  
POSTBUS 7600 SCHIPHOL

*Ziua Aviatiei* is illustrated on a 1991 meter from Arad, Romania.

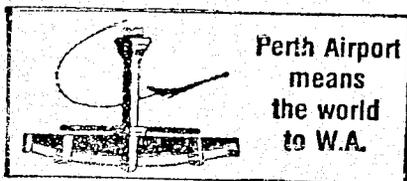


The Anglo/French *Concorde* is the subject of a 1973 meter from Bristol, England.



*Concorde*

Of course, airplanes must land someplace, and there is no place on earth that is more distant from my home in the northeast U.S. than the Perth Airport in Western Australia. I've made it as far as Melbourne; someday, time permitting, I hope to "go west."



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One of the more confusing aspects of collecting topical slogans concerns the ubiquitous metered mail lookalikes, the permit imprint. The principal difference between these two forms of mail is that metered mail is paid in advance and requires, as part of its imprint, inclusion of the meter number. Permit mail, on the other hand, is paid for at the time of mailing and does not require a machine number.

Unlike metered mail, permit imprints may be produced by any printing method from engraving to mimeograph. The desire of senders of "junk" mail to attain legitimacy (in the hope the recipient will open the letter) has led to any number of so-called masqueraders (permit imprints that look very much like meter stamps). This copy-cat appearance is no-where more apparent than in the inclusion of slogans as part of permit imprints.

Some slogans appear on both permit and metered mail. The first exhorts us not to be litterbugs. To illustrate my point, I show both the metered slogan and the permit imprint from Detroit.

Other slogans seem to be unique to permit mail: Abraham Lincoln, sports, tobacco and, perhaps the most spectacular slogan permit I've seen, one from Buffalo, N.Y., showing Niagara Falls.

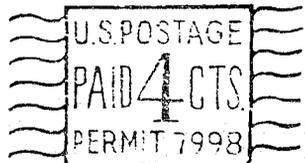
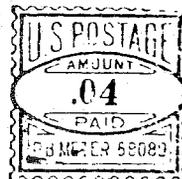
I will describe more topically collectable permit imprints in future columns. •



A Lawyer's Time  
Is His Stock in Trade  
— Abraham Lincoln



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In my last column, I showed a number of meter stamps with animal designs as an intrinsic part of the stamp itself, unrelated to any commercial advertising intent. They are subtle forms of national promotion. They are generic in that the designs created by the various postage meter manufacturers are used by many organizations, both public and private.



Examples of such iconographic use, such as the bear of Greenland and the dual images of the palypus and koala of Australia, shown here, are harder to find among the permits. This is primarily due to the fact that most permit mail tends to be sent by private organizations who design their permit imprints for their own purposes. As we have seen, permit imprint designs are often purposely created to imitate meter stamps.

**POSTAGE • PAID**



**A U S T R A L I A  
F I R S T C L A S S**

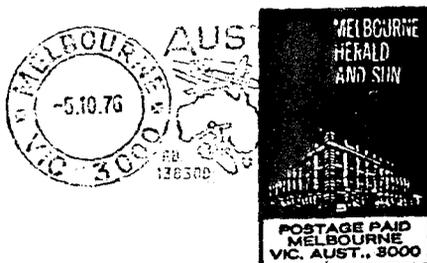
The eagle in Telco's imprint surely recalls the common U.S. standing eagle meter design in use since 1940. And it is American, a symbol of strength and a source of pride. By implication, these attributes of strength and pride devolve to the company as well.



The special design for the Sydney Olympics, created by member Noel Almeida of Australia and officially approved for use on April 26, 1994, combines private and public promotion. This is a most unusual conjunction.



I have only seen the *Melbourne Herald and Sun* permits used in conjunction with a meter stamp to pay postage. I can only surmise that the mailing did not meet the quantity requirements.



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To round out the last two columns concerning pictorial permits, I offer this gallery.

The most spectacular is the *Acker's Weekly* permit, with its cinderella image of a stamp and its cancellation. It probably dates from the first decade of the last century. See below.

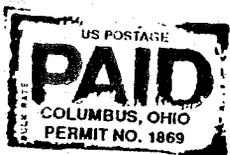
The interesting sweepstakes cover has its illustrated permit, with a Russian motif, tying a Russian cinderella, yet mailed from Columbus, Ohio. It was certainly designed to catch the eye.

Sir Henry Marking sends an invitation using an illustrated permit depicting the Concorde.



Printed Paper  
Sealed Under Permit  
London F.S.  
Serial No. 16

Even Santa Claus gets in the act, with his portrait on a permit from his namesake town in Indiana.



South African auctioneer Harold Hollander uses a "Cape triangle" permit, which is cancelled with a 1991 Capetown/Kaapstead machine cancel.

The next four items show the most popular topic for illustrated permits: animals: a platypus/koala permit on an Australian lottery form;



From Finley Acker Co. Philadelphia, Pa.		49 Varieties and Prices Acker Quality Teas	1c. Paid PHILADELPHIA, PA. PERMIT NO. 50
To the Postmaster:—In case of wrong address, kindly notify us and we will send return postage			



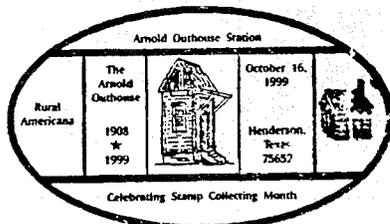


September 18-21 produced two El Cid postmarks for the eighth annual El Cid Futurity. The Allsup's chain of convenience stores got rather major exposure on one of the postmarks and they both picture the Spanish hero, El Cid.



Henderson, Texas, celebrated Stamp Collecting Month with an October 16 postmark picturing the Arnold Outhouse. Apparently the Arnold outhouse was donated to the local depot museum by the Arnold family and it is the only outhouse in the state of Texas with a historical marker. A local resident reported that this outhouse is a veritable Cadillac among outhouses. It has louvers for

circulation and had three holes for busy times.



Finally Tryon, North Carolina, used a special handstamp of November 4-7 to mark its Sherlock Holmes Festival and the centennial of the birth of William Gillette, an actor famous for his role as Sherlock Holmes. During his lifetime Gillette maintained a residence in Tryon. \*



### Sherlock Holmes Festival

**CENTENNIAL STATION  
Honoring William Gillette**

**NOVEMBER 4-7, 1999**

**Tryon, North Carolina 28782**

Dr. Allan Hauck is immediate past president of COROS (Collectors of Religion on Stamps). His mailing address is P.O. Box 165, Somers, WI 53171.

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# Topical Meter Stamps

Arthur H. Groten

One of the pleasures of our visual hobby is that, if we keep our eyes open, we can find gems among seeming dross. As we have been seeing in this series of articles, an interesting aspect of meter stamp collecting is the associated slogan often found to the left of the date stamp.

Pictorial slogans whose designs can be identified form a sub-group. That is not the usual case, of course, and many unidentified designers produced some marvellous images for these small advertisements.

Illustrated below are several slogans by noted artists, some contemporary, others not. I also show two that are unattributed but quite striking.



Design derived from a famous drawing by Leonardo da Vinci.



After a sketch by Kate Greenaway, advertising Kate Greenaway Frocks by L. Wohl Co.



Logo of *The Theatre Guild of the Air* was designed by Rene Charles.



The racing Greyhound by Raymond Loewy appears in a number of manifestations in meters.



Eustace Tilley is the instantly recognizable trademark of *The New Yorker* magazine. He was designed by Rea Irvin.



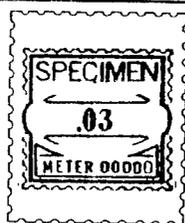
One of my favorite pictorial slogans, a masterpiece of semiotics, for Waterman's pens, designer unknown.

Arthur H. Groten M.D. invites correspondence at P.O. Box 30, Fishkill, N.Y. 12524.

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## Topical Meter Stamps

Arthur H. Groten

Once again, a serendipitous finding compels me to share a few interesting covers that have recently come into my hands. Some are interesting hybrids in that it is the cachet that draws our attention, making them more aerophilatelic than topical. But such cachets on metered or permit covers are rather unusual. When they can be combined with a true topical slogan, they certainly add the extra pizzazz that will please the collector, and, if they are exhibited, will also please the judges.

When President Franklin D. Roosevelt cancelled all mail contracts in early 1934, it fell to the U.S. Army to carry the mail for just three days, February 19-21. A business replay envelope, carried on February 20, 1934, from Cincinnati to Scranton, Pennsylvania, includes this cachet picturing an airplane and the inscription reading *U.S. Army/Again Flies the Air Mail*. The nine cents postage was paid with three precanceled postage due stamps affixed to the back of the envelope.



**AGAIN FLIES THE AIR MAIL**

National Air Mail Week was celebrated May 15-21, 1938. One cancel used in Minneapolis, April 20, 1938, takes note of the fact that this observance represents *20 Years of Air Mail Progress*.



Another slogan appearing as part of a Pitney-Bowes meter dated May 19, 1938, from Stamford, Connecticut, depicts an airplane carrying a banner recognizing National Air Mail Week, May 15-21, 1938.



The hand-stamped cachet pictures an airplane and the words *Air Mail Week/May 15-12, 1938/Westfield, New York*.



Pitney-Bowes of Canada, Ltd. created a special cacheted envelope for use on the first jet mail from Toronto to New York. It was properly franked with an April 18, 1950, Toronto, Ontario, meter with an illustrated slogan reading *Give Generously to Help the Blind*.



Arthur H. Groten M.D. invites correspondence at P.O. Box 30, Fishkill, N.Y. 12524.



# Topical Meter Stamps

Arthur H. Groten

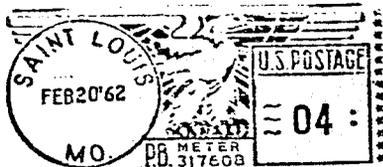
One of America's defining moments during the last century was the shock of Sputnik and the establishment of Project Mercury to put a man in space and, later, the Apollo program to put a man on the Moon.

The McDonnell Aircraft Corp. was central to these efforts. They commemorated Project Mercury with at least two meter slogans, both from Pitney Bowes machine 317608.

**PROJECT  
MERCURY**  
MCDONNELL



MANNED ORBITAL FLIGHT



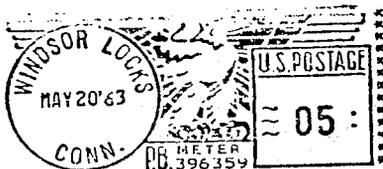
All U.S. meters, except the last, in this column are Type IA4a. Do readers know of others?

The longer-lived Apollo program engendered many more slogans, often issued by subcontractors to promote themselves and their association with the great effort that had captured the public's imagination.

Hamilton Standard of Windsor Locks, Connecticut, made the Apollo space suit as shown on P.B. meter 396359.

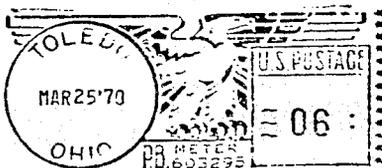


**PROJECT  
APOLLO  
SPACE  
SUITS**



The Owens-Corning Fiberglass Corp. of New York made the fabric for the suits (P.B. meter 603295) used in Toledo, Ohio.

**APOLLO  
SPACE  
SUITS OF  
BETA  
YARNS**

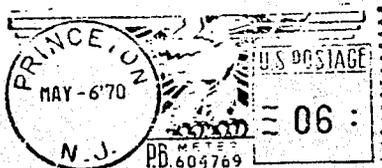


The Defense Electronics Products division of RCA designed and made the Lunar Module Electronics Systems (P.B. meter 604769).

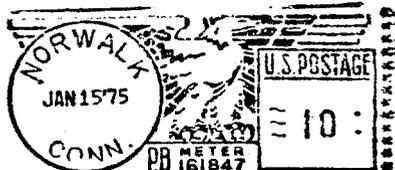
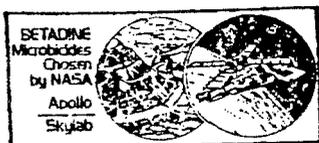


Apollo Lunar Module  
Electronic Systems

**RCA**  
Defense Electronic  
Products



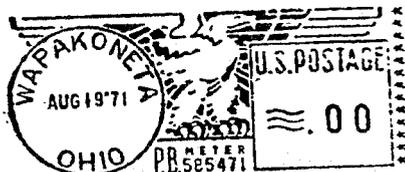
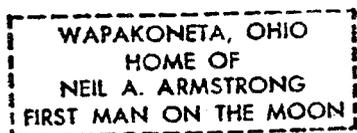
You will recall the concern raised about possible contamination of the Moon by earth-bound bacteria. The Purdue Frederick Company of Norwalk, Connecticut, is the manufacturer of Betadine, the antimicrobial used to treat the Apollo (and, they tell us, Skylab) equipment. (P.B. meter 161847).



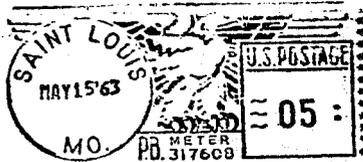
I have yet to find a U.S. meter commemorating Neil Armstrong's 1969 Apollo 11 landing and the famous words he transmitted back to Earth. But the Germans did so, in 1979, for the 10th anniversary. (Postalia meter 8035).



Neil Armstrong's home town of Wapakoneta, Ohio, celebrated their local hero in 1971. I have not yet found this meter slogan postally used. This example is a favor specimen (denomination .00) (P.B. 585471, type IC4a).



Arthur H. Groten M.D. invites correspondence at P.O. Box 30, Fishkill, N.Y. 12524.



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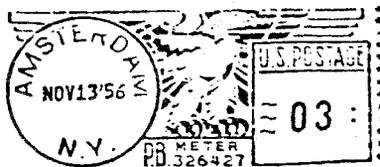


## Topical Meter Stamps

Arthur H. Groten

This column will showcase windmills, a favorite topic. Not being an expert on the subject, I will refrain from technical comments on the windmills depicted.

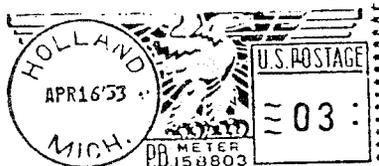
Windmills have been used in meter slogans to denote affiliation with a place. Most people associate windmills with the Netherlands. The Amsterdam [New York] Printing and Litho. Co. used one in their slogan for many years. The one illustrated is in black from Type IA1a, Pitney Bowes meter 326427. It can be found in green, blue, and red and from several different machines. I have seen #186449 and #325815.



The German milling district of Minden-Lubbeck used a windmill on their postal machine #F 683742.



The town of Holland, Michigan, sponsors an annual tulip festival. In 1953, they depicted a windmill in a slogan from PB meter 158803 (Type IA1a).



Because windmills tend to be conspicuous in the landscape, they can be used to draw attention to an attraction much as the El Rancho Hotel in Las Vegas did with the windmill on top of their facade (PB meter 332783, type IA1a).



The CHF Muller Company, makers of x-ray equipment, used the eponymous windmill as their trademark (Francotyp D #0816) in 1931.



0816



**Röntgenröhren**  
**CHF. MÜLLER**  
**Aktiengesellschaft**

As we have discussed before, pictorial permit slogans are, as a group, much scarcer than meter slogans. Here, a 1989 permit used on an advertising cover for Breck's, a mail order gardening supply company in Peoria, Illinois. The return address on the front suggests that the item was mailed from Holland but the indicia, despite some foreign words, conforms to the U.S. bulk rate requirements.



Other companies did the same, including Otto Muller in 1937 (Francotyp C). No doubt there are many more.



**OTTO MÜLLER**  
**AKTIENGESELLSCHAFT**  
**OMAG**  
**LEIPZIG 05**



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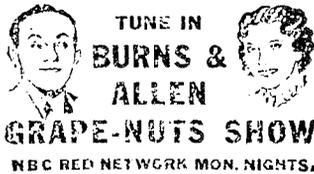


# Topical Meter Stamps

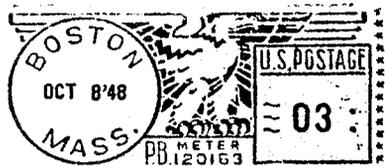
Jeffrey M. Dow

Many older Americans remember growing up with ears glued to the radio, listening to the likes of Burns and Allen, Bing Crosby, and the NBC Radio Orchestra. I will look at some of the shows that made radio the important medium it was prior to the advent of TV.

On Monday nights you could listen to Burns and Allen show sponsored by Grape-Nuts cereal. The illustrated cover is from the General Foods Corp. and shows a Pitney Bowes, Type DF6 meter #56142.



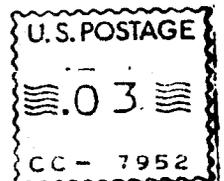
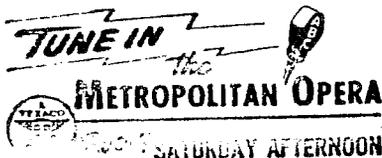
Where were you at 10:00 p.m. Wednesday nights in the late 1940s? Perhaps you were listening to Bing Crosby singing and talking. A famous radio station Boston WCOP used this Type IA4a Pitney Bowes meter 120163.



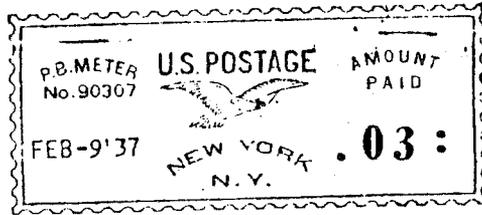
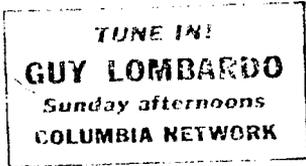
The more eclectic listeners probably tuned to the NBC Network on Saturday nights to hear the famous Arturo Toscanini conducting some great classical music. NBC used this Type GA2 Pitney Bowes meter 93240 in Los Angeles in 1940.



Another favorite on the radio was listening to the Metropolitan Opera on Saturday afternoons. Texaco in 1951 was the sponsor of these broadcasts. The slogan is from the Commercial Controls Corp., meter 7952, Stambaugh and Hawkins type HC1.



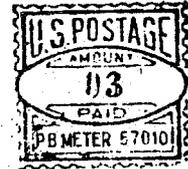
If your favorite thing to do was ballroom dancing then perhaps you were listening to Guy Lombardo and his orchestra in the late 1930s on Sunday afternoons. The General Baking Co. was a sponsor and this meter shows a slogan from Pitney Bowes type FB7 meter 90307.



Radio programs included many serialized shows. A favorite on Wednesday night was listening to "The Whistler" sponsored by HFC. This bulk rate indicia is from Pitney Bowes and is type I44A meter 134413.



This Pitney Bowes type DF7 meter 57010 slogan in blue was used strictly as an advertising for NBC as America's #1 Network.



Jeffrey M. Dow invites correspondence at P.O. Box 657, Florence, AL 35631.

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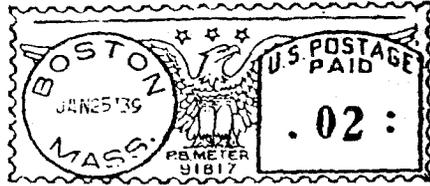
mcgowan@empireone.net



## Topical Meter Stamps

Jeffrey M. Dow

A popular and fascinating area of collecting is anything related to Native Americans. Names like Navaho, Cherokee, Hopi, plus many others conjure up thoughts of times past and the important roles these Indian tribes played in history. Here is a sample of some collectible Native American meter stamps.



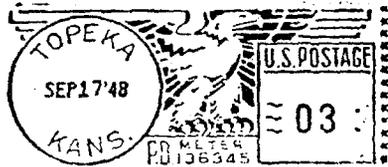
The Shawmut tribe was native to Massachusetts. This meter for a wholesale druggist in Boston shows an ad for Shawmut Brand Quality Drug Products and is Pitney Bowes, Type GA2 meter #91817.



SEP.  
562  
THUR



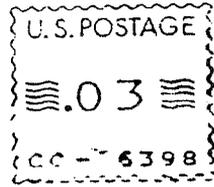
From the older days when coal was an important resource to heat homes and businesses this meter shows an ad for Red Indians smokeless coal. It is a Pitney Bowes, Type DE3 meter #87875.



The history of the U.S. would not be the same without the advent of the railroad. Kansas was one state that was put on the map by the railroad. This cover shows the famous Santa Fe railroad and pictures an Indian chief. It is Pitney Bowes, type IA4A meter #136345.



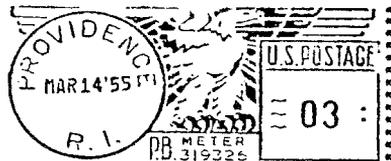
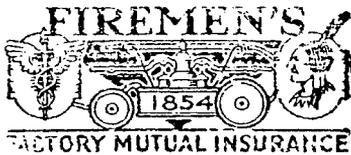
New York state had many different Indian tribes. The Syracuse Glass Co. used this interesting logo advertising Onondaga Brand mirrors. It shows a Pitney Bowes, Type DE3 meter #70580.



Banks used Native Americans often in their advertising and their logos. This cover from 1949 for a Philadelphia bank shows an Indian and a woodsman making a trade. The meter is from the Commercial Controls Corporation, Type HC1 meter #6398.



Many colleges and universities use Native Americans as their nicknames. One of the biggest ones is Florida State; the Seminoles are a tribe native to Florida. "Scalp 'em Seminoles" is used in this logo with a Pitney Bowes Type IA4A, meter #138548.



A very nifty cover shows a tie-in of two popular topics, Native Americans and Fire Engines. It is from the Fireman's Factory Mutual Insurance Co. and uses Pitney Bowes, Type IA4A meter #319326.

Jeffrey M. Dow invites correspondence at P.O. Box 657, Florence, AL 35631.

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