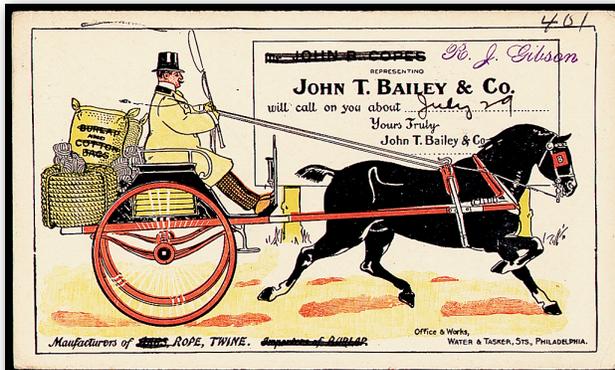


America's Archives

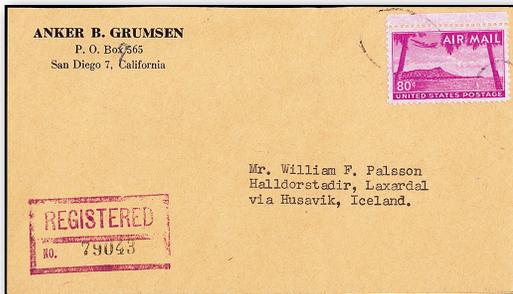
Often enchanting stories of historic documents and artifacts (including sometimes ones that are postally related)—and how things that may have once seemed rather ordinary can turn out to be important treasures. On other occasions, they immediately become artifacts of history the minute they were created.

Mail that might have been tossed out, but thankfully, WASN'T.

Bear in mind that, when the postcard (the reverse has a nice one-cent Pan American stamp as postage) at right was printed, color printing was rare in advertising matter. Suddenly, something seemingly mundane becomes sought after by collectors. Advertising mail from before 1900 that was printed in color can bring big dollars.



If you think that the kind of advertising mail you receive in your mailbox everyday is something relatively new, think again! Direct mail advertising has been in use since the mid-1800s. And like most direct mail material, the vast majority have been lost forever. But when one runs into an envelope like the one shown above from a manufacturer of animal feed which shows it was used in the mail—and also contains its original enclosure—we're talking real value. This piece went for over \$400 in a recent auction.



The 80-cent "Hawaii" airmail stamp of 1952 (Scott No. C46) was short-lived and rarely ever seen on cover—but especially one sent to an exotic destination like Iceland (above)! Note the rather common look to this particular cover—belying its inherent value which is nearly \$200 or more. Also note that the stamp is used alone without additional stamps. This, alone, makes it very rare.

Fred Schmitt's

PERSPECTIVE

[Continued from Page 1]

This, of course, brings up the subject of the ephemeral nature of the things that come in one's mailbox. By "ephemeral," I am referring to things that human beings normally toss in the wastebasket almost without even giving what they're trashing a second thought. Cereal boxes, beer and soft drink cans, bottle tops, magazines, every kind of advertising matter one can think of, and of course, countless items that come in the mail.

Many of these pieces of ephemera from earlier days are now worth big money (i.e., try to find a 1940s era Kellogg's Corn Flakes box in good condition—it can be worth hundreds of dollars!).

When it comes to our incoming mail, a lot of interesting pre-1960s advertising mail, package wrappers, mail from military personnel in foreign countries, special service mail (registered letters, special delivery, certified mail, etc.) and redirected mail (forwarded to another address) can be worth well into the hundreds of dollars for individual pieces.

For instance, take a look at the huge block of \$1.00 stamps on the card at right. It's probably valued at as much as \$2,000—but purchased by its present owner 20 years ago for about \$75.00. Amazing finds like this are being made every day. What do you have around the house that might be worth something?

We buy this material. **Call us!**



Many of us grew up being familiar with the 4-cent and \$1.00 Presidential Series stamps seen on the piece shown above. Little did we know that usages of them would someday be really valuable. This block of 30 \$1.00 "Prexies" used to pay for a stack of magazines being shipped all at once is the largest known multiple of that stamp used on a piece of mail. See article above.