

It's no wonder some of this stuff has been kept for years by families. After all, it's so colorful! (Valuable, too!)

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We have often found that one of the chief reasons some of the old mail has been kept for decades in old shoeboxes and wooden orange crates in attics, garages and basements is because some of it is rather colorful and unusual. We know of one elderly man who, for over 40 years, kept every advertisement he ever received in the mail for various kinds of fruits. All of them were printed in full color and very "keepable."

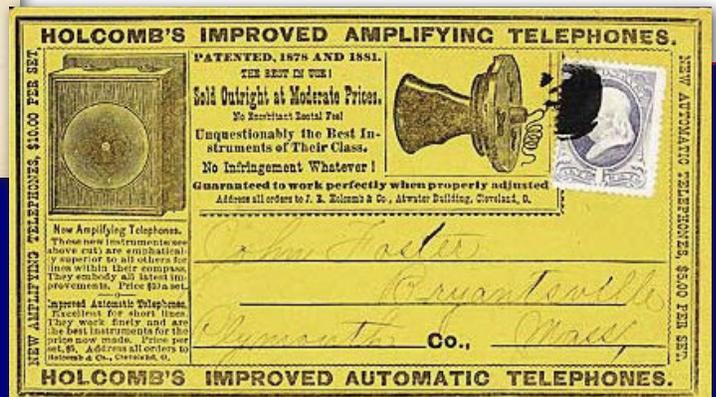
This is called "advertising mail" to the philatelist and avid collector. Where once they were thought of as junk mail and thrown out immediately after they were received, if they were kept, they are now rare. Advertising covers are becoming more and more popular as a collectible—and worth serious money.



The toys, notions and fancy goods advertising on this late 1800s envelope are called the "corner card" of the cover and designates that the business using the envelope is placing his name and/or ad on its face. Value of this piece: \$350+

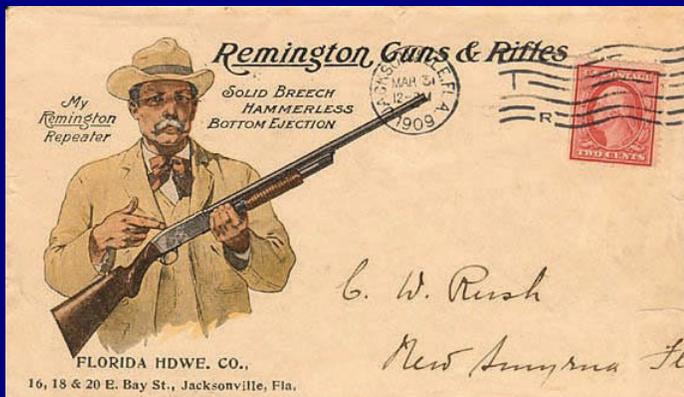


By the early 1900s, every kind of commercial venture—from drugstores to town festivals—was being advertised widely with special mailings. The two-cent Pan American stamp makes this cover particularly attractive with a value exceeding \$150.



Here is a real piece of history. Not more than five years after Alexander Graham Bell invented the telephone, there were firms who were manufacturing them under contract to him—and they used the U.S. mails to do their advertising. This is called an "allover advertising cover"—quite colorful and worth as much as \$175.00

Do your old storage places contain things like these?



Even in the latter part of the 19th century, printers were already creating advertising covers using three to six color lithography. Such covers as the 1909 example shown above from a Jacksonville, Fla., hardware company are snapshots of how business was done in a specific time and, being in full color, are especially sought after. This fine cover with a gentleman and his Remington Repeater is worth nearly \$500.



Something as seemingly common as this old 1917 window envelope that was sent out with a customer's bill can be valuable. This cover bears an early (sought after by collectors) commercial machine cancellation, possibly from Pitney-Bowes.