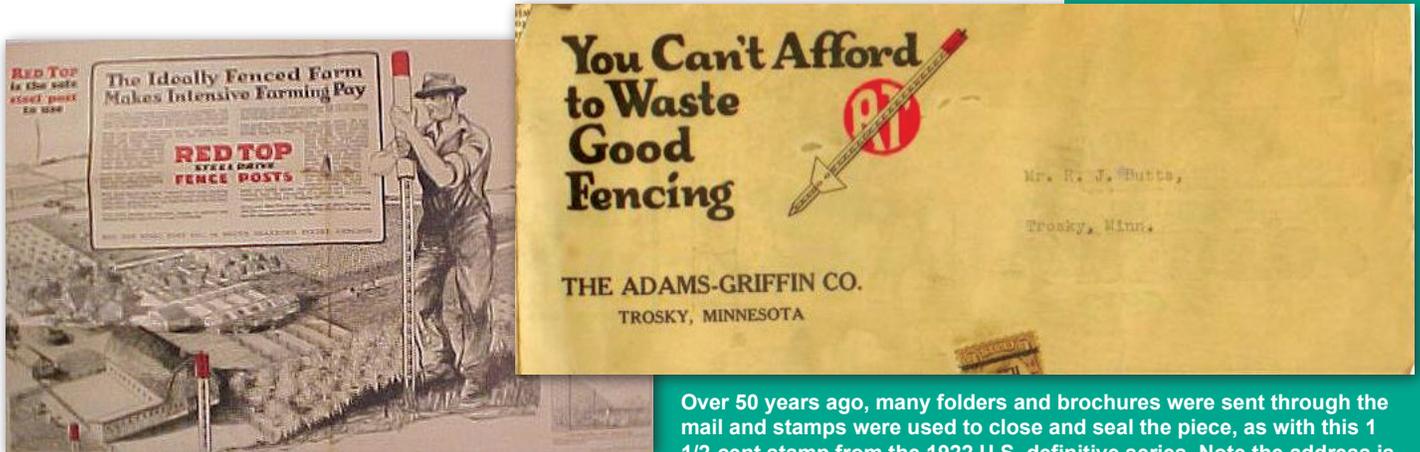


❖ Treasures of Old Third Class Mail

All through the decades since the mid-1800s commercial firms started to use the mails to promote their businesses, many people looked on that form of mail as something to be trashed—hence what some today call "junk mail." But to postal history collectors, the very nature of this kind of mail creates rarities. After all, if the vast majority of Third Class Mail gets thrown in the trash, what's left can be scarce. Take, for instance, the items shown on this page. Once worth pennies, such mails—especially in good condition—can be worth dollars—and even sometimes hundreds of dollars!

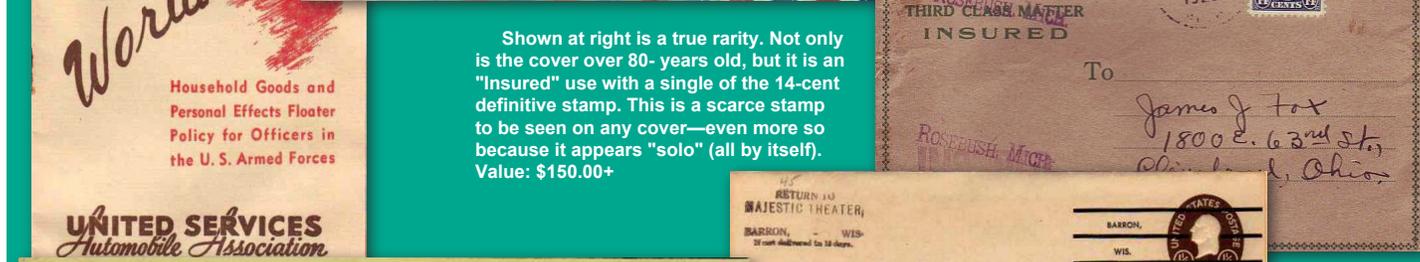


Over 50 years ago, many folders and brochures were sent through the mail and stamps were used to close and seal the piece, as with this 1 1/2-cent stamp from the 1922 U.S. definitive series. Note the address is typewritten and not on a label. Value: as much as \$100.



Many stamp collectors look down on metered mails, but when an old (1957) metered envelope still contains the original brochure enclosure (far left), it suddenly becomes valuable. Like this one worth \$50.00.

Shown at right is a true rarity. Not only is the cover over 80- years old, but it is an "Insured" use with a single of the 14-cent definitive stamp. This is a scarce stamp to be seen on any cover—even more so because it appears "solo" (all by itself). Value: \$150.00+



Seemingly common, this Fourth Class use from the mid-1950s is rare (below)...because of it being at the 4 1/2-cent rate. A nice town cancel ties the stamps to the cover and the "4th Class" label is nice. Value: \$75.00.

Many movie fans collect the advertising flyers sent to moviegoers over 50 years ago to promote the latest films. But most of them do not include the original envelope. This "Elephant Walk" flyer with envelope is worth over \$75.00.