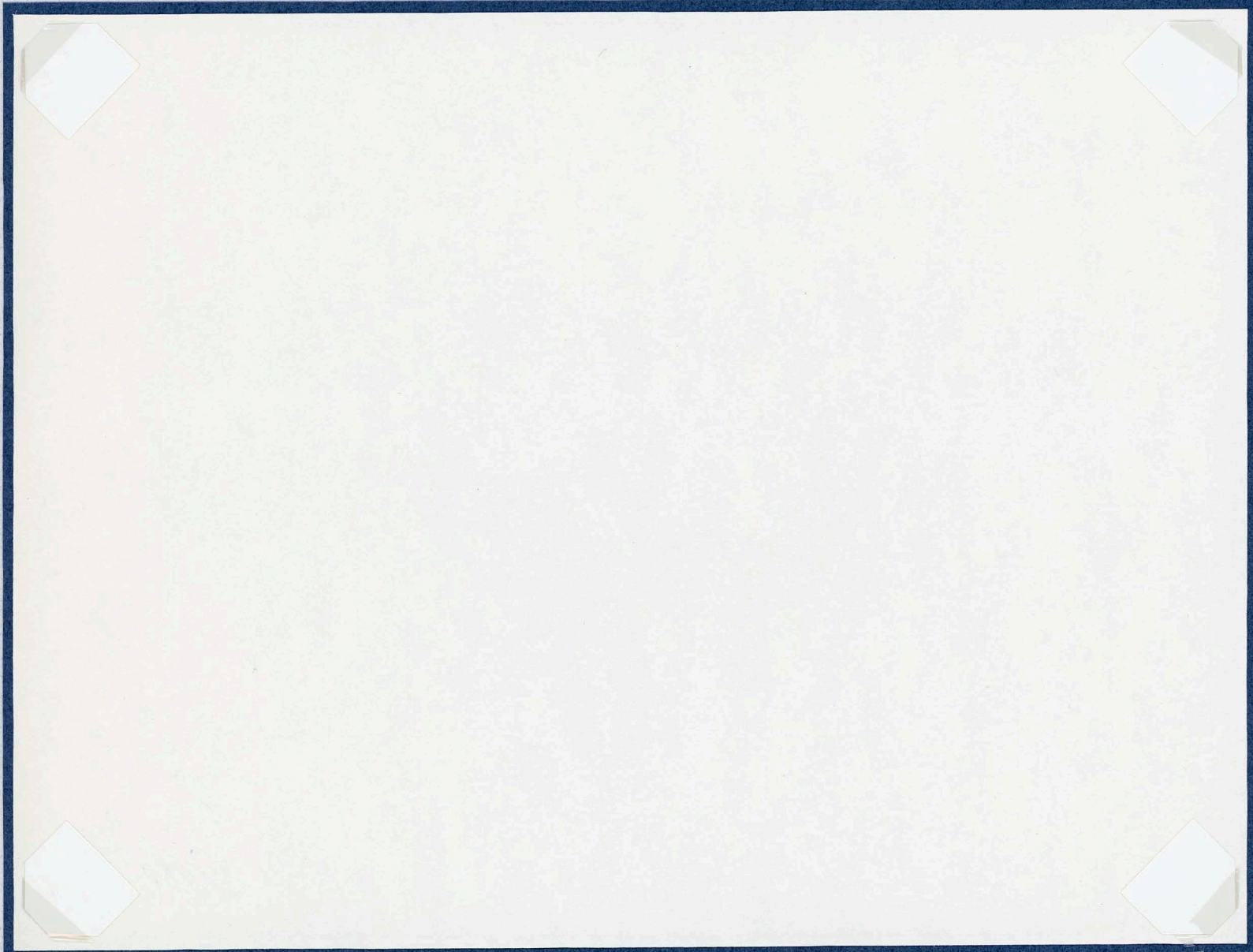


Issue of October 13, 1954

Although a 20c issue was established, a new issue with a hand to hand design was introduced.

Large Die Proof



Engraver's stock proof with 'C' impressed from rear of card (between hand and letter)
Die number 152264B in blue on india, pressed on card
Only example in private hands



Misperforation



Signed by designer, graphic and text engravers



Sheet miscut

OFFICIAL PROGRAM

Direct Mail Advertising Association

Direct Mail Advertising Association

"More Profits and Prestige

Through Creative Direct Mail Advertising"
OCT 13 1954
FOR PROFITS
Boston, Mass.



PRESTIGE... USE THE MAIL

37th annual convention

HOTEL STATLER

BOSTON, MASSACHUSETTS

OCTOBER 13 to 15, 1954

New Postage Stamps.

OFFICE OF THIRD ASS'T P. M. GEN'L,
WASHINGTON, D. C., Dec. 19, 1952.

Postmasters are notified that the Department is now prepared to furnish the 1-cent stamps of the new design of 1952, in sheets as well as in book form; also the new 5-cent (blue), 8-cent (olive green), and special-delivery stamps.

DESCRIPTION OF SPECIAL-DELIVERY STAMP.

Size, 1.01 by .84 inch; color, green. In the upper left corner is the denomination, 10 in figures inclosed in a circle. Running diagonally from the lower left corner appears an olive branch entwining the winged hat of Mercury. In the lower right-hand portion of the stamp is the inscription "U. S. Postage. Special Delivery," in a rectangular panel.

The new special-delivery stamp will be issued in sheets of 70 instead of 50 as formerly, and requisitions should always be made for 70 or a multiple of 70, except that postmasters who cannot sell so many as 70 within two years may make requisition for 10.

The 3-cent (purple) stamps of the new design will be ready for issue to postmasters on or about Dec. 23, 1952. Announcement will be made in the Daily Bulletin and monthly supplements to the Postal Guide as additional denominations are prepared.

The new stamps as they are ready will be issued upon all requisitions drawn on Form 3201, except that requisitions calling for more than one full package of 10,000, 50,000 or 200,000 stamps of any denomination may be filled in part with stamps of the 1952 series until the Department's supply of the old stamps is exhausted.

Postmasters must not return to the Department any undamaged stamps of the old series. They should be placed on sale until exhausted, but the new stamps should be supplied when preferred by purchasers.

Requisitions for the new stamps should not be made for less than the quantities usually ordered, as it is desired to avoid frequent requisitions. In making out requisitions postmasters should be guided, so far as possible, by the instructions on page 8 of the October supplement to the 1952 Postal Guide.

A. L. LAWSHE,
Third Ass't P. M. Gen'l.

GS-146

Postal Announcement

The 20¢ rate however had been in effect since January 1, 1952

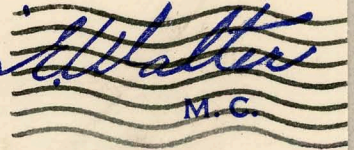
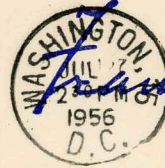
First Day official program from the Direct Mailing Advertising Association's Convention Station in Boston, Ma., October 13, 1954

Official Service

Congress of the United States

House of Representatives

OFFICIAL BUSINESS—FREE



Lehighton Leader
17 South First Street
Lehighton



Special Delivery

PENNSYLVANIA

Congressional free frank did not pay for additional postal services and the Special Delivery stamp was added

Territorial Origin



CAA (Civil Aviation Authority), Canton Island, Phoenix Group, to Flushing, N.Y., July 22, 1956

Foreign Origin

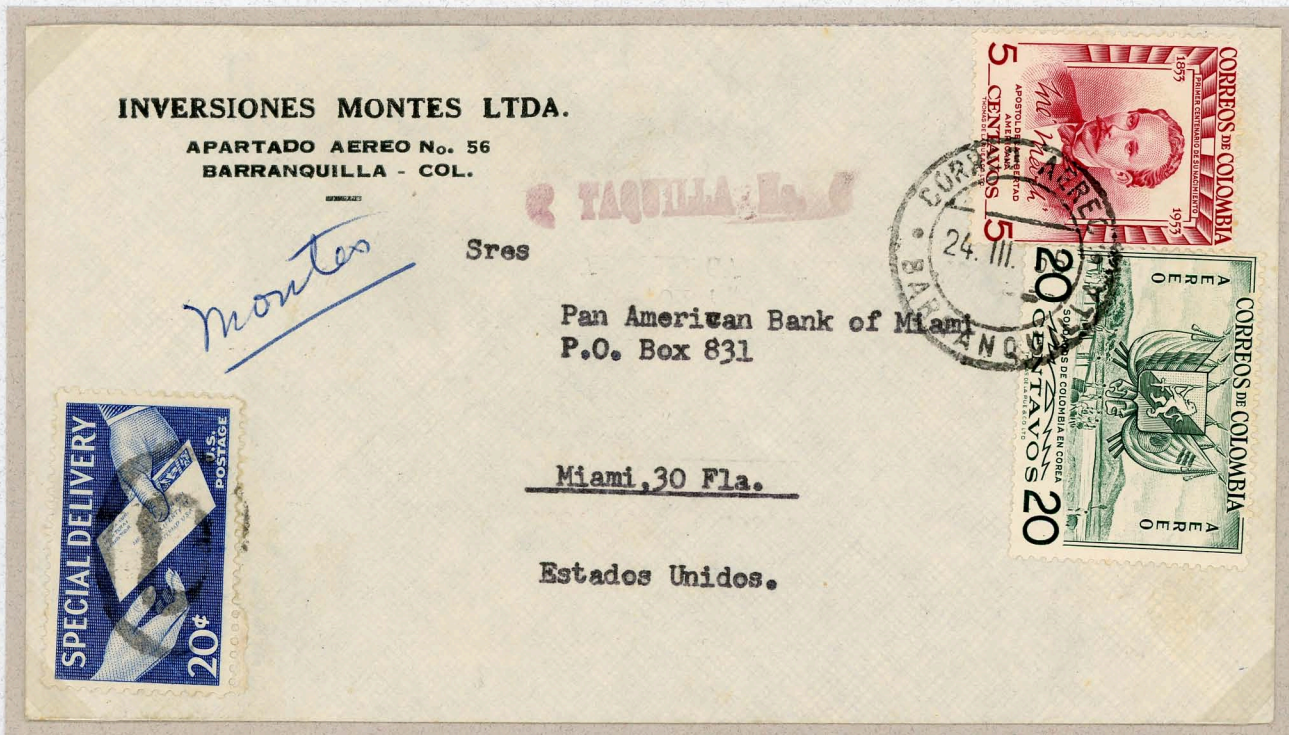
Ocho Rios (Gross Roads Post Office),
Jamaica to Miami, Fl., May 20, 1957
Special Delivery stamp added in Jamaica
to ensure immediate delivery in the USA



Mexico City (Post Office no. 5), Mexico to
Tulare, Ca., October 21, 1955. Special
Delivery stamp added in Mexico
to ensure immediate delivery in the USA

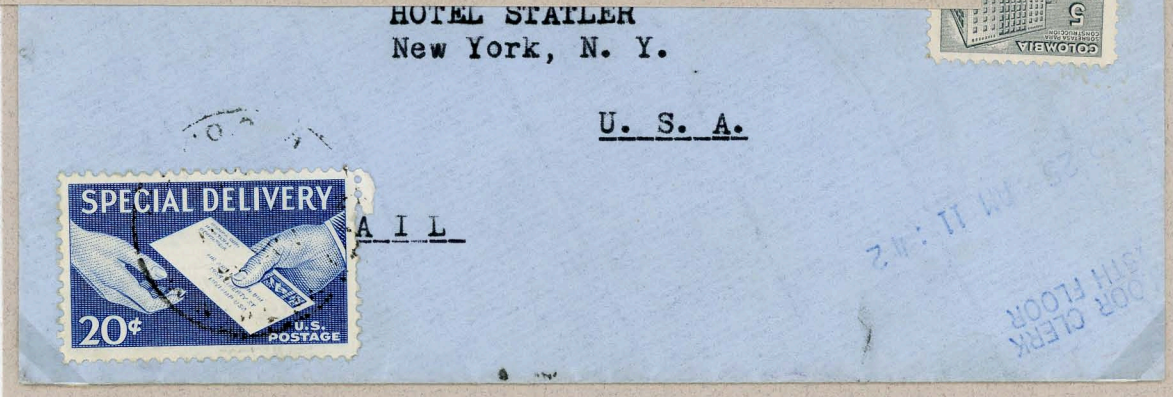


Foreign Origin



Special Delivery stamps added in USA to ensure immediate delivery

Barranquilla, Columbia to Miami, Fl., March 24, 1955



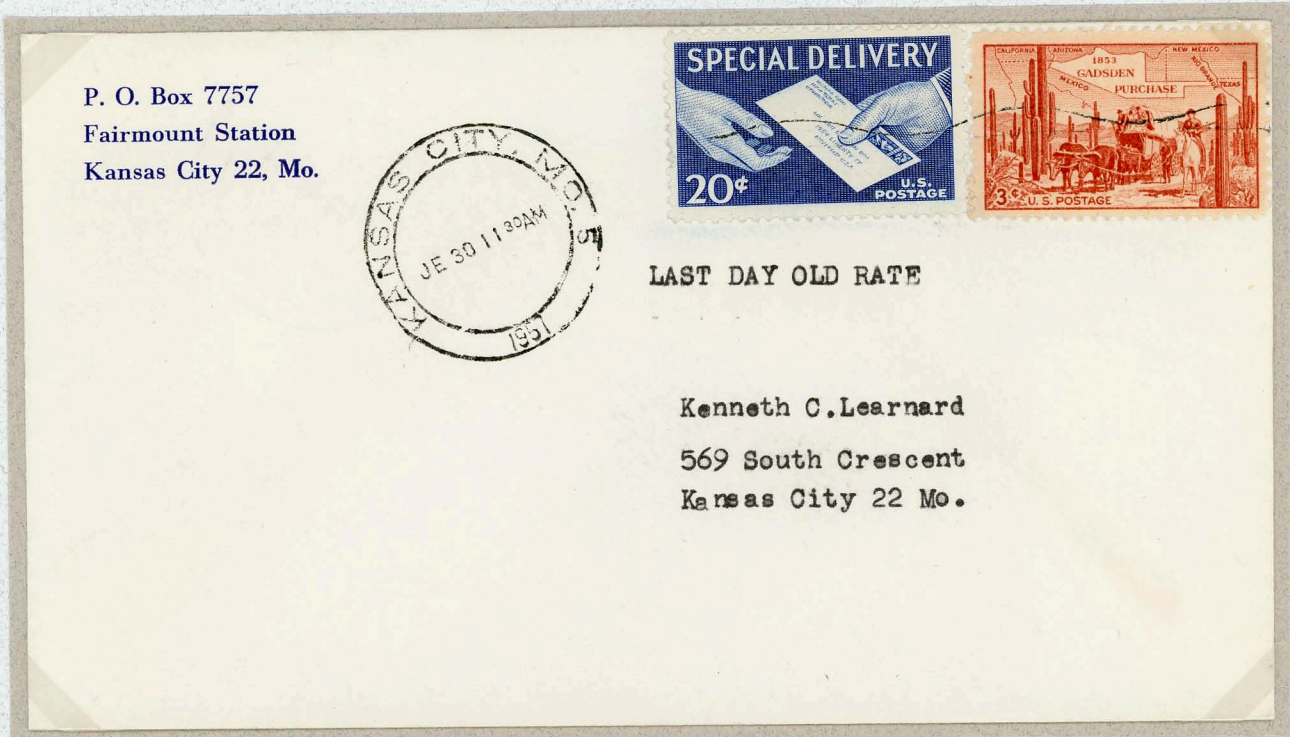
Bogota, Columbia to New York, N.Y., March 23, 1956



Barranquilla, Columbia to New York, N.Y., May 26, 1956. Special Delivery stamp added in Columbia

Rate Change of July 1, 1957

The Special Delivery rate for first class matter increased to 30 cents for up to two pounds.

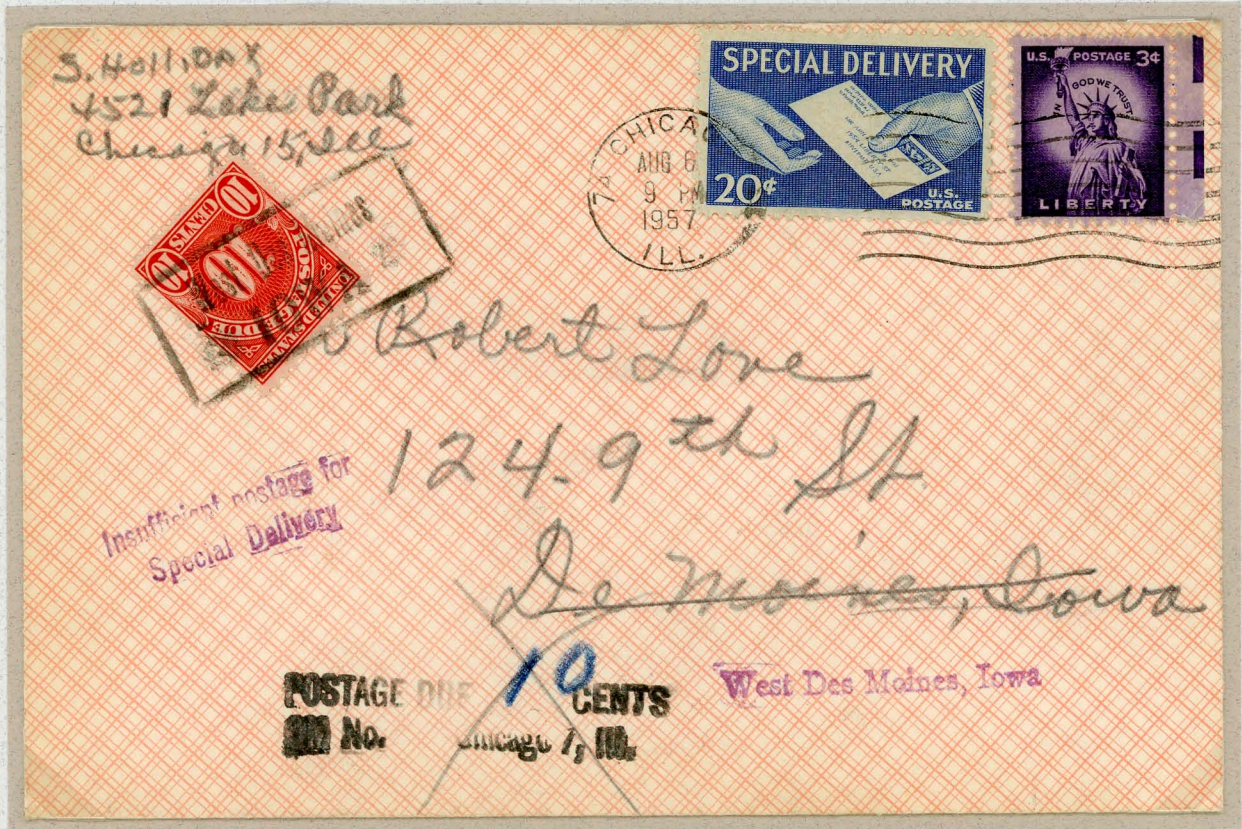


Last day of 20¢ Special Delivery fee rate, June 30, 1957



First day of 30¢ Special Delivery fee rate, July 1, 1957

Rate Change of July 1, 1957
Domestic Service



Chicago, Ill. to Des Moines, Ia., August 6, 1957. Special Delivery fee increased to 30¢.
Insufficient postage for Special Delivery, 10¢ postage due assessed

Foreign Destination



New York, N.Y. to Montreal, Canada, January 17, 1958, service not given as rate increased to 30¢

Rate Change of April 18, 1976

The Special Delivery fee for first class matter increased to 80 cents for up to two pounds.



Block of Special Delivery stamps probably used to pay the 80¢ rate

The handwriting was on the wall when this shortlived three month rate was adopted. The USPS made no attempt to issue a new stamp; in fact, the 60c stamp was the last one the government issued. Maybe the USPS knew that special delivery service would end soon (although not as quickly as they then expected) or they wanted to allow citizens to use up their supply of special delivery stamps which would eventually be demonitized.

Ithaca to New York, N.Y.
 June 9, 1976
 First class postage 13¢
 Special Delivery fee 80¢