

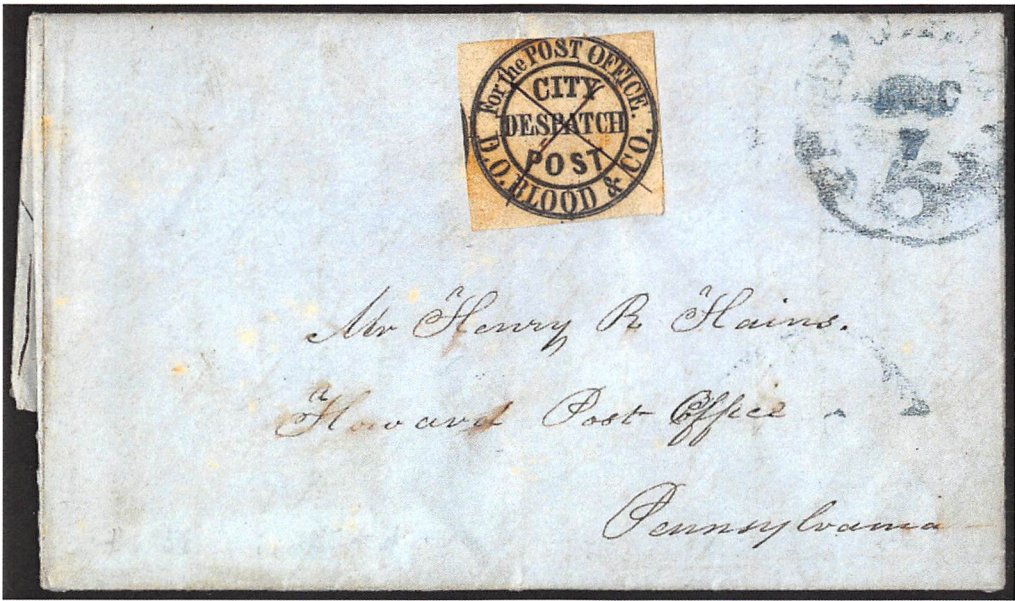
JULY 2014

WHOLE NUMBER 88

VOL. 22 NO. 3

THE PENNY POST

Official Journal Of The Carriers And Locals Society



15L7 cut square on an outbound folded letter dated December 7, (1846) to Mr. Henry R. Hains, Howard Post Office, Pennsylvania. PF 473060. This Bloods "For the POST OFFICE" stamp was the first special purpose stamp of any type.

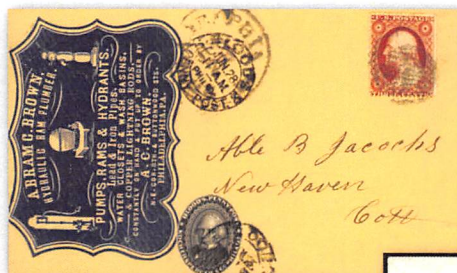
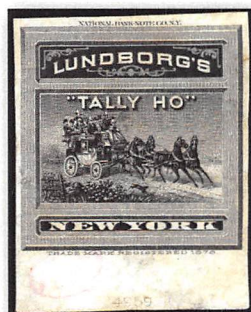
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BLOOD'S PART 7: 15L7

HANDSTAMPS OF THE AMERICAN LETTER MAIL COMPANY
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POST

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Editor's Message

By
Larry Lyons

Greetings

Hi there fellow collectors. Hope you are adding interesting things to your collection and are enjoying the search and the research. In my last Editor's Message I spoke about the "Changing Times" and the heavy interest in fault free stamps and spectacular covers without a seemingly overall interest in completing a subject. Also after 150 years of ignoring the flip side of the stamps we now hear some new collectors asking about the gum. Alan Cohen is collating our findings and we will have a list for you about gum in our next issue. Of course, if you are interested in "cool" examples of most local stamps and uses on cover the collectors interested in only fault free spectacular examples will have to alter their thinking because in many, many cases only tired and poor examples exist. This is an old and well-worn subject.

Auction Results

Our 26th Society Auction attracted 30 bidders and resulted in hammer sales of over \$6,300.00. We feature a 10% sellers' and 10% buyers' premium that can't be beat. The auction houses will refuse lots with an expectation of \$200 or less and a significant consignment value so why not put together items to sell and consign to the C&LS via our auction manager. There currently is great demand for specialty and esoteric items. Try us! On the flip side please support the C&LS by placing bids. It is one way to support our club. Here's another way...

Financial Contributions

I will consult with Marty Richardson, our Secretary to assemble our "Honors List". Contributing members give \$50 and sustaining members give \$51-\$500. Over \$500 and you are a patron member. The time is now for keeping this fine journal alive and at the top of the society publications. **We need your financial support.** Send your tax deductible donation to Marty Richardson now.

In This Issue

We are continuing the Blood's opus with Vernon Morris' Part 7 in his series of research articles. There is lots of original thinking here from the world's foremost expert on Blood's. Much thanks to Vern for his incredible in-depth study and for his continued energy on the Blood's series.

John Bowman has given us an update on the handstamps of the American Letter Mail Company and a new ALM handstamp discovery. He will get back to his Boyd's research for his opus. He is also revising an article on varieties on Boyd's "erased address" on postal stationery. Much thanks to John and appreciation for his various efforts.

We have an article by Bill Sammis on Price's City Express. The article searches for a name for the face on Price's stamps. There is a full census and thorough research on Price's that is priceless (couldn't resist). This article was ready

for the April issue but was “bumped” due to an “abundance” of articles. We currently have no more backlog so put your pen on the paper and get it off to us. The section editors and I will provide research assistance. Special thanks to Bill for his article and his patience.

I would be remiss if I didn’t thank our advertisers without whose support our journal would not be possible. Extra special thanks to Scott Trepel for his efforts in our field and for being our patron saint in remembrance of Richard Schwartz.

May your horizons be broadened by the presentation of these articles. Happy Collecting and may your research be fruitful.

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Carriers and Locals Society Auction

**Our 27th Auction is scheduled
for January 22, 2015**

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December 19, 2014**

Handstamps of the American Letter Mail Company - Update

By
John D. Bowman

The April 2006 *Penny Post* listed the handstamps of the American Letter Mail Company along with sizes, dates of use known to the author, and illustrations. New information has made an update timely, along with the request to update the *American Stampless Cover Catalog*.

Two numeral collect handstamps previously listed as ALMCo used in their Providence office (6 and 6 ¼) are now recognized as Hale & Co. handstamps following discussion with Hale collector Mike Gutman. A new variety of the Philadelphia collect handstamp is added.

The first advertisements indicated that services commenced from New York City to Boston and Philadelphia on Jan. 23, 1844, from Boston on Jan. 24 and from Baltimore on Jan. 25. Later advertisements show that ALM had offices or agents in a number of other cities in the Northeast. Postage fees were established at 6 1/4 cents per half ounce, and stamps were sold at 20 for the dollar, as indicated on the face of the stamp (Scott No. 5L1).

Most surviving covers bear handstamps of the offices in New York City, Philadelphia and Boston. Handstamps used in other cities are scarce to rare. The fact that the offices in Philadelphia and Boston changed addresses is shown by their handstamps. The Boston office was at No.12 State Street until around March 15, 1845, when it moved to No.16 State Street. The Philadelphia office was at 109 Chestnut Street until late September, 1844, when it relocated to 101 Chestnut Street. The New York office was at 56 Wall Street. The Baltimore office never used a handstamp and was closed shortly after it opened.

From May until August, 1844, the name of the company was apparently changed to "American Mail Company" according to dated handstamped covers serviced by the Boston and New York City offices, but it reverted back to "American Letter Mail Company". An exception is the Philadelphia office which used "American Mail Company" handstamps from its first one in August, 1844 through its last in June, 1845. It is certainly possible that the company was known popularly by both names.

The early covers of ALM do not bear handstamps, which first appeared around May, 1844. Stamps on these early covers were initially cancelled by a red or black brush and soon after by a handstamp consisting of a field of red stars. Straight-line postmarks were in use from about the middle of June until about the middle of August, 1844, from New York City, Boston and Gardiner, Maine. Oval handstamps were introduced in New York in July and in Boston in August, and a circular handstamp in August in Philadelphia. Other handstamps were used to indicate the amount due for collection or to indicate prepayment. (However, no handstamps are known from the Baltimore office, probably because the agents in that city were attempting to keep a low profile after its carriers were repeatedly stopped on the trains by postal authorities.) Adhesive stamps were usually cancelled by manuscript

initials or an “X”. Various combinations of handstamps on covers exist, making this a rich collecting area.

Most ALM covers are on folded letters with a date and city of origin, and a database recording these has been formed by the author. If the reader would help me in this endeavor by sending appropriate information to jbowman@stx.rr.com, it would be greatly appreciated. The classification system is based on Elliott Perry’s and Mike Gutman’s work.¹ See **Table 1** for a breakdown of covers by major city of origin and destination.

Almost all ALM handstamps were in red ink, with a few black known. Perry noted that on about 50% of 94 covers examined, the postmark was applied as a receiving mark on arrival at the office to which the letter was addressed. On 40%, the handstamp was that of the office where the letter originated. Ten percent of the covers bore the postmark of the originating office as well as that of the receiving office. Some covers bear handstamps used as transit markings for covers originating elsewhere and forwarded through the transit office.

Table 1. Covers noted by city of origin and receipt (from database consisting of about 570 covers)

	Originating In	Received By	Totals
Baltimore	8	0	8
Boston	104	123	227
New York	135	175	310
Philadelphia	154	149	303
Totals	401	447	

Classification of Handstamps

The letters “ALM” are used to indicate a marking of the American Letter Mail Company in this article. These letters are followed by three letters indicating the city office for which the handstamp is associated: “NYC” for New York City, “PHL” for Philadelphia, “BOS” for Boston, etc. Another letter is added to indicate the type of handstamp used: “F” for forwarding and office markings, “C” for collect markings, and “P” for “PAID” handstamps. A two-digit number is added after the type since several different handstamps are known under a category such as “PAID.”




Images are provided at approximately 100% of the handstamp size. Dates of usage are based on the Hall-Perry manuscript as well as the authors’ knowledge.





Forwarding and Office Markings

These markings were applied by the office of origination, the forwarding office, or the receiving office. Most are markings of the major offices in Boston, New York City and Philadelphia and are stamped with red ink. Two handstamps

¹ John D. Bowman. *Towards A Classification System for Handstamps of Independent Mail Companies*. *The Penny Post* Vol. 14 No. 1, Jan. 2006.

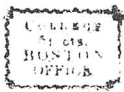

were applied in black ink, from Gardiner ME and Newport RI, the only two towns other than the three major offices that utilized handstamps as forwarding markings.





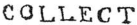

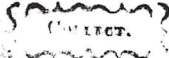
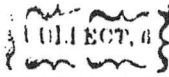

ALM-BOS-F01	43 x 9 mm Red	June 13 – Oct. 14, 1844	FORWARDED BY AMERICAN MAIL CO No. 12 STATE ST. – BOSTON.
ALM-BOS-F02	53 x 9 mm Red	June 13 – July 13, 1844	FORWARDED BY AMERICAN MAIL COMPANY Office 12 State Street, Boston
ALM-BOS-F03	42 x 27 mm Red	Aug. 2, 1844 – March 12, 1845	
ALM-BOS-F04	42 x 27 mm Red	March 15 – June 26, 1845	
ALM-GAR-F05	39 x 10 mm Black	July 26 – Aug. 25, 1844	FORWARDED BY AMERICAN MAIL CO. GARDINER ME.
ALM-NPT-F06	32 x 5 mm Black	Aug. 25-27, 1844	Forwarded by the American Mail Co., from Newport, R. I.
ALM-NYC-F07	44 x 9 mm Red	May 30 – July 31, 1844	FORWARDED BY AMERICAN MAIL CO. No 56 WALL ST. – N. Y.
ALM-NYC-F08	54 x 9 mm Red	Aug. 5-28, 1844	FORWARDED BY THE AMERICAN LETTER MAIL CO Office 56 Wall Street N. Y.
ALM-NYC-F09	41 x 27 mm Red	Aug. 30, 1844 – June 24, 1845	

ALM- PHL-F10	33 mm Red	Aug. 5 – Nov. 8, 1844	
ALM- PHL-F11	32 mm Red	Aug. 24, 1844 –Jan. 18, 1845	
ALM- PHL-F12	32 mm Red	Sept. 28, 1844 - June 22, 1845	
ALM- NYC-F13	42 x 8 mm Red	May 6 - 30, 1844	
ALM- NYC-F14	42 x 8 mm Red	June 1-July 2, 1844	FORWARDED BY AMERICAN MAIL COMPANY

Collect Handstamps of ALM

A number of collect handstamps are known, including boxed, numerals and straight-line “COLLECT.” With at least three exceptions in black, all are struck in red.

ALM-BOS- C01	16 x 11 mm Red	May 4, 1844 –May 14, 1845	
ALM-BOS- C02	12.5 x 13 mm Red, Black	Apr. 25 – May 30, 1845	

ALM-PHL-C03	12 x 13 mm Red	May 29 – June 23, 1845	
ALM-PHL-C04	17 x 16 mm Red	Dec. 2, 1844 - June 25, 1845	
ALM-NYC-C05	18 x 12 mm Red	June 15, 1844 – Sept. 15, 1845	
ALM-NPT-C07	10.5 x 4 mm Black	Aug. 23 - 27, 1844	
ALM-NYC-C08	17 x 2.5 mm Black	July 24 – Aug. 6, 1844	
ALM-PHL-C09 (always with C04)	18.5 x 2.75 mm Red	July 26, 184 (?) Dec. 2 - 21, 1844	
ALM-PHL-C10	21 x 7 mm Black	May 30 - July 18, 1844	
ALM-PHL-C11	21 x 8 mm Red	July 26 - 30, 1844	
ALM-PHL-C15	11.5 x 2.5 Black	May 20, 1944	

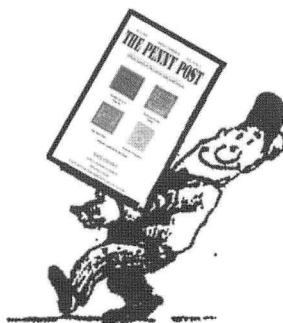
PAID Handstamps of ALM

ALM-PHL-P01	15 x 8 mm Red	July 3 – Nov. 15, 1844	
ALM-PROV-P02	14 x 4 mm Red	Mar. 1 - May 1, 1845	
ALM-NYC-P03*	14 x 4 mm Red, Black	June 25, 1844 – June 24, 1845 (R); Dec. 3, 1844 (B)	
ALM-BOS-P04	10 x 4 mm Red, Black	July 11, 1844 – June 11, 1845	
ALM-PHL-P05	13 x 8 mm	July 9 - 18, 1844	
ALM-P06*	14 x 4 mm Red	July 2, 1844 – June 7, 1845	

- * P03 and P06 differ in the space between I and D, and also the width of the uprights in the letters. In addition, I have found it exceedingly difficult to differentiate between P03 and P06, thus the city of usage of P06 remains undetermined, but is likely either NYC or Philadelphia. Although listed separately here, there is a distinct possibility that it is a variant of P03.

M O V I N G

Let us know.



New American Letter Mail Company Handstamp Discovery

By
John D. Bowman

Figure 1 illustrates a folded letter from Philadelphia to Boston dated May 20, 1844, to Mess. Silas Pierce & Co., a well-known saved correspondence from this period. It bears the scarce red forwarding handstamp “FORWARDED BY/AMERICAN MAIL CO.” (ALM-NYC-F13).¹ In addition, there is a tiny black serif “COLLECT.” handstamp that measures 11.5 x 2.5 mm (**Figure 2**). I have designated it as ALM-PHL-C15. This handstamp has not been reported before.

The new handstamp appears to be identical to the black ALM-PHL-C10 but without the scrolled bracket outlines (**Figure 3**). The C10 handstamp is known used from May 30 to July 18, 1844. (continued on page 12.)

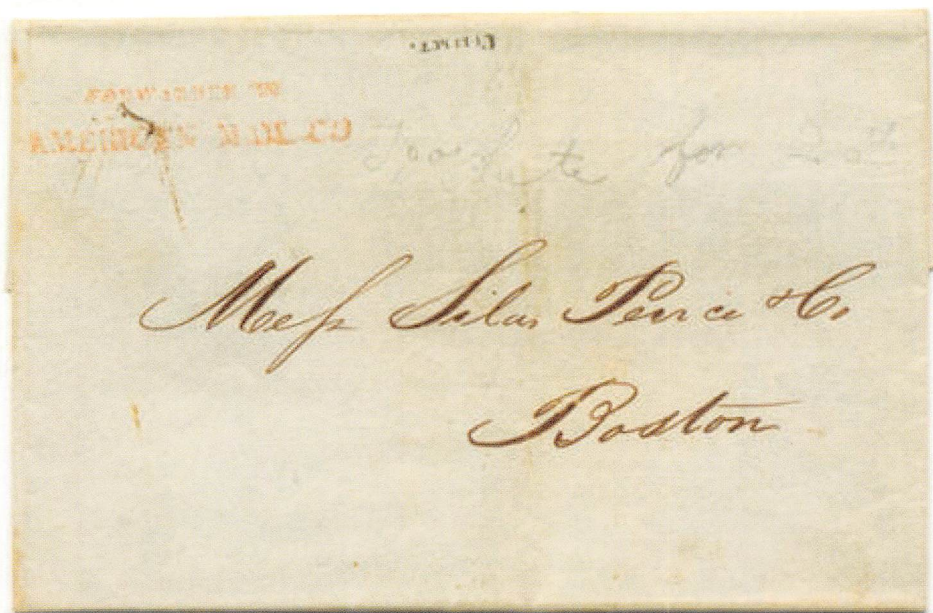
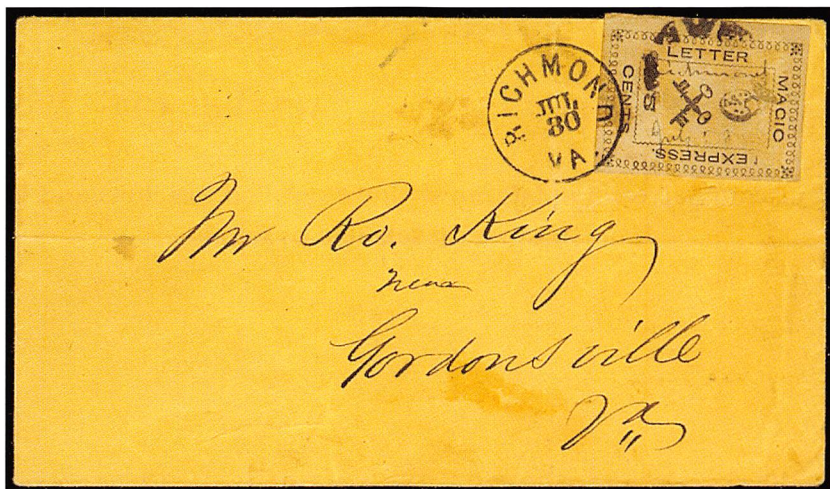


Figure 1. Philadelphia to Boston, May 20, 1844, via American Letter Mail Company. The scarce red two-line handstamp was applied in NYC. The black straightline “Collect.” handstamp was applied in Philadelphia.

¹ Bowman, J.D., Handstamps of the American Letter Mail Company – Update. *The Penny Post*. Vol. 22, No. 3, July 2014.

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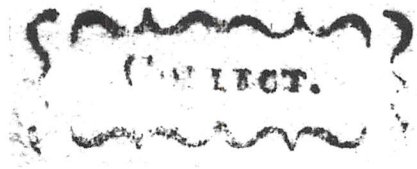
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COLLECT.

ALM-PHL-C15



ALM-PHL-C10

Figures 2 and 3. New handstamp without scrolled brackets and known handstamp with scrolled brackets.

Carriers and Locals Society Auction

**Our 27th Auction is scheduled
for January 22, 2015**

**Consignment Deadline:
December 19, 2014**

Price's City Express

Putting a Name to the Face

By
William W. Sammis

Full disclosure: When I pontificate about real Locals (as opposed to fakes, forgeries and fantasies) I am venturing into the deep end of the pool without my water wings; this is outside my philatelic focus...nevertheless I paddle on undeterred.

Price's City Express issued three stamps, listed as 119L1-3 in the *Scott Specialized Catalog*.¹ All three stamps are denominated at two cents. The first two lithographed stamps bear the bust of scholarly individual. *Scott* further tells us that the black on vermillion stamp (119L1 **Figure 1**) and the black on green stamp (119L2 **Figure 2**) are known in use during 1857 and 1858. Dr. Donald S. Patton, in his book "The Private Local Posts of the United States" notes that the pen "x" cancels often found on these stamps has been called a precancel.

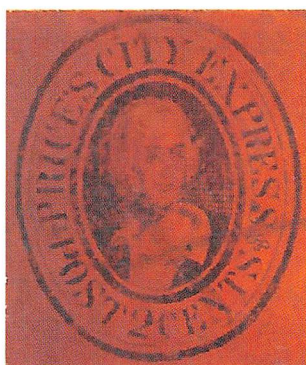


Figure 1.

119L1 black on vermillion @ 200%

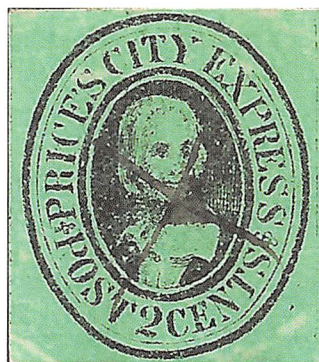


Figure 2.

119L2 black on green @ 200%

The third black on green stamp (119L3 **Figure 3**), also lithographed, is in a larger format (22.5 mm. x 25.5 mm. versus 17 mm. x 20.5 mm.) and depicts a distinguished, well-dressed gentleman. *Scott* notes usage dates to have been during 1858. For forgeries of these stamps refer to Lyons' *Identifier for Carriers, Locals, Fakes, Forgeries and Bogus Posts of the United States, Vol. II*.

¹ *Scott Specialized Catalogue of U.S. Stamps & Covers*, various years.



Figure 3. 119L3 black on green (enlarged) tied-on-piece by Price's "PAID" handstamp. (Image courtesy of the Philatelic Foundation on-line archives.)

As an aside, I find it interesting that the format of the **Figure 1** and **Figure 2** stamps, particularly when focusing on the area around the periphery, is similar to a number of other local adhesives with which we are familiar. A few are noted in **Figure 4**.

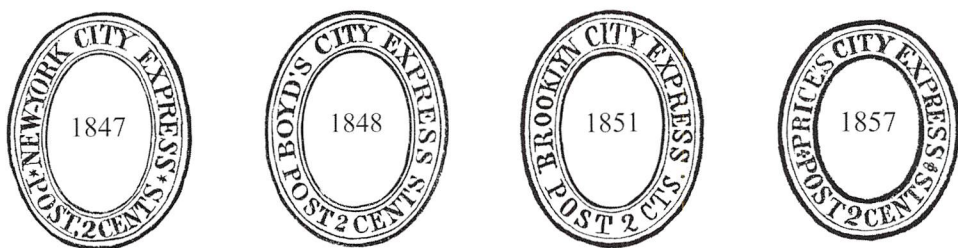


Figure 4.

It is possible that these shared traits:

- Having been observed on earlier stamps, proprietors of the forming company may have requested the design use.
- Having been observed or used by printers the design may have been recommended to subsequent clients.

Price's City Express also used a handstamp that reads "PRICE'S / CITY LETTER EXP. / 3 EVERETT HOUSE. / PAID." This handstamp is known to have been used in conjunction with the 119L3 stamp and alone on paid covers but not with the 119L1-L2 stamps. **Figure 5** shows a reconstructed tracing of the handstamp.



Figure 5. Tracing of Price's "PAID" handstamp, reconstructed and enlarged to 150%.

Census of Price's City Express Postal History

The bookstore out of which Price's City Express operated was in business from as early as 1855. Depending on when the Local letter delivery service started, this makes postal history from that year possible. However, the majority of the surviving covers are not dated and the earliest dated cover in my census is June of 1858. In that some of the undated covers bear federal stamps issued before 1858 they are candidates to actually be examples of "early" postal history (or at least earlier than 1858) from this local post. Because of this speculation I have taken the liberty to list certain undated covers in the chronological census listing before some of the 1858 dated covers. I am hopeful that future researchers will be able to refine this work.

Included in the census are covers that are not "good" or at least may not be legitimate in all respects. These are listed, along with appropriate caveats, to alert collectors as to all that may be encountered in our philatelic world: the good, the bad and the ugly.

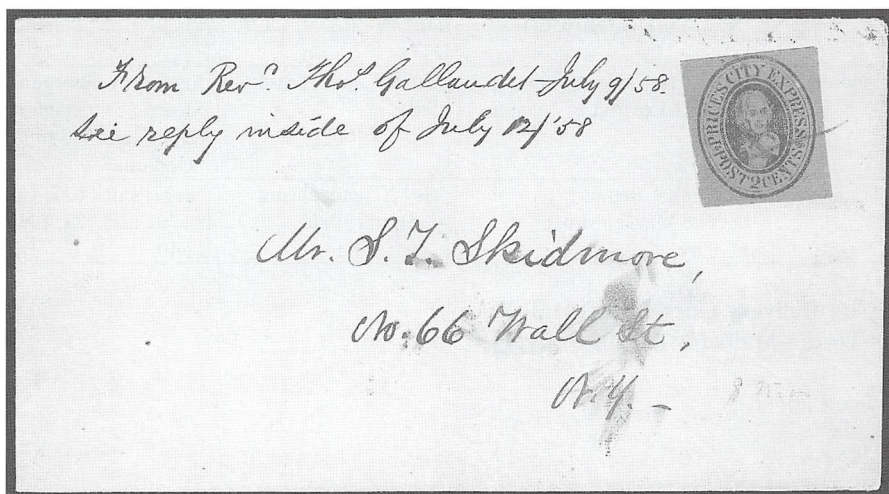


Figure 6. 119L1 on a circa July 9, 1858 cover receiving local delivery within New York City. (Image courtesy of the Robert A. Siegel on-line archives.)

119L1

Census No. & Date	Address (as written)	Stamp	Provenance 119L1
1.** 3/27/18??	Richard Burgess Esq. Washington, D.C.	“X” & “C” ms cancels with 3¢ Scott #11a tied w/NYC “MAR 27” cds	Ex. Middendorf & Geisler (Siegel Sale 965); PF 327668: “Decline Opinion”
2.** 4/27/18??	Mrs. Helen M. Adams Brunswick Maine	Ms “X” cancel (untied) with 3¢ Scott #11 tied w/NYC “APR 27” cds.	PF 125710: “Decline Opinion”
3.** 11?/?/18??	Mr. Asaph (?) Hodges Waterbury Connect...	Ms. “X” cancel (untied) with 3¢ stamp from 1851 series tied by “NOV/?” NYC cds.	Fox sale 10/12/1960: lot #1223 and Mayflower sale 2/3/1961: lot #489
4.** 9/30/18??	Mr. Milo A. Holcomb Room 95/Winder’s Building (Pension Bureau) Washington City/ D.C.	Stamp (untied) with 3¢ stamp Scott #26(?) tied by NYC cds: “SEP 30”.	PF 110943: “119L1 did not originate”
5.** 11/25/18??	Miss Carrie Marfold (?) Middletown/ Monmouth Co N.J.	Ms “X” cancel with 3¢ Scott #26, both tied by NOV/25” NYC cds.	Ex Boker, Knapp, Schenck and Caspary
6.* Ca. 06/1858	Dr Francis No 1 Bond St	Ms “X” cancel (untied).	Ex Richardson & Golden PF 346668: “Genuine”
7.* Ca. 7/9/1858	Mr. S.T. Skidmore No. 66 Wall St. N.Y. (Figure 6)	Ms. “X” cancel (tied).	Ex Geisler PF 376009: “Genuine”
8.** 10/21/18??	Wm. J. Richards Care of W.H. Richards Esq New York (Figure 12)	Ms “X” cancel and tied by “U.S. MAIL/CITY DELIVERY/ 1/ OCT 21”.	Ex Caspary, Boker & Golden PF 346666: “Genuine”
9.* Undated	Miss Clara Greenwood No 123 Lexington Avenue N.Y.	Ms “X” cancel (not tied)	Signed by George B. Sloane; Ex Chapman & Golden PF 346667: “Genuine”
10.* Undated	...Buck + Petnes (?) ...The Market Street ...City	Ms “X” cancel (not tied); ms “Paid”.	Siegel sales 627, Lot #1761 and 723, Lot #540

(* = City Delivery Outside-the-Mails)

(** = To-the-Mails for P.O.D. Delivery)

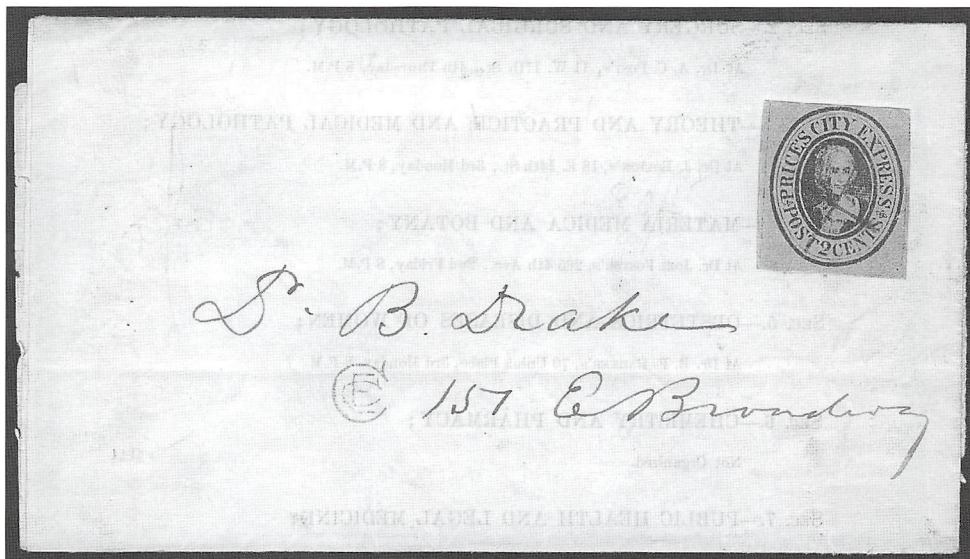


Figure 7. 19L2 on a circa October 18, 1858 cover receiving local delivery within New York City. (Image courtesy of the Robert A. Siegel on-line archives.)

119L2

Census No. & Date	Address (as written)	Stamp	Provenance
1.**3(?) / 27 / (?) / 18??	Address Unknown	Ms "X" cancel (not tied); 3¢ Scott #11 tied 2/"MAR (?) / 27 (?)".	Harmer-Rooke & Co. Sale 3/27-29/1963, Lot #254
2.**9/7/18??	Hugh Holmes Esq Belleville N. Jersey	Stamp cut-to-shape, ms "X" cancel (untied); 3¢ stamp Scott #11 tied w/NYC "SEP/7" cds.	Ex Golden PF 346669: "Decline Opinion"
3.*Ca. 10/18/1858	Dr. B. Drake 151 E. Broadway (Figure 7)	Ms "X" cancel (untied)	Ex Caspary & Hall
4. * Dated (?) Letter	Dr. Drake 151 E B'way	Ms "X" cancel (not tied)	Ex Boker H.R. Harmer Sale 9/15/1961 Lot #925
5. * Dated (?) Letter	Dr. A. Randolph (201) St Nicholas Hotel	Ms "X" cancel (not tied)	Tapling Collection (<i>The Penny Post</i> , Vol. 15 No. 3, Page. 40.)

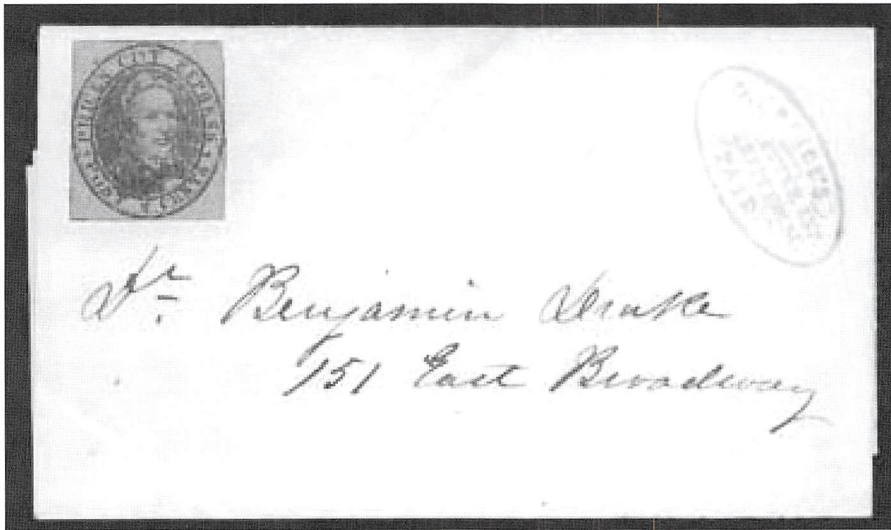


Figure 8. 119L3 on circa 11/29/1858 cover with Price’s “PAID” handstamp. (Image courtesy of the Robert A. Siegel on-line archives.)

119L3²

Census No. & Date	Address (as written)	Stamp	Provenance
1.* Ca. 11/29/1858	Dr. Benjamin Drake 151 East Broadway (Figure 8)	Ms pencil cancel (not tied); also w/red “PRICE’S CITY...” hs. (HS Census #3)	Siegel sale 824, Lot #419
2.* Dated (?) Letter	J.V. N. Baldwin Esq. 24. 10 Wall St.	Stamp cut to an octagonal shape and appears tied with “Price’s...PAID” hs (in red?). (See #4 in HS census)	Ex Boker
3. Undated	Stamp on piece (Figure 3)	Stamp cut octagonally and tied with “Price’s...PAID” hs in red. (See #5 in HS census)	Siegel sale 824, Lot #418; PF 475575: “Genuine”
4. Undated	Stamp cancelled (Figure 14)	Double circle cancel in red.	PF 475574: “The cancellation is counterfeit”
5.** Ca. 1869	Mrs. Knox/ Oakwood House Rostrevor/ Co Down Ireland	Stamp defective and untied, with 6¢ Scott #115 and NYC cds “MAR 2”.	PF 70 980: “Local stamp added.” (A ca. 1869 cover... Very Bad!)

² Items appear in more than one census where appropriate: 119L3 #1 is also Handstamp #3; 119L3 #2 is also Handstamp #4; 119L3 #3 is also Handstamp #5.

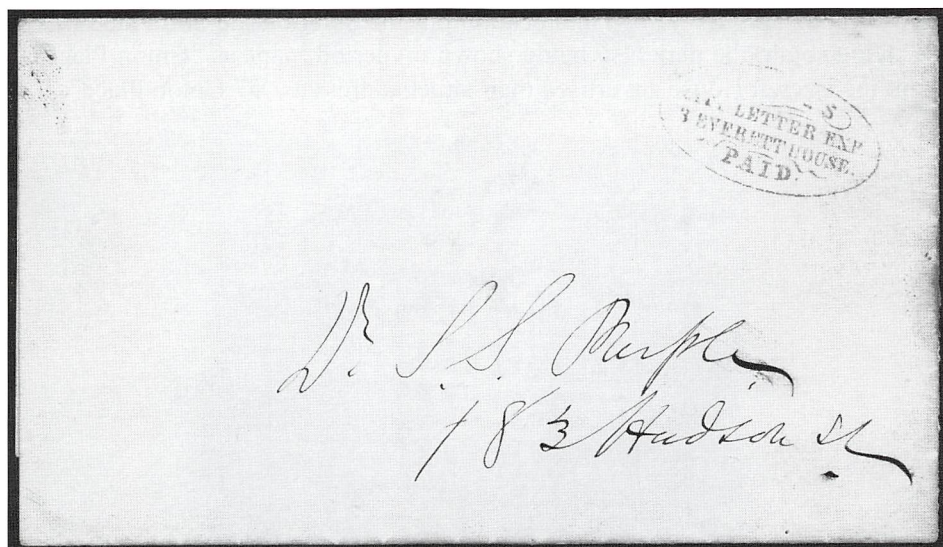


Figure 9. “PRICE’S CITY LETTER EXP./ 3 EVERETT HOUSE. / PAID.” Handstamp, for New York City local delivery. (Image courtesy of the Robert A. Siegel on-line archives.)

“PRICE’S CITY LETTER EXP. 3 EVERETT HOUSE. PAID.” HS

Census No. & Date	Address (as written)	Stamp	Provenance
1. *Undated	Dr. S. S. Purple 183 Hudson St. (Figure 9)	Handstamp in Red	Ex. Golden (Siegel sale 817, Lot #1439)
2. * Dated(?) Letter	Dr S. S. Purple (183 Hudson St.?)	Handstamp in Red (?)	R.G. Kaufmann 1983 Sale 30, Lot #607
3. * Ca. 11/29/1858	Dr. Benjamin Drake 151 East Broadway	Handstamp in Red w/stamp 119L3 ms pencil cancel. (#1 in 119L3 census)	Siegel sale 824, Lot #419
4. * Dated(?) Letter	J.V.N. Baldwin Esq. 24. 10 Wall St.	Handstamp in Red(?) tying 119L3 stamp (#2 in the 119L3 census above)	Ex Boker
5. Undated	Stamp on piece (Figure 3)	Handstamp in Red tying 119L3 stamp (#3 in the 119L3 census above)	Siegel sale 824, Lot #418; PF475575: “Genuine”

In that the “3 Everett House” handstamp offers definitive information with regard to the location of this New York City local post it is a logical place from which to proceed when attempting to learn more about Price’s City Express.

The Everett House was built in 1848. For many of its years prior to demolition in 1908 it was considered one on New York City’s most fashionable

hotels (**Figure 10**). It was located on the northwest corner of East 17th Street and Fourth Avenue (**Figure 11**). This location put the hotel on the north side of Union Park facing south, the park also being shown on period maps as “Union Place”. As a result the Everett House advertised their street address as “57 Union Place”.

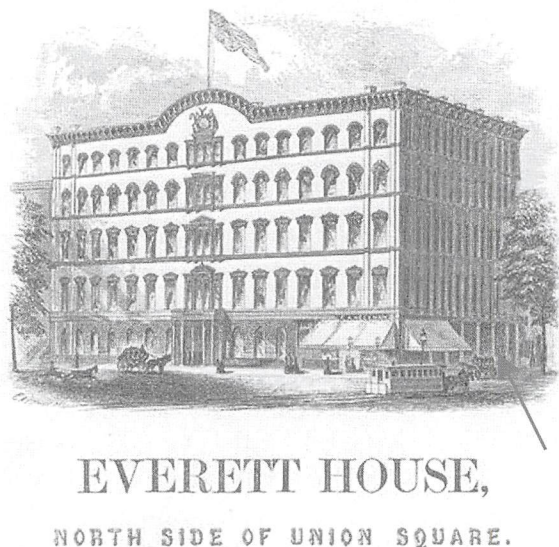


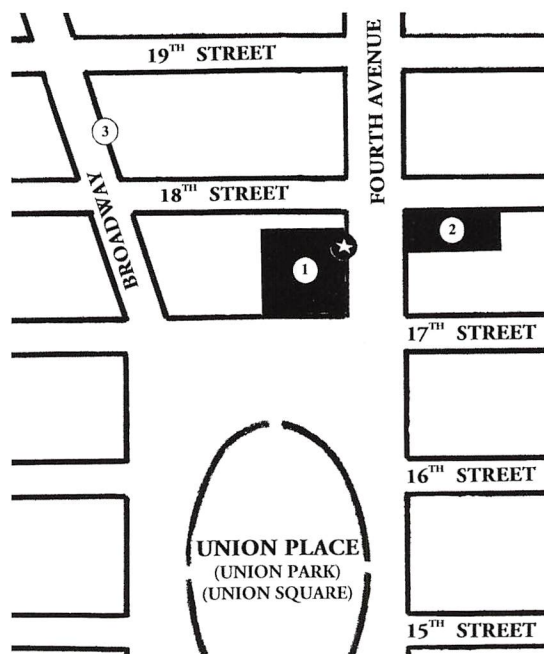
Figure 10. Everett House Circa 1856, arrow to indicate the approximate location of Price’s Bookstore. (Image courtesy of New York Public Library digital collections.)

Dr. Donald S. Patton, in the course of writing his groundbreaking opus “The Private Local Posts of the United States” consulted postal historian Elliott Perry. Correctly using the Everett House as the location of this local post they speculated that possible owner/operators might be either James E. St. John Price or Philo Price. They were hesitant to render a firm opinion as the working and home addresses for these two gentlemen were not in the vicinity of the Everett House. As Dr. Patton put it, “Further research is needed before any definite pronouncement as to the post’s ownership can be made.” Henry C. Needham³ was less cautious, and as it turns out incorrect, when he convinced himself that James E. St. John Price was the founder of this Local. The owner/operator of Price’s City Express was actually an individual unknown to Patton, Perry or Needham. His name was Henry B. Price, and dare I say that finally, the Price is right.

Henry B. Price was a bookseller and publisher who operated in New York City from 1855 through about 1865. One of the problems in connecting Henry B. Price to the “3 Everett House” address used in the Price’s City Express handstamp is

³ Henry C. Needham, “United States Local Stamps,” *The American Philatelist*, Vol. XXXIII, No. 9 (June 1920).

that with regard to the New York City Directories, 1856 is the only edition that links the two: “Bookseller- Retail: Price, Henry B. Fourth Ave. 3 Everett House”. Henry Price did use “3 Everett House” in his newspaper advertisements but these were unavailable to Dr. Patton and Elliott Perry. (With resources now available on the Internet it is an understatement to say that these are exciting times to be a postal historian.) As mentioned, the Everett House was on the northwest corner of 17th Street and Fourth Avenue. Price’s Book Store was on the avenue side of the Everett House location. (See arrow **Figure 10.**) Having the option the City Directories generally listed his location as 210 Fourth Avenue. This street address was on east side of the Everett House fronting Fourth Avenue and I assume also accessible through the hotel lobby; hence the “3 Everett House” address also being appropriate. (See map **Figure 11.**)



1. Everett House
57 Union Place (north side Union Square)
East 17th Street, corner Fourth Avenue
- ★ Price’s Bookstore & City Express
3 Everett House, 210 Fourth Avenue
Fourth Avenue, corner 17th Street (“opposite the Clarendon Hotel”)
2. Clarendon Hotel
218 Fourth Avenue
3. Second Address H.B. Price: Bookseller, Publisher & City Letter Express
884 Broadway (East side between 18th and 19th Streets)
“Only one block from his former location”

Figure 11. Map showing Price’s City Express early locations.

Price's listings in the New York City Directories are as follows:

1856 *Wilson's Business Directory Of New York City:*

Bookseller – Retail

Price, Henry B. Fourth Ave. 3 Everett House

1857-1858 *Wilson's New York City Copatnrship (sic) Directory:*

Price, Henry B. Bookseller 210 Fourth Ave.

1858-May 1, 1859 *Trow's New York City Directory:*

Price, Henry B. Bookseller 210 Fourth Ave.

1859-1860 *Wilson's New York City Copartnership Directory:*

Price, Henry B. Magazine & Bookseller 210 Fourth Ave. (This directory was published prior to Price's September 1859 move to 884 Broadway.)

1860-1864 *Wilson's and Trow's New York City Directories:*

Price, Henry B. Bookseller 884 Broadway

Edition through May 1, 1865 *Trow's New York City Directory:*

Price, Henry B. Bookseller 62 Second Ave.

Edition through May 1, 1866 *Trow's New York City Directory:*

No listing for Henry B. Price

Period newspaper advertisements for Price's Bookstore and what he called his "City Letter Express" are as follows, abridged to show pertinent content:

12-22-1855 *Frank Leslie's Illustrated Newspaper* (New York City):

PRICE'S BOOKSTORE

Henry B. Price, No. 4 Everett House Union square.*

Nearest Bookstore to the Clarendon, Gramercy park, Bancroft, Union place, and Everett Hotels.

- * Note: Price's first Everett House location was apparently at "No. 4" with a subsequent move to "No. 3".

12-09-1856 and 12-23-1856 *New York Tribune* (ad. information combined):

*CHRISTMAS and NEW-YEAR GIFTS,
AT
PRICE'S BOOK STORE,
No. 3 Everett House,
4th-av. Ccr. 17th st., opposite the Clarendon⁴
Just above the Washington Monument.*

01-10-1857 *New York Tribune*:

*Price's Up-Town Bookstore
No. 3 Everett House
Opposite the Clarendon, New York
Henry B. Price
Subscriptions received for the Magazine and English Papers,
And delivered in any part of the city, free of expense. *
H.B. PRICE, Bookseller,
No. 3 Everett House, 4th av., CCR. 17th st.,
Opposite the Clarendon Hotel.*

- * Emphasis added: Does this indicate a delivery propensity and capability that led to his Local Letter Express?

09-16-1859 *New York Tribune* (three ads. placed by Price on this date are combined):

*REMOVAL of PRICE'S BOOKSTORE, and
CITY LETTER EXPRESS, *
HENRY B. PRICE, PUBLISHER, BOOKSELLER AND STATIONER
To No. 884 Broadway, east side, between 18th and 19th-sts, only one block from
his former location.
PRICE'S CITY LETTER EXPRESS, * No. 884 Broadway*

- * Emphasis added: This is the only time, in either the City Directories or the period newspapers, that I have noted a mention of "Price's City Letter Express". The Letter Express was apparently of secondary importance to Henry Price's bookstore and publishing businesses. Although Henry Price continued his Letter Express at the new location we would expect that his "3 EVERETT HOUSE" handstamp was retired on or about this date. See map **Figure 11** for Price's 884 Broadway location.

⁴ See map **Figure 11** for the location of the Clarendon Hotel.

By August of 1862 Price had added two bookstores in addition to the one located at 884 Broadway, these being at 411 and 699 Broadway. However, I can find no reference to his “City Letter Express” later than the September 16, 1859 advertisement noted above. It appears that this service never made up a significant portion of Price’s business and that finding any postal history dating after his move from the Everett House to Broadway would be a pleasant surprise.

Clientele

Between November of 1858 and May of 1859 Price, advertising himself as a publisher, lists a number of medical works available for purchase or by subscription. These include *Hall’s Journal of Health*; *Bronchitis and Kindred Diseases*; *Consumption, Cause and Cure*, etc. Of the eleven covers in the census that Price delivered outside-the-mails, seven of them are addressed to doctors, the four dated covers falling within the year 1858 (e.g. **Figures 7, 8 and 9** above).

Range

Of the eleven covers in the census that Price delivered outside-the-mails, all being in Manhattan, the delivery distance to the addressee is as little as eight tenths of a mile and as great as two and six tenths of a mile, the average being 1.68 mile. With this in mind it is appropriate to take a closer look at the **Figure 12** cover. (The fact that it is a magnificent cover with ex Boker, Caspary and Golden provenance is probably reason enough to show it.) The cover is addressed to Wm. J. Richards % W.H. Richards. William H. Richards was a New York City merchant with a business address of 136 Front Street. William J. Richards was presumably a relative, possibly a son, working at this same address. Of the covers that Price consigned to the Post Office Department, this is the only one with a local address that he did not deliver outside-the-mails. I can think of three possible reasons for this to have occurred:

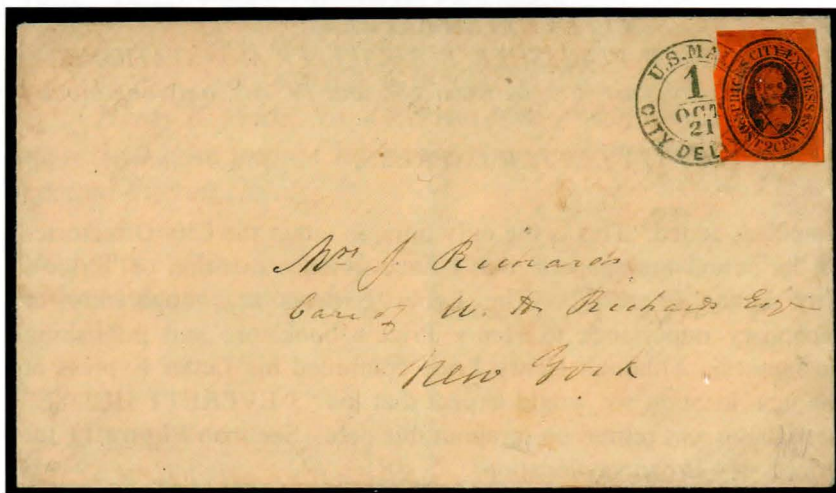


Figure 12. 119L1 on a letter “to-the-mails” for N.Y.C. delivery. (Image courtesy the Robert A. Siegel on-line archives.)

- 136 Front Street is 2.6 miles from Price's location at the Everett House. It is in the area of other addresses that Price served but it apparently approaches the limit of his delivery range. Possibly Price's messenger took the easy way out.
- There is no street address noted on the cover (although there are some pencil notations that have been erased). Perhaps Price's messenger was at a loss with regard to how to proceed and left it to the P.O.D. to solve the problem.
- Perhaps the sender paid Price two cents with the understanding that the letter would be taken to the post office.

Speculation

- In December of 1856 Price advertised, along with other "Elegant Gift Books", "A Fine Assortment of English and American Poets". One such author that surely would have appealed to Price's clientele would have been the English poet, John Keats. (Keats died on February 23, 1821 but some of his work went unpublished until 1856.) **Figure 13** is a bust of Keats. To my eye there are similarities between the statue and the likeness on the 119L1-2 stamps. I am not prepared to state that it is Keats' visage on the stamps but if not him, perhaps another poet of Price's choosing.



Figure 13. Bust of John Keats.

- Price's January 10, 1857 advertisement offered the service of "Cards Engraved and PRINTING Done with Neatness and Despatch" and from 11/10/1858 through at least 4/28/1860 his advertisements read "Henry B. Price, Publisher". Is it possible that Price designed and printed his own stamps?
- Whether or not Price designed his own stamps is it likely or at least possible that the likeness represented on the 119L3 stamp is his own?

Reviewing what we now know about Price's City Express

1. Henry B. Price was the owner of the Express.
2. He continued his "City Letter Express" after relocating from the Everett House to 884 Broadway on or about September 16, 1859. No postal history is known from the period after the move. The double circle cancel on the 119L3 stamp in **Figure 14** would be a candidate as it differs from the Everett House handstamp, however it has been deemed to be the fake "PAID" Hoogs & Madison handstamp by Wuesthoff⁵ (#4 in the 119L3 census). I can't be sure. Opinions anyone?

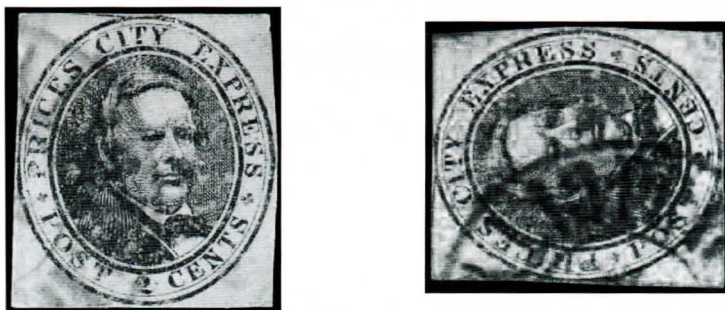


Figure 14. 119L3 with double circle cancel in red and an enhanced version.

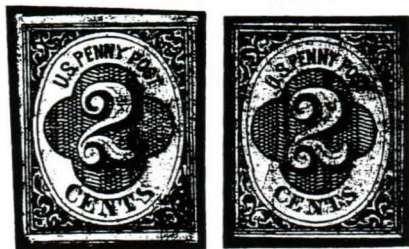
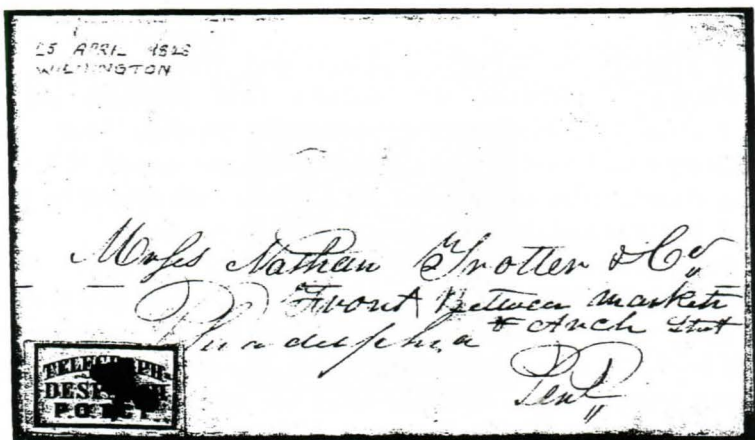
3. Price's bookstore was operating out of the Everett House, the known source of some or all of the surviving postal history, as early as 1855.
4. Price's various bookstores were in operation from circa 1855-1865.
5. If in fact the likeness on the 119L3 stamp is that of the owner we can now put a name to the face.

Thanks to Cliff Alexander, Larry Lyons and John Bowman for responding to all queries. As always the author invites correspondence at cds13@cornell.edu.

⁵ Schwartz, Richard. "Hoogs & Madison Dispatch Post", *The Penny Post*, Vol. 2, No. 1, pages 26-28.

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BLOODS Part 7: 15L7

By

Vernon R. Morris, Jr., MD

In 1838 twenty-year-old Daniel Blood arrived in Philadelphia and was soon employed by the Public Ledger newspaper.^{1,2} Seven years later Blood purchased the city's first and only private post, the Philadelphia Despatch Post, on the last day before the infamous Independent Mails demise, June 30, 1845. He accepted considerable risk as the government monopolized postal routes throughout the country and the first electric telegraph was under construction nearby in Pennsylvania. Blood wisely secured a prime office location, several doors south of the Public Ledger at 48 South Third Street, above the historic Girard Bank, and never looked back from success. Blood & Co. was strategically positioned across the street from the Philadelphia post office, inside the magnificent Merchants Exchange Building.³

Blood acquired the remaining stamps and plates⁴ to print the historic "striding messenger" adhesives, the **world's first pictorial stamp**. Blood immediately reassured the public that all outstanding pre-paid (Scott 15L3) stamps were valid.⁵ Moreover, Blood & Co. also sold the same stamps, different only by manuscript validation, today cataloged as 15L4. These were temporary (provisional) while Blood & Co. prepared their own personalized stamp design.⁶

By mid-September 1845, Scott 15L5 appeared, the result of adding the namesake title "**D.O.BLOOD & CO.**" across the top. Almost two years later, mid-1847, the final major change produced 15L6 by the addition of "CITY DESPATCH"[sic] across the *middle* of the stamp. The philatelic mini-series of four similar pictorial stamp designs extended from late 1843 through 1850. Evidence based data restricted to the combined *15L5 and 15L6 covers demonstrated that only 18% (17 of 93) were outbound letters.*⁷ These "striding messenger" stamps primarily served door delivery "city letters," as suggested by the final stamp design. Many were business circulars, and some displayed colorful advertising labels.

¹ Vernon R. Morris, Jr., MD, "Bloods Part 4: 15L4," *The Penny Post*, Vol. 21, No. 4, October 2013, Whole No. 85, page 41.

² Vernon R. Morris, Jr., MD, "Bloods Part 5: 15L5," *The Penny Post*, Vol. 22, No. 1, January 2014, Whole No. 86, pages 22, 23, 40.

³ Vernon R. Morris Jr., MD, "Bloods Part 4: 15L4," *The Penny Post*, Vol. 21, No. 4, October 2013, Whole No. 85, pages 44, 46.

⁴ Edward Harvey, "Blood's Despatch," *The Chronicle*, Vol. 41, No. 4, November 1989, Whole No. 144, page 233.

⁵ Vernon R. Morris, Jr., MD, "Bloods Part 4: 15L4," *The Penny Post*, Vol. 21, No. 4, October 2013, Whole No. 85, page 45.

⁶ Vernon R. Morris, Jr., MD, "Bloods Part 5: 15L5," *The Penny Post*, Vol. 22, No. 1, January 2014, Whole No. 86, page 23.

⁷ Vernon R. Morris, Jr., MD, "Bloods Part 6: 15L6," *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 53, 58.

By very early 1846 Blood & Co. divided and specialized their business model, and developed a **new paradigm** of stamp design and private postal service. The “striding messenger” mini-series was about “city letters,” and the next series of three stamps is about “post office letters.”

15L7 “Black”

A 24mm concentric double circle design was created as shown in **Figure 1**, surprisingly not too dissimilar from the original 1842 Philadelphia Despatch Post issues, 15L2 and 15L1. Scott has listed this adhesive as 15L7, in “black,” and as a 2 cent stamp.⁸ The 16.5mm inner circle proudly displayed “CITY / DESPATCH / POST,” a generic descriptive phrase,⁹ which had also appeared on each and every “striding messenger” stamp.¹⁰ The word POST was the only word on the 15L7 stamp design oddly “without serifs.”

The upper portion of the outer circle explicitly proclaimed the intended purpose “For the POST OFFICE.” The bottom half boldly announced the company name “D.O.BLOOD & CO.” These geometric “post office” stamps were **non-denominated**, as were the concurrent “striding messenger” pictorial “city stamps.”



Figure 1. Unused 15L7 geometric “double circle” adhesive stamp “For the POST OFFICE” was in black.

15L7 Description Census

1. **January 24, 1846**; damaged folded letter; outbound New York; cut square, uncanceled; red New York January cds twice, matching PHILAD^A RAILROAD straight line handstamp twice;¹¹ non-contemporaneous pencil “24.1.46”[sic]. To: “Miss Marion M Brown / Care of the D^r R Bolton / New

⁸ *Scott 2012 Specialized Catalogue of United States Stamps & Covers, Nineteenth Edition*, Scott Publishing Co., 2011, Sidney Ohio, page 545.

⁹ Vernon R. Morris, Jr., MD, “Bloods Part 1: 15L2,” *The Penny Post*, Vol. 82, No. 1, January 2013, Whole No. 82, pages 39, 40.

¹⁰ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 56, 57.

¹¹ *American Stampless Cover Catalog*, Volume II, page 164, Phillips Publishing, 1993 references 1844-1850.

Rochelle / New York".¹² Lowe 3720 March 1, 1973 lot 1657. Mohrmann 142 October 22, 1974 lot 628.

2. **March 13, 1846**; folded letter; outbound to Maryland; cut to shape stamp, cancelled and tied by red "PAID" handstamp; blue Clarke 60a Philadelphia cds, matching numeral "5" in double circle.¹³ To: "W^m. M. Ellicott / for S.P. Ellicott / Baltimore / Md."¹⁴ Siegel 817 November 18, 1999 lot 502, Golden. John Fox March 30, 1961 lot 524. John Fox March 23, 1967 lot 855. April 27, 2010 PFC 486183. Morris collection.
3. **March 18, (1846)**; (folded letter); outbound to Connecticut; cut to shape stamp, red "PAID" cancel; blue Clarke 59a Philadelphia cds, matching numeral "10."¹⁵ To: "The Reverend / Samuel Farmar Jarvis---- / Middletown--- / Connectic---".¹⁶ John Fox June 25, 1959 lot 405.¹⁷ Harmer Rooke 1748 February 20, 1974 lot 729.¹⁸
4. **April 25, 1846**; folded wrapper; outbound to New Jersey; cut square on reverse, manuscript "X" cancel; (blue) Clarke 70 Philadelphia cds;¹⁹ manuscript "Rec 27 April 1846". To: "The Rev^d J.L. Merrick / Care of Rev^d A. Underwood / Newark / N.Jersey".²⁰ Harmer Rooke 1835 February 15, 1977 lot 103.
5. **May 5, (1846-7)**; folded wrapper; outbound to Massachusetts; torn cut square stamp on reverse, faint red "PAID" handstamp cancel; blue Clarke 59d Philadelphia cds with "attached numeral 10". To: "Frederick O. Prince Esqr. /

¹² <http://historicpelham.blogspot.com/2008/01/biographical-sketch-of-reverend-robert.html> reports that Robert Bolten, Jr. (1814-1877) studied medicine in England before arriving in New York in 1836. He opened a female academy in New Rochelle. He followed his father's footsteps, was ordained in 1869, and St. John's Church in Lewisboro was his only parish.

¹³ Recorded with "5" from July 1, 1845 to April 11, 1846. Tom Clarke, *A Catalog of PHILADELPHIA POSTMARKS, 18th Century to Present, Interim Listing*, page 22; 2012, Clarke.

¹⁴ Matchett's Baltimore Director for 1849 '50, page 119 reports William M. Ellicott at was located at 5 St. Paul; S.&P.T. Ellicott at 27s Sharp.

¹⁵ Tom Clarke, *A Catalog of PHILADELPHIA POSTMARKS, 18th Century to Present, Interim Listing*, page 22; 2012, Clarke.

¹⁶ <https://archive.org/details/cu31924097556595> page 158 reports that Samuel was the Rector of Christ Church on Broad Street until 1842, after which he was a local missionary until his death in 1851.

¹⁷ Described as "Canc. red numeral.

¹⁸ Described as "red Paid canc".

¹⁹ Tom Clarke, *A Catalog of PHILADELPHIA POSTMARKS, 18th Century to Present, Interim Listing*, pp. 21; 2012, Clarke.

²⁰ April 30, 2014 email communication from Tom Ankner of the Newark Public Library reports a Reverend Almon Underwood was listed as pastor of the "free church," and he lived at 133 High Street.

30 Court St. / Boston". October 27, 2010 PFC 491610. Ex Bowman. Morris collection.

6. **May 14, 1846**; folded letter; outbound to New Jersey; cut to shape stamp, red "PAID" handstamp cancel; blue Clarke 70 Philadelphia cds. To: "Mrs. L.B.Hunter / Princeton / New Jersey.". Siegel 791 June 25, 1997 lot 356. Siegel 834 March 6, 2001 lot 719. Siegel 908 March 17, 2006 lot 4601, Hahn. August 20, 1997 PFC 317262. Alexander collection.
7. **May 19, 1846**; folded letter; outbound to Vermont; cut square, red 8.5mm numeral "3" handstamp cancel; blue Clarke 59d Philadelphia cds, non-contemporaneous pencil "1846". To: "Mr. Leonard Herriman. / Craftsbury, / Vermont."²¹ Siegel 564 June 12, 1980 lot 1196. 1998 PFC 326618 decline opinion. April 27, 2010 PFC 486184 decline opinion. **June 25, 2014 PFC 521085 genuine**. Morris collection.
8. **June 22, 1846**; folded letter; outbound to Massachusetts; defective stamp partially cut to shape, uncanceled; tied by blue Clarke 59d Philadelphia cds. To: "Miss Joanna Rotch / Care of the Rev M^r Anger / Milton Hill / Massachusetts." Siegel 965 December 3, 2008 lot 1090, Geisler.
9. **July 1, (1846)**; (folded letter); outbound to Massachusetts; cut to octagon, uncanceled; tied by blue Clarke 70 Philadelphia cds. To: "Mr Henry T. Leland / Care of D P Godsery / Milford / Mass". Siegel 925 November 15, 2006 lot 1301, Kuphal.
10. **July 14, 1846**; folded letter; outbound to Washington D.C.; cut to shape, uncanceled; tied by blue Clarke 60a Philadelphia cds, matching "FREE" in lozenge. To: "Hon. J.R. Ingersoll / Washington / D.C."²² H.R.Harmer 1071 March 20, 1957 lot 571, Caspary. Siegel 830 November 15, 2000 lot 445, Hall. March 20, 2001 PFC 365952. Morris collection.
11. **July 30, (1846)**; folded letter; outbound to Pennsylvania; cut to octagon, uncanceled; blue Clarke 70 Philadelphia cds. To: "Messrs Haywood & [Syder] / Pottsville / Penn^a". Frajola June 7, 1990 lot 388, Middendorf. Stimmell collection.
12. **September 14, (1846)**; folded letter, outbound to Maryland; cut square, uncanceled; blue Clarke 70 Philadelphia cds. To: "Mrs Mary Ellet / Holliday

²¹ April 17, 2014 email from Ann Wilson of the Craftsbury Historical Society reports from the *Gazetteer and Business Directory of Lamoille and Orleans Counties, VT / 1883-84*, page 455 that Leonard Harriman (1802-1900) of East Craftsbury lived on road number 30.

²² (http://en.wikipedia.org/wiki/Joseph_Reed_Ingersoll) reports Joseph Reed Ingersoll (1786-1868) was a Philadelphia lawyer who served in the United States House of Representatives from 1841-1849 from Pennsylvania's 2nd Congressional District, and also from 1852-1853 the Ambassador to the United Kingdom.

St above Fayette / Baltimore.”. Siegel 1063 December 19, 2013 lot 1800. February 27, 2014 PFC 518130. Ex Bowman. Morris collection.

13. **October 17, 1846**; folded letter; outbound to Pennsylvania; cut square, manuscript “X” cancel; blue Clarke 70 Philadelphia cds. To: “Mrss Haywood & Snyder / Pottsville / Penn^a”. Siegel 285 March 31, 1965 lot 652. Lowe “Basal” March 1, 1973 lot 1657. Ex Gibson. Stimmell collection.
14. **October 18, 1846**; folded letter; outbound to Virginia; cut square, manuscript “X” cancel; tied by blue Clarke 70 Philadelphia cds cancel, matching backstamp numeral “10”;²³ black “JONES’ HOTEL / PHILADELPHIA” cut corner box backstamp.²⁴ To: “James K P Kinker Esq / [Barnets Mills] / Fauquire Co / Virginia”.²⁵ Rumsey 35 November 17, 2009 lot 1966. December 17, 2009 PFC 482355. Morris collection.
15. **October 21, (1846)**; folded letter; outbound to New York; cut to shape, manuscript “X” cancel; blue Clarke 70 Philadelphia cds, partial second strike at top; manuscript “mail”. To: “To / Mess^s Geo B Morewood & Co / New York”. Shachat collection.
16. **October 25, 1846**; folded letter; outbound to Pennsylvania; cut to octagon, uncanceled; blue Clarke 70 Philadelphia cds; non-contemporaneous pencil “Oct 25, 1846”. To: “Haywood & Snyder / [Pottsvill] / Schuylkill County / Penn^a”. October 27, 2010 PFC 491,609. Ex Bowman. Morris collection.
17. **November 16, 1846**; folded letter; outbound to Pennsylvania; cut to shape, manuscript “X” cancel; blue Clarke 70 Philadelphia cds tied. To: “Mr Samuel Lincoln / Morgantown / Berks County / Penn^a”. Siegel 927 December 20, 2006, Richardson. January 31, 2007 PFC 448258.
18. **November 17, 1846**; folded letter; outbound to New Jersey; cut to octagon, manuscript “X” cancel; blue Clarke 70 Philadelphia cds. To: “John Read Esqr. / Trenton / New Jersey”. Weiss May 1981 lot 338. Weiss September 1990 lot 2066. June 5, 1981 APS 44378. Ex Worley. Stimmell collection.
19. **November 20, (1846)**; folded letter; outbound to Pennsylvania; torn cut to shape stamp on reverse, uncanceled; blue Clarke 70 Philadelphia cds. To: “Mr

²³ March 23, 2014 email communication from Tom Clarke who questioned the authenticity of numeral 10.

²⁴ . David G. Phillips, *American Stampless Cover Catalog, Volume II*; Fourth Edition, Hotel Markings, page 77, 1987, North Miami, FL.

²⁵ Bob Mayo email communication on March 19, 2014, identified the correct address as Barnett’s Mill in Fauquier County.

Charles Ellet Jr. / Pottsville / Pa.”²⁶ Siegel 1063 December 19, 2013 lot 1800. February 27, 2014 PFC 518131. Ex Bowman. Morris collection.

20. **December 4, 1846**; folded letter; outbound to New Jersey; cut to shape stamp, manuscript “X” cancel; blue Clarke 70 Philadelphia cds; manuscript “*Rec. Dec 5 / 46*”. To: “Miss. Burdsall & Co / Newark / N.J.”. Lowe (?) lot 745.
21. **December 7, (1846)**; folded letter; outbound to Pennsylvania; cut to shape, manuscript “X” cancel; blue Clarke 70 Philadelphia cds twice, one very faint. To: “Mr Henry R Hains. / Howard Post Office / Pennsylvania”.²⁷ Siegel 587 October 6, 1981 lot 494. Siegel 965 December 3, 2008 lot 1089, Geisler. March 27, 1981 PFC 96,436. January 26, 2009 PFC 473060. Lyons collection.
22. **(1846)**; (folded letter); outbound to New York; cut to shape, uncanceled; red PHILAD^A RAILROAD straight line handstamp, blue manuscript “5”, manuscript “*From Philadelphia / 1846*”. To: “Miss Josephine Roach / Care of Ian Hook--- / Clinton Place ---- / New York ----”. Christies Robson Lowe 11 June 20, 1984 lot 586, Gibson.
23. **December 7, (1847)**; folded letter; outbound to New Jersey; cut square, manuscript “X” cancel; blue Clarke 71a Philadelphia cds.²⁸ To: “Mr T B. Woolman / Burlington / N.J.”.²⁹ January 24, 2001 PFC 365780. Alexander collection.
24. **October 1, 1849**; folded letter; outbound Washington D.C.; cut square, manuscript “X” cancel; double strike of blue Clarke 73 Philadelphia cds;³⁰ manuscript “*free*” and “*Private Business.*” To: “To / Hon: W.M. Meredith / Secy of the Treasury / Washington / D.C.”.³¹ April 14, 2014 PFC 519383. Ex Shachat. Morris collection.
25. **(1849)**; piece; (local delivery); cut square, tied by Bloods Type 9 Handstamp cancel. To: Unknown #1. February 21, 2002 PFC 380877. Snow collection.

²⁶ Charles Ellet Esqr appeared in the Pottsville court as early as 1831 and as late as 1844; and who in 1858 signed the Charter of the Pottsville Library Co.

²⁷ April 1, 2014 email communication from the Centre County Library and Historical Museum, Pennsylvania Room, and Karen Kanipe reports that 1850 census reported Henry R. Haines lived in Boggs township which bordered the Howard Township.

²⁸ Tom Clarke, *A Catalog of PHILADELPHIA POSTMARKS, 18th Century to Present, Interim Listing*, pp. 24; 2012, Clarke; earliest recorded high final period.

²⁹ 29. April 17, 2014 email communication from Jeff Macechale from the Burlington County Historical Society reports Thomas B. Woolman (1796-1868) lived at 316-318 High Street and was a member of the West Jersey Proprietors.

³⁰ Tom Clarke, *A Catalog of PHILADELPHIA POSTMARKS, 18th Century to Present, Interim Listing*, pp. 24; 2012, Clarke; possible high final period.

³¹ http://en.wikipedia.org/wiki/William_M._Meredith (1799-1873) of Philadelphia served as Secretary of The Treasury under President Zachary Taylor from March 8, 1849 until July 22, 1850.

- A. **1847**; Circular Type I, local delivery; cut square, uncanceled; Blood Handstamp Type 5 “PAID” on reverse. Library Company of Philadelphia.³²
- B. **(1847)**; Circular Type II, (local delivery); cut square, uncanceled. To: “Mrs. Granellos, Front & Pine / & Gegan’s Front & South.”^{33,34} Library Company of Philadelphia.³⁵
- C. **(1847)**; Circular Type II; cut square, uncanceled.³⁶ Siegel 927 December 20, 2006 lot 1065, Richardson. Ex Harvey.
- D. **(1847)**; Circular Type II; cut square, uncanceled. Library Company of Philadelphia.³⁷

Excluded 15L7 Covers

No counterfeit covers were identified. No covers were excluded from the data base for lack of sufficient evidence. However, four circulars have survived, each with an uncanceled demonstration 15L7 and 15L5 stamp, neither of which was *intended* for postal service. Census letter A, B, C, and D have been included but sequestered in the data base from 15L7 stamps intended for postal service.

15L7 Photographic Census

Twenty five 15L7 stamps genuine on “cover or piece” have been identified, photographed, and posted on the Carriers and Locals Society website. Twenty one, 84%, *are in color*, whereas four are black and white (census number 3, 4, 20, and 22).

Twenty two include *the entire cover, for 88%*. Two images do not quite show the full address at right (census number 3, and 22). A third survived only on a small piece of the original cover, but is tied by a Blood handstamp (census number 25).

³² Edward Harvey, “Blood’s Despatch,” *The Chronicle*, Vol. 41, No. 4, Whole No. 144, November 1989, page. 234, 235.

³³ *McElroy’s PHILADELPHIA DIRECTORY for 1847*, page 132, 10th Edition, Philadelphia: Ashmead 1847; lists Francis Granello, grocer, SE Front and Pine.

³⁴ *McElroy’s PHILADELPHIA DIRECTORY for 1847*, page 297, 10th Edition, Philadelphia: Ashmead 1847; lists John Gegan MD, druggist, SE Front & Cedar, which today is South Street.

³⁵ W. Otis Blood, Sr., “Recollections of Blood’s Despatch Post,” *The Penny Post*, Vol. 5, No. 2, April 1995, page 7.

³⁶ April 18, 2014 email communication from Marty Richardson was the previous owner, and confirms the circular had no addressee or postal markings, but included an unused sample 15L7, therefore never serviced by Blood.

³⁷ Edward Harvey, “Blood’s Despatch,” *The Chronicle*, Vol. 41, No. 4, Whole No. 144, November 1989, page 236.

15L7 Cover Data Base

A 2% survival rate of private posts covers during this period has been selected recently for this series of articles.³⁸ **Table I** is the accumulated 15L7 data base currently available. Twenty four genuine examples suggests an original population of perhaps 1250.

15L7 Service Time

All 24 *full* covers provide some date information. Fourteen include the full day, month, and year. Ten covers are incomplete, but a reasonable time period can be determined from auxiliary markings and collateral information. Philadelphia Clarke type circular datestamps³⁹ identified 9 of the 10 to within a single year (census number 3, 9, 11, 12, 15, 19, 21, 22, and 23), and narrowed the remaining cover (census number 5) to a two-year period.

1846-1847 has been designated by the *Scott Catalogue*⁴⁰ for the double circle *mini-series of three stamp's time period*. The 15L7 evidence based data reveals that 21 of 23 covers, 91%, *cluster during 1846*. Only a couple of late outliers exist, *suggesting 15L7 stamps were actively sold and serviced during 1846 only*. The median date of the 24 *full* covers is September 14, 1846 (census number 12).

The *earliest recorded is an untied January 24, 1846* cover (census number 1), shown in **Figure 2**. This example had not been seen in public for 40 years, until recently on eBay as this article was in progress.⁴¹ Unfortunately, the year is derived from a non-contemporaneous pencil marking, and the stamp is uncanceled. It's red New York circular datestamp is January 24th and matching red PHILAD^A RAILROAD handstamp were applied in New York on incoming letters from Philadelphia. The cover did not officially enter the government mail until arrival in New York since they were taken by Blood & Co directly to the agent on the train. This straightline marking has been recorded as early as 1844.⁴² January 24th is *not an unreasonable early outlier* since it is only seven weeks prior to a *tied* March 13, 1846 15L7(census number 2).

The latest recorded 15L7 genuine stamp on cover is not surprisingly difficult. Since 22 of the 24 full covers cluster during 1846 only two covers are late outliers. The year unknown December 7th example (census number 23) appears to be a reasonable 1847 outlier based upon its Clarke Type 71a,⁴³ which has been recorded between February 10, 1847 and June 7, 1851. Its time period is restricted further

³⁸ Vernon R. Morris, Jr., MD, "Bloods Part 6: 15L6," *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, page 38.

³⁹ Vernon R. Morris, Jr., MD, "Bloods Part 6: 15L6," *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, page 38.

⁴⁰ *Scott 2012 Specialized Catalogue of United States Stamps & Covers, Nineteenth Edition*, Scott Publishing Co., 2011, Sidney Ohio, page 545.

⁴¹ Gordon Stimmell email communication on April 2, 2014.

⁴² *American Stampless Cover Catalog*, Volume II, page 164, Phillips Publishing, 1993 references 1844-1850.

⁴³ Tom Clarke, *A Catalog of PHILADELPHIA POSTMARKS, 18th Century to Present, Interim Listing*, page 24; 2012, Clarke; earliest recorded high final period.



Figure 2. The earliest recorded 15L7 was an untied example, pencil notation January 24, 1845, uncanceled cut square stamp. The only example with New York circular datestamp and PHILAD^A RAILROAD, both in red and applied upon arrival in that city.

because the *high final period sub-type* has been recorded only between January 5, 1848 and March 18, 1848, making census number 23 the earliest recorded Clarke 71a cds subtype.

Another late far outlier is internally dated *October 1, 1849* (census number 24), and addressed to the Secretary of the Treasury in Washington D.C. The 15L7 stamp was cancelled, see **Figure 3**, and recently certified genuine by the Philatelic Foundation. Skeptics may understandably be suspicious of an *untied far* outlier example, but 1849 is supported by another 15L7 example on “piece” tied by Blood handstamp Type 9 (census number 25), which has been recorded as early as May 29, 1849. Therefore, 15L7 appears on two 1849 covers.

Based upon currently available data, it is reasonable to consider **the earliest recorded 15L7 as January 24, 1846 and the latest recorded October 1, 1849**. The respective 15L7 philatelic lifespan was just under 4 years at 44.7 months. Since 92% of the surviving covers cluster during 1846, however, for the purpose of this analysis, the “active philatelic lifespan” is conservatively estimated at 46 weeks or **10.5 months**, from January 24, 1846 until December 7, 1846. The active period for 15L7 “double circle” stamps started and finished prior to the mid-1847 introduction of 15L6 final “striding messenger” stamps, nomenclature not consistent with the *Scott Catalogue chronologic* numbering system.



Figure 3. The latest recorded 15L7 was an untied October 1, 1849 cover, manuscript “X” cancel, on cut square stamp. At bottom is attached the internal manuscript dateline.

15L7 Service Location

The final destinations of all 24 *full* covers are known, and summarized in **Table II**. All 24 were *outbound*, collected from Blood’s boxes, sorted at the Blood & Co. office and delivered across the street to the Philadelphia post office for outbound inter-city mail. Pennsylvania was the most common destination state receiving 6, followed closely by 5 to New Jersey and 3 to Massachusetts and New York; 2 each for Maryland and Washington DC; and only 1 each to Virginia, Connecticut and Vermont.

Only one example in the data base of 25 is “destination unknown,” largely because it remains as only a small piece of cover (census number 25) without an address. This example, however, cannot be ignored and is included for two reasons. It was cancelled *and tied* to what remains of the cover. Second, the cancel was special as the *only* Blood handstamp in this data base. Could this example have been a “red herring” local door delivery mistake by Blood & Co.? Possibly. Especially since none of the 24 *outbound* 15L7 bear a Blood & Co handstamp, suggesting the company handstamp was not required or appropriate for an intended outbound purpose.

Blood & Co. handstamps on contemporary “striding messenger” stamps are precious few, 4 of 93 covers,⁴⁴ *only* 4%. Three were local deliveries as expected but one was indeed outbound! 15L7 census number 25 may have been a local delivery rather than the otherwise lockstep outbound service. We will never know for certain if an obligatory government cds had been present on that 15L7 cover or if the addressee was outside Philadelphia.

Inbound bootlegged letters given over to Blood & Co. for local delivery have *not* been identified on 15L7 covers, virtually excluded by the special purpose nature of this stamp for outbound service.⁴⁵

15L7 Cover Type

Table III is a summary of the various cover types bearing a 15L7 stamp. Of the 25 examples 22 were *folded letters*, representing 88%, such as **Figure 2** and **3**. Two folded wrappers were identified census number 4 and 5 and are shown in **Figure 4**. One example as mentioned is on a piece of cover (census number 25). No envelopes were identified in the data base. This is understandable since 1846 was only the second year of their general availability.

On occasion, Blood & Co. adhesive stamps served a dual purpose. They were used on the reverse side sealing its cover secure. Opening sometimes tore or severed the stamp. Only 2 of twenty five stamps in the 15L7 data base of genuine covers, 8%, functioned in this manner, by sealing one folded wrapper and one folded letter (census number 5 and 19 respectively).

15L7 Cancel Types

The data base of 15L7 cancels are summarized in **Table IV**. Sixteen of 25 covers, 64%, were *cancelled*. Quite high for outbound letters where cancel utility is questionable given the very low probability of reuse in other cities.⁴⁶

The *majority were cancelled by a manuscript “X,”* ten of the 25, shown in **Figure 3**. All were large and generally spanned the entire stamp center,⁴⁷ similar to the recent 15L4 “striding messengers,” which also had been predominantly outbound,⁴⁸ as well as the concurrent 15L5 “striding messengers” on city letters.⁴⁹

⁴⁴ 15L5 census numbers 12, 15, and 37; 15L6 census number 11.

⁴⁵ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, page 42.

⁴⁶ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 43, 50, 52.

⁴⁷ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, page 58.

⁴⁸ Vernon R. Morris, Jr., MD, “Bloods Part 4: 15L4,” *The Penny Post*, Vol. 21, No. 4, October 2013, Whole No. 85, pages 54, 56, 57, 68.

⁴⁹ Vernon R. Morris, Jr., MD, “Bloods Part 5: 15L5,” *The Penny Post*, Vol. 22, No. 1, January 2014, Whole No. 86, pages 31, 37, 38, 55, 57, 58.



Figure 4. May 5, (1846-7) folded wrapper sealed by 15L7 cut square adhesive stamp, torn upon opening.

“Group of dots” did not cancel any 15L7, since the cluster predated the mid 1847 de minimus “X” appearance.⁵⁰ No single line penstroke cancelled 15L7.

Handstamp cancellations accounted for 24%, 6 of 25 from the full data base; or 6 of 16 cancelled examples, for 38% of the cancelled subset. Red “PAID” markings were the most common, but only 4 examples (census number 2, 3, 5, and 6), for 16% of the entire data base! **Figure 5** (census number 2) was also the earliest 15L7 tied on cover, March 13, 1846. Red “PAID” has appeared in each of the previous articles on a very limited basis, except none on the later appearing 15L6.⁵¹ The latest in this data base (census number 6) *may be the latest red “PAID” cancelled recorded on a Blood stamp of any type.*

One important example was cancelled by red numeral “3” 8.5 millimeters tall (census number 7). **Figure 6** was May 19, 1846, and is probably the latest recorded date of any numeral “3” for any Blood & Co. cancel. Numeral “3” in either

⁵⁰ Vernon R. Morris, Jr., MD, “Bloods Part 5: 15L5,” *The Penny Post*, Vol. 22, No. 1, January 2014, Whole No. 86, pages 33, 37, 38.

⁵¹ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, page 43.



Figure 5. The second earliest 15L7 was cut to shape, and tied to its March 13, 1846 cover by red “PAID” cancel.

6mm outline or 12 mm single line form has been recorded on all previous issues of Philadelphia Despatch Post stamps through mid 1845.^{52,53} Numeral “3” at 8.5 mm tall has been recorded by the City Despatch through December 1845.⁵⁴ With other local posts budding in Philadelphia the 3 cent charge no longer provided Blood & Co. with a competitive edge and, in short time, became obsolete.

One example was cancelled by a Blood & Co. handstamp (census number 24). **Figure 7** was reviewed earlier as quite possibly derived from a city letter.

Grid handstamps did not appear until December 8, 1847, well beyond the 1846 cluster of 15L7 examples.

15L7 Cover Auxiliary Markings

Auxiliary markings provide additional postal information regarding handling and delivery. In the context of private posts, all markings not intended to prevent reuse of the private post stamp have been considered auxiliary markings, both manuscript and handstamp, government or private. More than one marking may appear on a single cover.

Table V reveals that *all* 25 covers were graced with auxiliary markings, altogether 36. Two markings appeared on 10 covers (census number 1, 2, 3, 4, 10, 14, 15, 20, 22, and 24). Three markings appeared on one (census number 14).

⁵² Vernon R. Morris, Jr., MD, “Bloods Part 3: 15L3,” *The Penny Post*, Vol. 21, No. 3, July 2013, Whole No. 84, pages 51, 53, 57, 61.

⁵³ Vernon R. Morris, Jr., MD, “The Philadelphia Despatch Post,” *The Collectors Club Philatelist*, Vol. 9, No. 6, November-December 2013, pages 366.

⁵⁴ Vernon R. Morris, Jr., MD, “Robertson and The City Despatch,” *The Chronicle*, Vol. 54, No. 3, August 2002, pages 177-182.

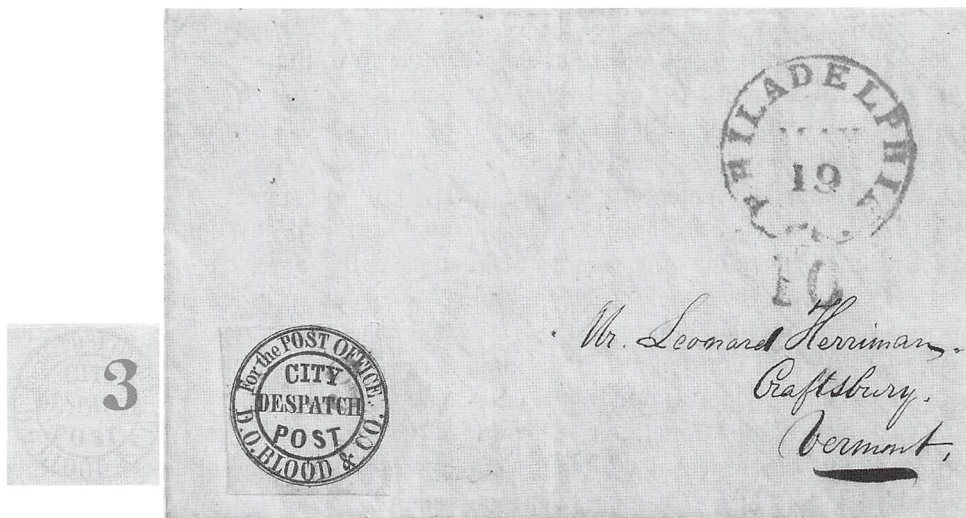


Figure 6. Numeral 3 handstamp on cut square 15L7 stamp, untied on May 19, 1846 cover, the latest recorded for any type of Blood stamp. At bottom left is a washed out image of the stamp with heavy highlighting of the red numeral 3.



Figure 7. On small piece of cover, undated, no address, cancelled and tied by Blood Handstamp Type 9, known recorded during 1849.

By far the *most common* were *city circular datestamps* on 23 of the 25 examples, for 92%, all of course outbound. Only one was a Blood & Co private post (census number 25). An unusual and telling private handstamp was applied by the *Jones Hotel*, where a Blood collection box was likely stationed (census number 14), **Figure 8**. Of the 23 government circular datestamp markings, 22 were *blue Philadelphia*, such as **Figure 3, 4, 5, and 6**. One was a red New York cds, (census number 1), shown in **Figure 2**.

Of five manuscript auxiliary marking (census number 4, 15, 20, 22, and 24), two were recipient dockets.

15L7 Stamp Shape

Table VI is a summary of the various types of 15L7 shapes in the data base of 25. Most common were “cut squares,” seen on 10 of the 25, 40%, and shown in **Figure 2, 3, 4, 6, and 8**. “Cut to shape” was equally common and also identified on 10 of 25 covers, shown in **Figure 5**. Only 3 examples, 12%, were “cut to octagon,” shown in **Figure 9** (census number 11).

The smallest category was “partially cut to shape,” a hybrid of two categories, found twice for only 9% (census number 8 and 18). One cut square was partially cut to shape; the other was on octagon partially cut to shape.

Prior to 1848, large unused multiples have been recorded for only 15L5, in panes of 12, all probably derived from one single sheet of 72.⁵⁵ Given the “striding messenger” *square* configuration, dividing large numbers into singles was most easily and efficiently performed by the cut square technique.

However, the “double circle” stamp series presented a very different round configuration, which lent itself to several stamp separating options. The most efficient method for 15L7 would still be cut squares, speculated to be the method of choice by “wholesaler” Blood & Co., and perhaps their various retailers, shown in **Figure 3, 4, and 8**. However, since patrons could also purchase discounted large volumes directly from Blood’s main office they could fashion stamp separation to their liking. Blood & Co. was accordingly able to offset some of the volume price reduction by reduced labor costs not having to divide all the stamps into singles.

15L7 Tied to Cover

Table VII reveals that *one third of the 15L7 stamps were tied to their cover*, 8 of 25 examples, typically by government cds, in 5 of the 8, or 63% of those tied, shown in **Figure 8 and 9**; or five of 25 from the full data base, 20%.

Of the four red PAID handstamps on 15L7, only one tied the stamp to cover (census number 2). Of the *10 cancelled by manuscript “X,” only one tied* the 15L7 to cover (census number 18). Only one Blood Handstamp marking appears with a 15L7, but importantly tied the stamp to the piece of cover (census number 25).

15L7 Correspondence

In any philatelic census some *addressees* may have received more than one example. **Table I** reveals 3 of 25 letters were addressed to Haywood & Snyder, an industrial company in Pottsville, Pa., (census number 11, 13, and 16). The correspondence occurred within a relatively short period of time during 1846, between July 30th and October 25th. Benjamin Haywood Esq. began Colliery Iron Works in 1835, joined shortly thereafter by George Snyder, and soon formed the partnership of *Messrs. Haywood & Snyder* on High Street between Callowhill and Railroad Street.

⁵⁵ Robert Siegel Auction Galleries, sale 1063 lot 1728, December 19, 2014.

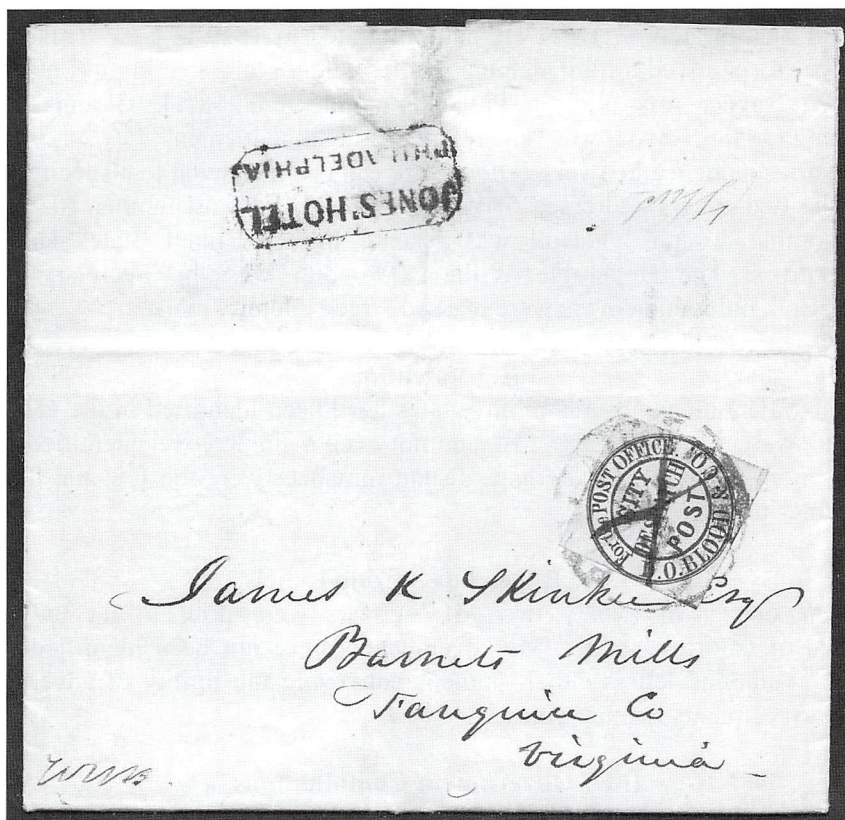


Figure 8. Cut square 15L7 tied to October 18, 1846 cover by Philadelphia post office blue circular datestamp, cancelled by manuscript "X." Other auxiliary markings include the blue numeral "10," and Jones Hotel.



Figure 9. Cut to octagon uncanceled 15L7 on July 30, (1846) cover.

Benjamin Haywood was born in England on November 9, 1805, retired in 1850⁵⁶ and died on July 9, 1878. He had emigrated in 1829 to New York, and in looking for work moved to Philadelphia and Reading before arriving in Pottsville.⁵⁷ George W. Snyder was born in Philadelphia on June 18, 1805 and died on September 23, 1886. Snyder was “a gentleman among gentlemen”.⁵⁸

Correspondence in a very *broad sense* can be considered to a specific *locale* such as the two covers addressed to Washington DC (census number 10 and 24). The Honorable Joseph Ingersoll was serving in the United States House of Representatives. The Honorable William Meredith was the Secretary of the Treasury. Both outbound covers were marked “free” intercity mail.

15L7 Valentines

No valentine enclosures or envelopes have been identified in the 15L7 data base. None were dated February 14th, and not even a single cover identified during the entire month of February. Perhaps distant romances were too few and far away for valentines to other cities!

15L7 Blood Advertising Labels

The cluster of twenty two 15L7 covers were prior to the July 1847 appearance of colorful labels.⁵⁹ Moreover, labels have not been identified on the *later* 15L7 outbound letters either, perhaps conveying the futility of advertising a local post to recipients in other cities.

15L7 Government Combinations

Combination of 15L7 with general issue government stamps was not possible, of course, until July 1, 1847, the first day of issue for government prepayment stamps. The cluster of 22 covers was at least six months prior. The three later 15L7 covers, however, did not similarly prepay government mail as they had for private post collection.

Volume - Time Analysis

Volume by year has been calculated in **Figure 10**. The first 22 of the 24 *full* covers were clustered between January 24, 1846 and December 7, 1846, and establish the conservative “active philatelic 15L7 lifespan” of 10.5 months, the basis of 15L7 volume by month, and type of service calculations,⁶⁰ **Figure 11**. Two “far outliers” during the subsequent two years have been deliberately withheld from these particular calculations since they would seriously distort a meaningful analysis of the more important active period. They probably represent misplaced stamps several standard deviations outside of the clustered service period when 15L7 was

⁵⁶ S.A.M., “Schuylkill County Historic Gleanings,” *Herald*, 1875.

⁵⁷ The Weekly Miners’ Journal, July 12, 1878, page 2.

⁵⁸ *The Daily Republican* newspaper, September 25, 1886.

⁵⁹ Vernon R. Morris, Jr., MD, “Bloods Part 5: 15L5,” *The Penny Post*, Vol. 22, No. 1, January 2014, Whole No. 86, page 34.

⁶⁰ Vernon R. Morris, Jr., MD, “Bloods Part 5: 15L5,” *The Penny Post*, Vol. 22, No. 1, January 2014, Whole No. 86, page 37.

actively sold and serviced. Twenty two surviving covers during 10.5 months is 2.09 covers per month. The evidence based data reveals that *all* 15L7 were outbound. No confirmed local door deliveries.

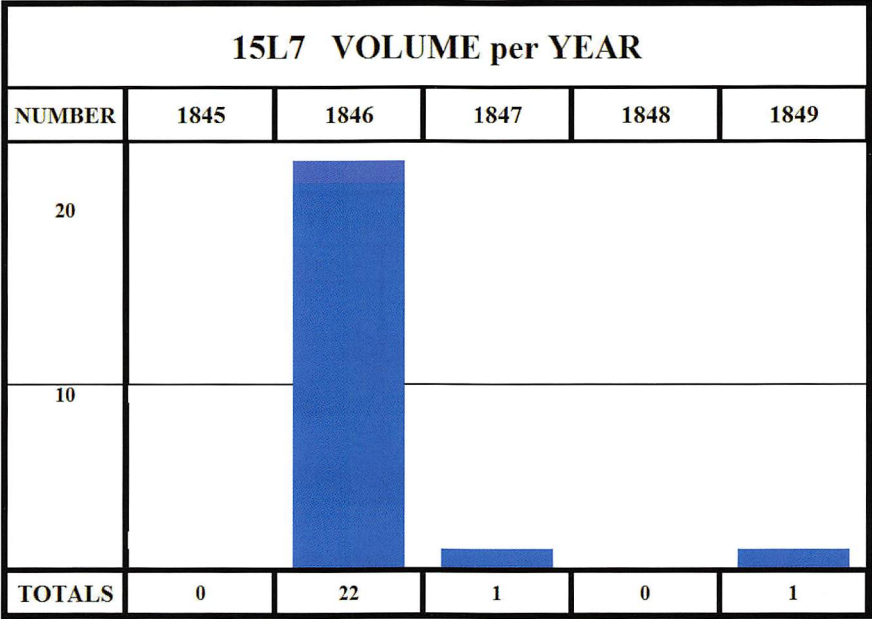


Figure 10. 15L7 volume per year, reveals most clustered during 1846.

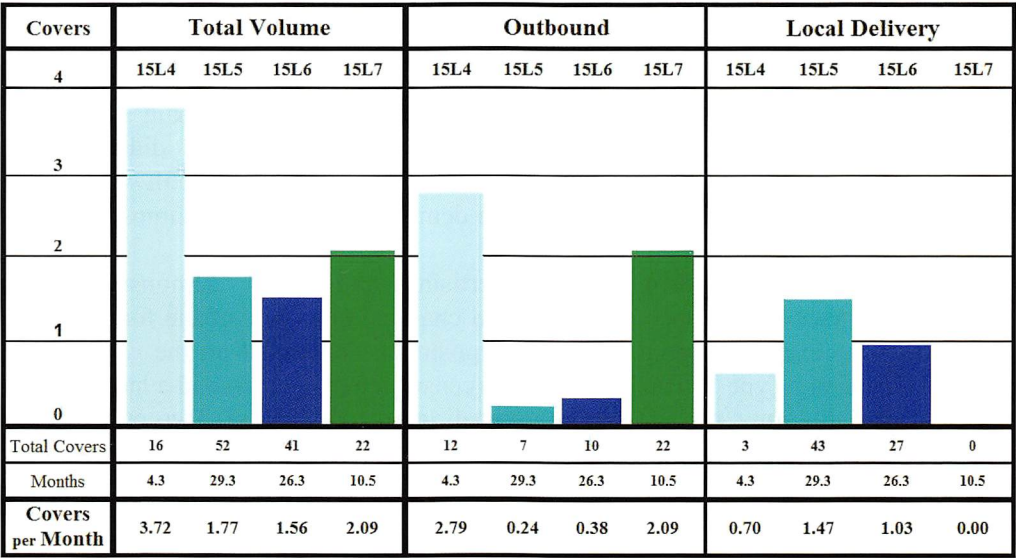


Figure 11. Volume over time for the 15L7 and contemporary “triding messenger” stamps, subdivided into either outbound or Local Delivery letters.

Survival of 2.09 covers per month total compares favorably with the contemporary 15L5 of 1.77.⁶¹ Since 15L7 overlapped many other Blood & Co. stamp issues, *no exclusive* time period existed. To the contrary, the recent discovery of an earlier 15L7 has significantly *reduced the exclusive 15L5 time* period, updated in the bar graph by red, **Figure 12**. The 15L5 exclusive period began on December 16, 1845, and in previous articles believed to have ended on March 12, 1846, lasting 12 weeks.^{62,63} Given the recent discovery of an earlier 15L7 on January 24, 1846, the *exclusive 15L5 period has been reduced to only five weeks*.

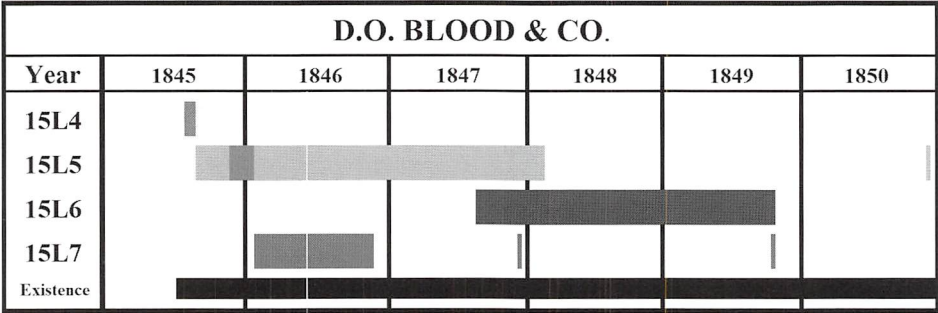


Figure 12. Timeline 15L7 and “striding messenger” stamps, with updated 15L5 “exclusive” period. Also, the rate change of mid 1846 about June 1st is shown by thin vertical yellow line.

15L7 Samples by Printed Circular

Business circulars had been encouraged by Blood & Co. as a revenue source.⁶⁴ By definition circulars were “city letters,” which appropriately required “city stamps.” The 15L7 data base confirms no 15L7 examples prepaid a business circular. The reason was simple, 15L7 was a less expensive stamp that did not cover the more expensive “city letter” delivery service. Nevertheless, the 15L7 data base has sequestered four special circulars, whose demonstration *sample* stamps were not intended for postal service.

All were Blood & Co. *self* advertising, and clearly demonstrated the bifurcated service type, respective stamp and charges! Only one of the four (census letter A) was clearly delivered by a Blood postman, confirmed on the *reverse*, by Blood Handstamp Type 5 “PAID.” Another (census letter B), included a handwritten address, probably the circular’s likely box station posted location. Two others were apparently *left over* (census letter C and D), or possibly posted somewhere, but

⁶¹ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 50, 53.
⁶² Vernon R. Morris, Jr., MD, “Bloods Part 5: 15L5,” *The Penny Post*, Vol. 22, No. 1, January 2014, Whole No. 86, pages 30, 31, 37, 44.
⁶³ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 41, 58, 59.
⁶⁴ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 47, 55.

considered in this review as “unused” since no evidence confirms either postal handling or posting.

The printed side demonstrated the two current prepaid stamps, 15L5 and 15L7, which of course were not cancelled. These circulars announced and advertised the **special purpose** for each stamp type. An unused 15L5 “striding messenger” example was entitled “CITY STAMP,” and a “double circle” unused 15L7 example titled “POST-OFFICE STAMP.” Since all circulars promoted a 15L5 stamp, they likely originated before the mid-1847 appearance of 15L6. Although it is unknown when the first circulars were released, one revealed an 1847 year docket (census letter A). *Most likely all four were by early 1847.* Two types of Blood advertising circulars have been identified, although the subject and text are virtually identical. Three of the four (census letters A, B, D) are sequestered in institutional archives, and not available to collectors.

Type I Circular (census letter A) is recorded in black and white and is shown in **Figure 13**.⁶⁵ Type I lacks space within the body of text for a handwritten address. The docket on the reverse confirms 1847. This is the only circular with any Blood’s handstamp, confirming prepaid postal handling by Blood & Co.! The demonstration stamps were not cancelled, since they did not satisfy a postal service. No address. Most likely it was delivered by a Blood postman as a notice to be posted in retail stores which sold the stamps. Only one Type 1 example has been recorded, but not available to collectors.⁶⁶

The Type II Circular *did* provide space in the middle for a handwritten address. This space was *used*, however, in only one of three surviving examples (census letter B). For the first time in the philatelic literature, this example is shown in full color, having previously been shown only in black and white.⁶⁷ Of the four, this is the *only* example with location specified and was probably posted in one of the two handwritten retail stores. The stores have been confirmed by contemporary city directories, **Figure 14**. Speculation is that the circular was either delivered by a Blood postman or picked up by the retailer at the Bloods office while purchasing stamps “wholesale.” **Figure 15** shows this example along with an *unused* example (census letter C).

1846 Rate Reduction

Blood & Co. prepaid stamps were non-denominational but service type specific. Neither “striding messenger” *city stamps* nor double circle *post office stamps* specified a monetary value. Since 1842 single service (collect or prepaid stamp) was 3 cents but in **mid-1846 was reduced to 2 cents**. Although the highly respected Robson Lowe reported the effective date was June 1, 1846,⁶⁸ his source unfortunately was not disclosed or yet identified. Conspicuous by their absence were

⁶⁵ Edward Harvey, “Blood’s Despatch,” *The Chronicle*, Vol. 41, No. 4, Whole No. 144, November 1989, page 234.

⁶⁶ Sequestered in the archives of The Library Company of Philadelphia, founded in 1731 by Ben Franklin.

⁶⁷ W. Otis Blood, Sr., “Recollections of Blood’s Despatch Post,” *The Penny Post*, Vol. 5, No. 2, April 1995, page 7.

⁶⁸ Robson Lowe, “Philadelphia Local Posts,” *The Chronicle*, Vol. 28, No. 2, Whole No. 90, May 1976, page 86.

5 months during which time no newspapers advertised Blood & Co. rates or approaching postal reduction milestone. **Figure 16** was the last newspaper notice on February 17, 1846 for “3 cents single, or 25 cts. per dozen”. Not advertised until July 14, 1846 was “TWO CENTS EACH” single charge.⁶⁹ Perhaps Blood & Co. may have been reluctant to publicly disclose that recently purchased stamps for 3 cents all of a sudden were only 2 cents!

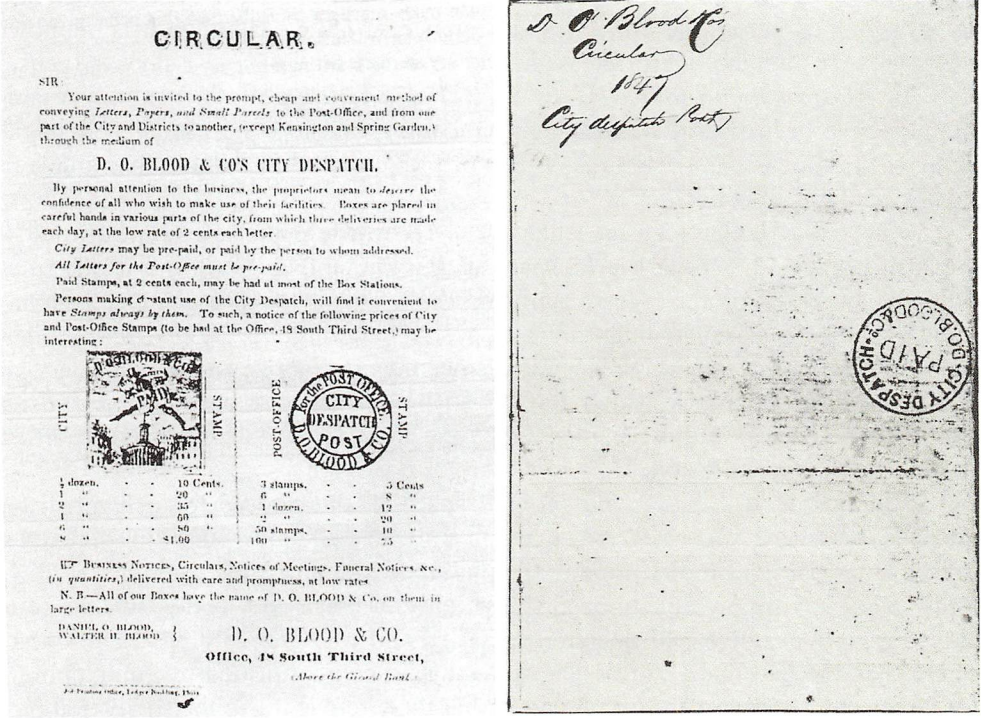


Figure 13. The only recorded Type 1 advertising circular, reverse shown at right, with Blood handstamp Type 5 confirming PAID service by Blood & Co.

Granello Francis, grocer, S E Front and Pine
Gegan John, M. D., druggist, S E Front & Cedar

Figure 14. City Directory’s confirmed business locations identified by handwriting on Type II Circular, census letter B.

⁶⁹ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014 Whole No. 87, pages 52, 57.

CIRCULAR.

SIR: Your attention is invited to the prompt, cheap and convenient method of conveying *Letters, Papers, and Small Parcels* to the Post-Office, and from one part of the City and Districts to another, (except Kensington and Spring Garden,) through the medium of



D. O. BLOOD & CO'S CITY DESPATCH.

By personal attention to the business, the proprietors mean to *deserve* the confidence of all who wish to make use of their facilities. Boxes are placed in careful hands in various parts of the city, from which three deliveries are made each day, at the low rate of 2 cents each letter.

City Letters may be pre-paid, or paid by the person to whom addressed.
All Letters for the Post-Office must be pre-paid.
 Paid Stamps, at 2 cents each, may be had at most of the Box Stations.
 Boxes in your immediate vicinity may be found at

*Mrs. Granellos Front & Pine
 & Legan's Front & South*

Persons making constant use of the City Despatch, will find it convenient to have *Stamps always by them*. To such, a notice of the following prices of City and Post-Office Stamps (to be had at the Office, 48 South Third Street,) may be interesting:

<p>CITY STAMP.</p> <p></p> <table border="0"> <tr><td>1 dozen,</td><td>-</td><td>10 Cents.</td></tr> <tr><td>1 "</td><td>-</td><td>20 "</td></tr> <tr><td>2 "</td><td>-</td><td>35 "</td></tr> <tr><td>4 "</td><td>-</td><td>60 "</td></tr> <tr><td>6 "</td><td>-</td><td>80 "</td></tr> <tr><td>8 "</td><td>-</td><td>\$1.00</td></tr> </table>	1 dozen,	-	10 Cents.	1 "	-	20 "	2 "	-	35 "	4 "	-	60 "	6 "	-	80 "	8 "	-	\$1.00	<p>POST-OFFICE STAMP.</p> <p></p> <table border="0"> <tr><td>3 stamps,</td><td>-</td><td>5 Cents.</td></tr> <tr><td>6 "</td><td>-</td><td>8 "</td></tr> <tr><td>1 dozen,</td><td>-</td><td>12 "</td></tr> <tr><td>2 "</td><td>-</td><td>20 "</td></tr> <tr><td>50 stamps,</td><td>-</td><td>40 "</td></tr> <tr><td>100 "</td><td>-</td><td>75 "</td></tr> </table>	3 stamps,	-	5 Cents.	6 "	-	8 "	1 dozen,	-	12 "	2 "	-	20 "	50 stamps,	-	40 "	100 "	-	75 "
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Funeral Notices, Circulars, Notices of Meetings, &c., (in quantities,) delivered with promptness, at low rates.
 N. B.—All of our Boxes have the name of D. O. Blood & Co. on them in large letters.

DANIEL O. BLOOD, }
 WALTER H. BLOOD. }

D. O. BLOOD & CO.
Office, 48 South Third Street,
 (Above the Girard Bank.)
 (5) 2526, F. 97

Job Printing Office, Ledger Building, Phila.

CIRCULAR.



SIR: Your attention is invited to the prompt, cheap and convenient method of conveying *Letters, Papers, and Small Parcels* to the Post-Office, and from one part of the City and Districts to another, (except Kensington and Spring Garden,) through the medium of

D. O. BLOOD & CO'S CITY DESPATCH.

By personal attention to the business, the proprietors mean to *deserve* the confidence of all who wish to make use of their facilities. Boxes are placed in careful hands in various parts of the city, from which three deliveries are made each day, at the low rate of 2 cents each letter.

City Letters may be pre-paid, or paid by the person to whom addressed.
All Letters for the Post-Office must be pre-paid.
 Paid Stamps, at 2 cents each, may be had at most of the Box Stations.
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 N. B.—All of our Boxes have the name of D. O. Blood & Co. on them in large letters.

DANIEL O. BLOOD, }
 WALTER H. BLOOD. }

D. O. BLOOD & CO.
Office, 48 South Third Street,
 (Above the Girard Bank.)
 Job Printing Office, Ledger Building, Phila.

Type II printed circular

Figure 15. Type II advertising printed circulars, census letter B and C.

D. O. BLOOD & CO'S DESPATCH POST-STAMPS for sale at 48 South THIRD Street, (Basement,) will secure the delivery of **VALENTINES** To any part of the City and District, except Kensington and Spring Garden.
 Price 3 cents single, or 25 cts. per dozen

February 17, 1846

LETTERS, PAPERS and SMALL PARCELS are taken *three times a day* to all parts of the City and District, *four times a day* for TWO CENTS EACH. Hours of delivery, 7 and 10 A. M. and 3 P. M.
CITY DESPATCH OFFICE,
 13 South THIRD St.
 N. B.—All persons sending letters will please notice that the boxes have the name of D. O. BLOOD & CO on them in large letters

July 14, 1846

Public Ledger newspaper

Figure 16. Public Ledger newspaper advertisements for Blood & Co. during 1846. On left is a February 17, 1846 notice for "Price 3 cents single, or 25 cts per dozen". At right is the July 14, 1846 announcement for prepaid stamps at "TWO CENTS EACH".

Figure 6 reveals a May 19, 1846 cover (census number 7) cancelled by numeral 3, probably near the end of the higher rate, and the latest cover confirmed 3 cents. Of the 15L7 data base, 6 were prior to May 19th and therefore purchased at the 3 cent base single rate. Gordon Stimmell recently pointed out that stampless covers are a source of important information. This series of articles by design has been

restricted to Blood & Co. *genuine stamps on cover*, to the harsh exclusion of off cover stamps and stampless covers. A July 1, 1846 stampless cover ⁷⁰ is the earliest recorded 2 cent Blood single rate, by red Handstamp Type 4 (2cts in double circle), two weeks earlier than reported in the newspapers.

All Blood advertising circulars (census letters A, B, C, D), presented both stamp types as 2 cents single each, available at most “Box Stations.” However, “All Letters *for the Post-Office must be prepaid*,” which is understandable since Blood & Co had no means of collecting money from addressees in other cities. Since no printed circulars advertise 3 cents they were probably all produced after mid-1846.

Figure 17 was extracted from the center of an advertisement circular (census letter C). Underneath each type of stamp design is listed the respective volume discounts available at the *main office*. The easiest discount comparison is *by the dozen*: “CITY STAMPS” were reduced to 20 cents, whereas “POST OFFICE STAMPS” were reduced further to 12 cents, or 1 cent each! Incredibly, one hundred post office stamps were only 75 cents, or $\frac{3}{4}$ cent each! As much as a 63% “*wholesale*” discount from the new lower retail price of 2 cents!



Figure 17. 1846 Rate Reduction for single service and volume discounts were promoted by printed circulars with sample stamps.

The price differential between stamp types is reasonable and understandable because “city letters” required a three step process: (1) messenger *pick up* from a huge number of collection boxes; (2) *sorting* at the principal office; and (3) door *delivery* to a vast number of specific addressee locations in the city and eligible districts. “Post office” letters required a simpler two step process. They were delivered to a single nearby address, the Philadelphia post office *across the street*.^{71,72} A less involved service and a less expensive post office stamp,” **Blood & Co., passed the savings on to the public.**

⁷⁰ Robert Siegel Auction Galleries, sale 927, lot 1085; December 20, 2006.
⁷¹ Vernon R. Morris, Jr., MD, “Bloods Part 4: 15L4,” *The Penny Post*, Vol. 21, No. 4, October 2013, Whole No. 85, pages 45, 46.
⁷² Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 50, 52.

The conspicuous stamp design difference also may have been an effective method to *avoid company mistakes* and prevented a more costly city delivery service paid by only a “post office stamp.” Understandably, the reverse was not the case. Evidence has proved an incidence of patron mistakes of at least 18% using a more expensive “city stamp” for a less involved outbound service.⁷³

Blood & Co. was not without private post competition and the rate reduction may very well have been self-serving. Philadelphia had recently welcomed several new competing private posts, such as Eagle City Post⁷⁴ by at least August 16, 1845; and the City Express Post by January 5, 1846.⁷⁵ Although each company probably charged 3 cents per service, without volume discounts, a 2 cent rate by the latter company has been confirmed by July 28, 1846.⁷⁶

In summary, the “Rate Reduction of 1846” was an ingenious business mechanism to expand Blood’s market base, especially for outbound letters. A single service of any type in May 1846 was 3 cents, and by July 1st dramatically reduced to 2 cents. Through large wholesale quantity discounts *outbound* service was as low as $\frac{3}{4}$ cents. Therefore, outbound letters which had long been 3 cents retail were reduced to $\frac{3}{4}$ cents wholesale, and if combined the potential was an incredible **75% discount!** A compelling inducement to use Blood & Co. and to purchase in large quantity!

Outbound Letters

For well over one hundred years, since Ben Franklin was the postmaster of Philadelphia, the post office had provided carriers for door delivery of inbound letters, which had not been picked up within 2 days. However, the government carriers never had an organized *collection* service except for at random encounters while on his daily route, but which involved cumbersome coins, as no prepayment stamps existed to cover his fee. Blood & Co. took advantage of this void and provided a convenient and needed public service.

Not until February 1849 did carrier departments of several large cities issue “carrier department stamps” to facilitate collection while a carrier was on route.⁷⁷ Not until 1851 did the carrier department in Philadelphia commit to providing collection boxes throughout the old city, which in all likelihood were not implemented for several years.⁷⁸

In 1842 the New York post office had acquired Greig’s City Despatch Post⁷⁹

⁷³ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 42, 52, 55, 58.

⁷⁴ John A. Fox, sale 315, lot 1273; January 4, 1966.

⁷⁵ Robert Siegel Auction Galleries, sale 817, lot 973; November 17, 1999.

⁷⁶ Robert Siegel Auction Galleries, sale 908, lot 4833; March 17, 2006. Hahn. May 10, 2010, PFC 486728 “genuine.”

⁷⁷ Vernon R. Morris Jr., MD, “What is a ‘Drop Letter’ and a ‘Drop Dead Letter’?,” *The Chronicle of the U.S. Classics Postal Issues*, Vol. 55, No. 4, Whole Number 200, November 2003, pages 252, 253.

⁷⁸ Vernon R. Morris Jr., MD, “What is a ‘Drop Letter’ and a ‘Drop Dead Letter’?,” *The Chronicle of the U.S. Classics Postal Issues*, Vol. 55, No. 4, Whole Number 200, November 2003, pages 254, 255.

⁷⁹ Vernon R. Morris, Jr., MD, “Bloods Part 1: 15L2,” *The Penny Post*, Vol. 21, No. 1,

and their 75 collection boxes.^{80,81,82} Although several private posts in the country had been in operation by 1846⁸³ none had formally subdivided their postal services with explicit special purpose stamps with different cost schedule. Boyd's City Express Post percentage of *outbound* letters through the end of 1849 in New York was not insignificant, with estimates ranging from about 25% to 40%,^{84,85} but satisfied by the same stamp design and cost structure as their city letters.

Theory

In early 1846 Blood & Co. bifurcated their business model and formally subdivided and specialized their private postal services into "city letters" and "post office letters." Within six months of their July 1, 1845 founding, the D.O.Blood & Co. created the **world's first explicit "special purpose" adhesive stamp. "For the POST OFFICE"** arched across the top of the 15L7 stamp design proclaiming its role and function! Evidence base data in **Table 1** confirmed all 15L7 full covers were transported to the Philadelphia post office for outbound government mail.⁸⁶

A need existed in Philadelphia for inexpensive transportation of outbound "for the post office" letters, a service not effectively provided by the government or several other private companies. Blood predecessor Philadelphia Despatch Post was the first in Philadelphia by December 8, 1842 to do so,⁸⁷ by providing 70 "letter box" stations throughout the old city.⁸⁸ Prepaid collection service for *outbound* letters has been documented as early as April 19, 1843.⁸⁹ Only red 15L1, no black 15L2, stamps serviced outbound letters, as perhaps the *precursor* mechanism by different stamp color to subtly distinguish outbound service.⁹⁰ By 1846, *Blood & Co. developed this concept much further by producing an explicit stamp design, and a cost schedule cheaper for outbound letters.*

January 2013, Whole Number 82, page 17.

⁸⁰ Vernon R. Morris Jr., MD, "What is a 'Drop Letter' and a 'Drop Dead Letter'?", *The Chronicle of the U.S. Classics Postal Issues*, Vol. 55, No. 4, Whole Number 200, November 2003, page 254.

⁸¹ Elliot Perry and Arthur Hall, *100 Years Ago / February-1842-August*, American Philatelic Society, New York, 1942, pages 9-10.

⁸² Vernon R. Morris, Jr., MD, "Bloods Part 1: 15L2," *The Penny Post*, Vol. 82, No. 1, January 2013, Whole No. 82, pages 16, 17.

⁸³ Vernon R. Morris Jr., MD, "The 79. Philadelphia Despatch Post," *The Collectors Club Philatelist*, Vol. 92, No. 6, November-December 2013, page 365.

⁸⁴ Lawrence Lebel May 27, 2014 email communication was 17 of 64 covers for 27%.

⁸⁵ David Snow May 26, 2014 email indicated 8 of 19 covers for 42%.

⁸⁶ Vernon R. Morris Jr., MD, "What is a 'Drop Letter' and a 'Drop Dead Letter'?", *The Chronicle of the U.S. Classics Postal Issues*, Vol. 55, No. 4, Whole Number 200, November 2003, page 252.

⁸⁷ Vernon R. Morris, Jr., MD, "Bloods Part 1: 15L2," *The Penny Post*, Vol. 82, No. 1, January 2013, Whole No. 82, page 27.

⁸⁸ Vernon R. Morris, Jr., MD, "Bloods Part 3: 15L3," *The Penny Post*, Vol. 21, No. 3, July 2013, Whole No. 84, pages 37, 38.

⁸⁹ Vernon R. Morris, Jr., MD, "Bloods Part 1: 15L2," *The Penny Post*, Vol. 82, No. 1, January 2013, Whole No. 82, pages 55, 59, 60, 61.

⁹⁰ Vernon R. Morris, Jr., MD, "Bloods Part 1: 15L2," *The Penny Post*, Vol. 82, No. 1, January 2013, Whole No. 82, pages 59, 60.

Although the precise date of the rate reduction for a single service has not been independently identified with absolute certainty, current evidence has narrowed the reduction from 3 to 2 cents date to within six weeks. Between the **May 19, 1846 numeral “3” cancel on 15L7 and a stampless July 1, 1846 Blood’s cover handstamped 2 cents**. This data strongly supports, but does not fully verify, Robson Lowe’s specific assertion of June 1, 1846. Newspapers, however, did not publicly disclose and confirm the new 2 cent rate until July 14, 1846, perhaps to the dismay of some patrons who recently purchased stamps at the higher charge.

Printed self advertising circulars promoted the 2 cent single service charge. They must have been produced after the mid-1846 rate reduction, as 2 cents is given for the single price; and also before the mid-1847 introduction of 15L6 city stamps.

15L7 Summary

In early 1846 Blood & Co. developed a *bifurcated business model centered upon two types of complementary postal service*. City stamps were sold for local delivery and post office stamps for outbound letters. City stamps were square pictorial “striding messengers” which had been sold for several years, and continued although hereafter reserved for local delivery. Post office stamps were round geometrical designs for delivery across the street to the Philadelphia post office for government outbound mail.

City stamps serviced city letters, a costly three step process. Post office stamps serviced outbound letters, a less expensive two-step process.⁹¹ Blood & Co. was the only private post or world government prior to 1849 to provide a less expensive outbound letter service and even *passed the savings on to the public*.⁹²

15L7 in early 1846 was the inaugural special purpose stamp of any type in the world!

Between May 19, 1846 and July 1, 1846, and perhaps as early as June 1st, Blood & Co. dramatically reduced the collect and prepaid **single service from three to two cents**. The impetus may have been driven by several new local posts, which were likely attracted by a 3 cent service. Blood & Co. continued to provide volume discounts, as they had been for many years. One dozen 2 cent city stamps could be purchased for 20 cents, whereas one dozen post office stamps were 12 cents, only 1 cent each, a bifurcated system with appropriate cost differential. Furthermore, one hundred post office stamps were only 75 cents, or $\frac{3}{4}$ cent each! The rate reduction for a single service in mid 1846 from 3 to 2 cents was a substantial 33% retail discount! Furthermore, large volume wholesale discounts were as much as another 63% off retail! The greatest savings compared a 3 cent “retail” single service in the spring of 1846, to large quantity wholesale outbound service at $\frac{3}{4}$ cent in the summer, **an incredible 75% reduction**. The new rates were soon advertised in the newspapers, and eventually by printed circulars with sample stamps of each service type, in late 1846 or early 1847.

⁹¹ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 50, 52, 55, 58.

⁹² Boyds for example used the same stamp at the same price for almost half of their business which was outbound.

The profound design difference between pictorial and geometric may also have served as a *useful mechanism* to easily distinguish between service type and cost. Moreover, this mechanism prevented Blood & Co. from incorrectly providing a greater service than paid for. Evidence based data has revealed better compliance by Blood & Co. than consumers. 18% of the city stamps were mistakenly applied by the consumer for a less costly outbound service (expedience, convenience, or ignorance).⁹³ The converse mistake rate by Blood & Co., serving a cheaper post office stamp for a more costly city door delivery was 0%!

15L7 evidence based data include 24 full covers and 1 piece of cover, or 25 total examples. Attached but separate within **Table 1** are 4 circulars, all demonstrate a sample double circle 15L7 “POST OFFICE STAMP” and “striding messenger” 15L5 “CITY STAMP.” No counterfeit covers were identified. No covers were excluded for lack of sufficient evidence.

The earliest recorded 15L7 is an untied January 24, 1846 cover, followed soon by a tied March 13, 1846 example. The latest recorded is an untied October 1, 1849. The extended philatelic lifespan could be considered as large as 44.7 months. However, 22 of the 25 surviving examples cluster during 1846, the apparent active period of sales and service, as shown in **Figure 11**. To provide meaningful analysis, a conservative period of 10.5 months has been selected. Although 15L7 stamps were initially sold retail for 3 cents each well into their “active period” of sale and service, they were soon reduced to 2 cents. The *Scott Catalogue*, however, lists 15L7 as 2 cents rather than the initial 3 cents. Furthermore, the *Scott chronological* numbering of 15L6 and 15L7 are reversed as graphically demonstrated in **Figure 12**.

All 24 *full* covers reveal addresses which were outside of Philadelphia. **100% were outbound letters**, consistent with the stamp design specified “For the POST OFFICE.” 15L7 was a **special purpose stamp**.

Almost 90% were folded letters. **64% were cancelled**, the majority by manuscript “X.” However, only **32% of 15L7 were tied** to the cover, typically by the government cds, but surprisingly only once by Blood’s cancel.

Since all were outbound it should come as no surprise that 100% of the data base was associated with auxiliary markings. All 24 full covers except for one showed a city circular datestamp whereas the piece of cover was by a Blood’s handstamp.

15L7 was privileged with two company milestones. It was the **last Blood stamp of any type cancelled by the “3” cent rate**, on May 19, 1846, **Figure 6**. 15L7 was also the last Bloods stamp **cancelled by the red “PAID” handstamp**.

The data base of this postal history *series* at times has been fluid as ongoing research occasionally expands from new material. The data base of 15L7 covers is relatively small, even including the addition this past year as two new 15L7 covers addressed to Ellet came to auction. Also, the cover now known as addressed to *Brown* has had a major impact. Not seen in public for 40 years, except as a small photo of stamp only, it has provided the address and date for census number one! This demonstrates the exciting aspect of this eclectic area of philately which is

⁹³ Vernon R. Morris, Jr., MD, “Bloods Part 6: 15L6,” *The Penny Post*, Vol. 22, No. 2, April 2014, Whole No. 87, pages 53, 58.

anything but stagnant. Perhaps a humble reminder that the data base for all Blood & Co. stamps can only be expanded and improved with future information.

The predecessor company, The Philadelphia Despatch Post, was the only private post in the United States during all of 1843 and the first half of 1844. Before being sold to Daniel Blood on July 1, 1845 this historic company created the world's first pictorial stamp, the "striding messenger." Blood & Co. carried the torch of innovation onward and soon created the **world's first explicit special purpose stamp in early 1846**, via a profoundly different geometrical 15L7 stamp design. Blood & Co. adopted a **new paradigm with a bifurcated business** model, clearly separating their postal service into two branches. The branch for outbound mail was a less expensive two-step process delivering all letters to one location; the post office right across the street. The government carrier department had not provided an organized collection service. Blood & Co. seized the opportunity, filled the vacuum, exploited the circumstances and even passed the **savings on to the public** for cheaper specialized service. By offering major discounts for large prepaid quantities the cost by mid-1846 could be as cheap as $\frac{3}{4}$ of a cent each, a 75% discount from the single retail service rate of 3 cents the month earlier! A tremendous business inducement and mechanism to expand their market base and keep other private post competition at bay.

Table I. 15L7 genuine on cover tabulated chronologically. Parenthesis used for information without absolute certainty.

	DATE	COVER	15L7	15L7 CANCEL	TIED	LABELS
1	January 24, 1846	folded letter, damaged	cut square	uncancelled	no	-
2	March 13, 1846	folded letter	cut to shape	red PAID	red PAID	-
3	March 18, (1846)	(folded letter)	cut to shape	red PAID	no	-
4	April 25, 1846	folded wrapper	cut square	manuscript "X"	no	-
5	May 5, (1846-7)	folded wrapper	torn cut square	faint red PAID	no	-
6	May 14, 1846	folded letter	cut to shape	red PAID	no	-
7	May 19, 1846	folded letter	cut square	red 8.5 mm numeral "3" handstamp	no	-
8	June 22, 1846	folded letter	square & cut to shape defective	uncancelled	blue cds	-
9	July 1, (1846)	(folded letter)	cut to octagon	uncancelled	blue cds	-
10	July 14, 1846	folded letter	cut to shape	uncancelled	blue cds	-
11	July 30, (1846)	folded letter	cut to octagon	uncancelled	no	-
12	September 14, (1846)	folded letter	cut square	uncancelled	no	-
13	October 17, 1846	folded letter	cut square	manuscript "X"	no	-
14	October 18, 1846	folded letter	cut square	manuscript "X"	blue cds	-
15	October 21, (1846)	folded letter	cut to shape	manuscript "X"	no	-
16	October 25, 1846	folded letter	cut to octagon	uncancelled	no	-
17	November 16, 1846	folded letter	cut to shape	manuscript "X"	blue cds	-
18	November 17, 1846	folded letter	octagon & cut to shape	manuscript "X"	manuscript "X"	-
19	November 20, (1846)	folded letter	cut to shape	uncancelled	no	-
20	December 4, 1846	folded letter	cut to shape	manuscript "X"	no	-
21	December 7, (1846)	folded letter	cut to shape	manuscript "X"	no	-
22	(1846)	(folded letter)	cut to shape	uncancelled	no	-
23	December 7, (1847)	folded letter	cut square	manuscript "X"	no	-
24	October 1, 1849	folded letter	cut square	manuscript "X"	no	-
25	(1849)	piece	cut square	Blood Handstamp Type 9	Type 9	-
A	1847	circular Type I	cut square	uncancelled	no	-
B	(1847)	circular Type II	cut square	uncancelled	no	-
C	(1847)	circular Type II	cut square	uncancelled	no	-
D	(1847)	circular Type II	cut square	uncancelled	no	-

**Table I. (Cont'd.)15L7 genuine on cover tabulated chronologically.
Parenthesis used for information without absolute certainty.**

AUXILIARY MARKINGS	ADDRESSEE	OUTBOUND	
red (January) New York cds red PHILADA RAILROAD	Miss Marion Brown / Care of the D ^r R Bolton / New Rochelle / New York	New York	1
blue Clarke 60a Philadelphia cds blue numeral 5 in double circle	W ^m M. Ellicott / for S.P. Ellicott / Baltimore, Md	Maryland	2
blue Clarke 59a Philadelphia cds blue numeral 10	The Reverend / Samuel Jarvis -- / <u>Middletown</u> -- / Connectic--	Connecticut	3
blue Clarke 70 Philadelphia cds manuscript "Rec 27 April 1846"	The Rev ^d J.L. Merrick / Care of Rev ^d A. Underwood / Newark / N.Jersey	New Jersey	4
blue Clarke 59d Philadelphia cds	Frederick O. Prince Esqr. / 30 Court St. / Boston	Massachusetts	5
blue Clarke 70 Philadelphia cds	Mrs. L.B.Hunter / Princeton / New Jersey	New Jersey	6
blue Clarke 59d Philadelphia cds	Mr. Lenoard Herriman / Craftsbury, Vermont	Vermont	7
blue Clarke 59d Philadelphia cds	Miss Joanna Rotch / Care of the Rev Mr Anger / Milton Hill / Massachusetts	Massachusetts	8
blue Clarke 70 Philadelphia cds	Mr Henry T. Leland / Care of D P Godsery / Milford / Mass	Massachusetts	9
blue Clarke 60a Philadelphia cds blue FREE in lozenge	Hon. J.R. Ingersoll / Washington / D.C.	Washington, D.C.	10
blue Clarke 70 Philadelphia cds	Messrs Haywood & [Syder] / Pottsville / Penna	Pennsylvania	11
blue Clarke 70 Philadelphia cds	Mrs Mary Ellet / Holliday St above Fayette / Baltimore	Maryland	12
blue Clarke 70 Philadelphia cds	Mrss Haywood & Snyder / Pottsville / Pa	Pennsylvania	13
blue Clarke 70 Philadelphia cds blue numeral 10 backstamp JONES' HOTEL / PHILADELPHIA backstamp	James K P Kinker Esq. / [Barnets Mills] / Fauquire Co / Virginia	Virginia	14
blue Clarke 70 Philadelphia cds manuscript "mail}"	Messs Geo B Morewood & Co / New York	New York	15
blue Clarke 70 Philadelphia cds	Haywood & Snyder / [Pottsvill] / Schuylkill County / Penna	Pennsylvania	16
blue Clarke 70 Philadelphia cds	Mr Samuel Lincoln / Morgantown / Berks County / Penna	Pennsylvania	17
blue Clarke 70 Philadelphia cds	John Read Esqr. / Trenton / New Jersey	New Jersey	18
blue Clarke 70 Philadelphia cds	Mr Charles Ellet Jr. / Pottsville / Pa	Pennsylvania	19
blue Clarke 70 Philadelphia cds manuscript "Rec. Dec 5 / 46"	Miss. Burdsall & Co / Newark / N.J	New Jersey	20
blue Clarke 70 Philadelphia cds, twice	Mr Henry R Hains. / Howard Post Office / Pennsylvania	Pennsylvania	21
red PHILADA RAILROAD blue manuscript "5"	Miss Josephine Roach / Care of Ian Hook --- / Clinton Place --- / New York	New York	22
blue Clarke 71a Philadelphia cds	Mr T B. Woolman / <u>Burlington</u> / N.J.	New Jersey	23
blue Clarke 73 Philadelphia cds, twice manuscript "free" and "Private Business."	To / Hon: W.M. Meredith / Secy of the Treasury Washington / D.C.	Washington, D.C.	24
-	Unknown #1	(local delivery)	25
Blood Handstamp Type 5 "PAID"	-	local delivery	A
-	Mrs. Granellos, Front & Pine / Gegan's Front & South	(local delivery)	B
-	-	unused	C
-	-	unused	D

15L7 ADDRESS		
Total	Location	Census Number
3	Philadelphia old city	(25), A, (B)
6	Pennsylvania	11, 13, 16, 17, 19, 21
5	New Jersey	4, 6, 18, 20, 23
3	Massachusetts	5, 8, 9
3	New York, NY	1, 15, 22
2	Maryland	2, 12
2	Washington D.C.	10, 24
1	Virginia	14
1	Connecticut	3
1	Vermont	7
27	All Locations	

Table II. Summary of 15L7 address destinations. Parenthesis used for information without absolute certainty. All are outbound.

15L7 COVERS		
Total	Cancel Type	Census Number
22	Folded Letter	1, 2, 3, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24
2	Wrapper	4, 5
1	Piece	25
0	Envelope	-
4	Circular	A, B, C, D
28	All Types	

Table III. Summary of 15L7 cover types. Almost 90% were folded letters.

15L7 CANCEL		
Total	Cancel Type	Census Number
10	Manuscript "X"	4, 13, 14, 15, 17, 18, 20, 21, 23, 24
4	red "PAID" handstamp	2, 3, 5, 6
1	"3" handstamp	7
1	Blood's Handstamp	25
0	Dots or Pen stroke	-
9	Uncancelled	1, 8, 9, 10, 11, 12, 16, 19, 22
16	Total	

Table IV. Summary of 15L7 cancel types. Two thirds were cancelled.

15L7 AUXILIARY MARKINGS		
Total	Handstamp Type	Census Number
14	Philadelphia (Clarke 70) cds	4, 6, 9, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
3	Philadelphia (Clarke 59d) cds	5, 7, 8
2	Philadelphia (Clarke 60a) cds	2, 10
1	Philadelphia (Clarke 59a) cds	3
1	Philadelphia (Clarke 71a) cds	23
1	Philadelphia (Clarke 73) cds	24
1	Numeral 5 in Double Circle	2
1	Numeral 10 in Double Circle	3
1	Numeral 10 in italics	14
1	FREE in lozenge	10
1	Blood's Type 9 Handstamp	25
1	JONES HOTEL / PHILADELPHIA	14
2	red PHILADA RAILROAD	1, 22
1	red New York cds	1
2	manuscript "mail" or "free"	15, 23
2	manuscript docket	4, 20
1	manuscript 5	22
36	All Types (25 covers)	

Table V. Summary of 15L7 Auxiliary markings. All covers recorded at least one marking.

15L7 STAMP SHAPE		
Total	Cancel Shape	Census Number
10	Cut Square	1, 4, 5, 7, 12, 13, 14, 23, 24, 25
10	Cut to Shape	2, 3, 6, 10, 15, 17, 19, 20, 21, 22
3	Cut to Octagon	9, 11, 16
2	Partially Cut to Shape	8, 18
25	All Types	

Table VI. 15L7 has been identified in several stamp shapes.

15L7 TIED to COVER		
Total	Marking Type	Census Number
5	Philadelphia CDS	8, 9, 10, 14, 17
1	red "PAID" handstamp	2
1	manuscript "X"	18
1	Blood Handstamp Type 9	25
8	All Types	

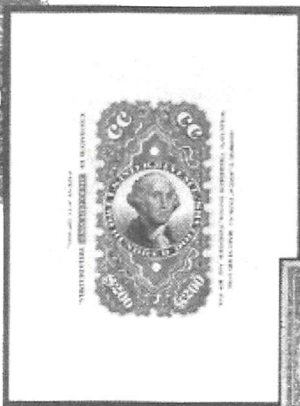
Table VII. Approximately one third of 15L7 were tied to their cover.

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