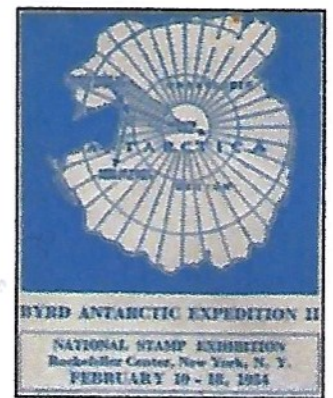




BYRD ANTARCTIC EXPOSITION

UNITED STATES 1934 NATIONAL PHILATELIC EXHIBITION & THE "FARLEY IMPERFORATE"



Background:

The US National Stamp Exhibition of 1934 was held in New York's RCA Building (Rockefeller Centre) over the period 10 -18 February 1934. The Exhibition theme was the *BYRD ANTARCTIC EXPOSITION*, in support of Byrd Antarctic Expedition II (1933-1935), underway at the time.

Politics and Nationalism played a large part in the United States Government support of the Exhibition. President FD Roosevelt was an avid philatelist, providing the original design concept of the 1933 Byrd Perforate stamp; Byrd was a national hero and known through his earlier Naval career, Polar and Aviation exploits; and more importantly the USA was needing to establish its' place in the world, post the Great Depression.

Philatelic Impact:

To compliment the Exhibition, the United States Post Office Department produced a special unperforated and un-gummed pane (*miniature sheet*), comprising 6 stamps, featuring the design of the earlier 1933 Byrd Antarctic Expedition II, 3 cent stamp. The pane became known as the "Farley Imperforate", after US Postmaster-General James A. Farley.

Much to the dissatisfaction of the US philatelic public, this issue was not to be released through US Post local outlets. The initial release of the "Farley Imperforate" was limited to "attendees" at the Exhibition only, with a subsequent "public release", post Exhibition, through the Washington Philatelic Agency on 19 February 1934. It was released a third time on 15 March 1935, on direction of Congress, who overrode Farley's policy of restricted and multiple first days of issue per stamp, through limited outlets.

Exhibit Plan:

This exhibit features

- Exhibition released "Farley Imperforate" Pane (the Stamp) and its creation;
- Souvenir labels and a sample of special cachets created and used during the Exhibition;
- Special Exhibition Cancellers;
- The 2nd release of the "Farley Imperforate" Pane and associated Antarctic use; ending with,
- The 3rd release of the "Farley Imperforate" Pane.

Items that are scarce, rare or requiring special attention are bordered in red.

Main Philatelic References:

United States Postage Stamps of the Twentieth Century, Volume 4 Commemoratives; Max G. Johl, 1938 *in* *inquest*.

Program of the National Stamp Exhibition of 1934 (owned)

A Philatelic Introduction to B.A.E. II: Cancellation Types. *Paul Skowron*, WWW.southpole.com

Smithsonian National Postal Museum

Antarctic Posts: Dr. J.H. Harvey Pirie, FRPSL; Harry Harvey Philatelic Studies 1882

Byrd User Group

THE STAMP

Sheet composition: Printed by the plate method, a full sheet consisted of 150 stamps, composed of 25 panes of 6 stamps each. Separated by 16 mm gutters they were imperforate and un-gummed.

Plates: Three plates were produced; Plate 21183 became defective and was not completed; Plate 21187 was used by Postmaster Farley on the hand press on opening day of the Exhibition and was believed to be destroyed along with all printed stamps from that plate. The production plate for all issued stamps is Plate 21184.

Issue: The first day of issue was 10 Feb 1934, with "point of sale" being only the US National Stamp Exhibition and only as individual panes of six stamps. No "official" US Post first day cover was issued. All mail processed was via a substation of the New York Post Office housed at Exhibition, as such all "private" first day of use covers originated from the Exhibition.

Quantity issued: For the Exhibition, 32,456 full sheets were printed, being 811,404 mini-panes of 6. A limited number of full sheets were given as gifts to Government Officials but not sold to the public.

Value Rationale: The standard US internal Letter Postal rate, set in 1932, was US\$0.03, so still current.

Shades: Bright blue, or blue.

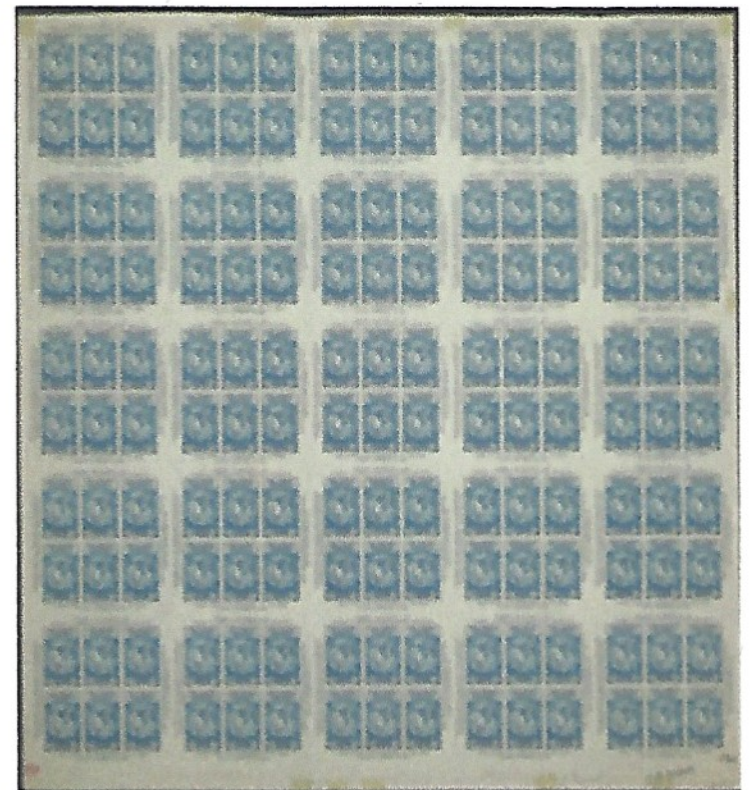


Plate 21184 Full Sheet Proof - Smithsonian Collection



Blue



Bright Blue

Public release: The first non-exhibition public release was through the Philatelic Bureau, Washington, on 19 Feb 1934. A further 10,688 sheets of 25 panes each, totalling 267,200 panes were released. By direction, there was to be no "official" first day covers associated with this non-exhibition public release.

SOUVENIR LABELS AND SPECIAL CACHETS

Four special Cinderella "Vignette Souvenir Labels" were created by the New York American Newspaper (major sponsor), depicting the RCA Building (Rockefeller Centre) and provided only in the Exhibition Program.



Mint set "Vignette Souvenir Labels" (from the program held)

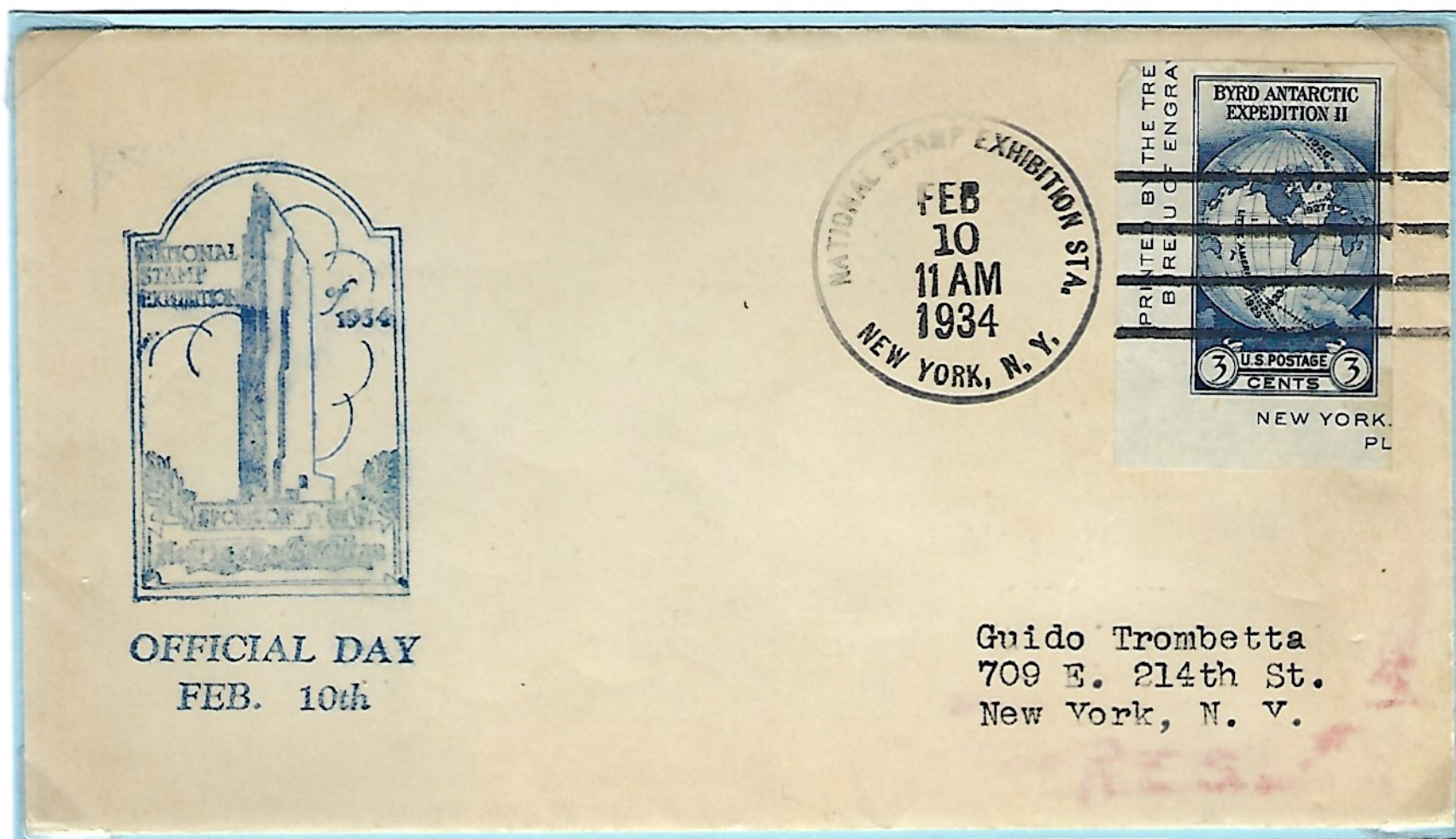


Reverse: Uncommon use of all four Vignette Souvenir Labels on cover (two tied)
Exhibition hand canceller Type I x 2; receiving canceller NASHUA NH FEB 12 1934; cancellers in purple indicating registered mail

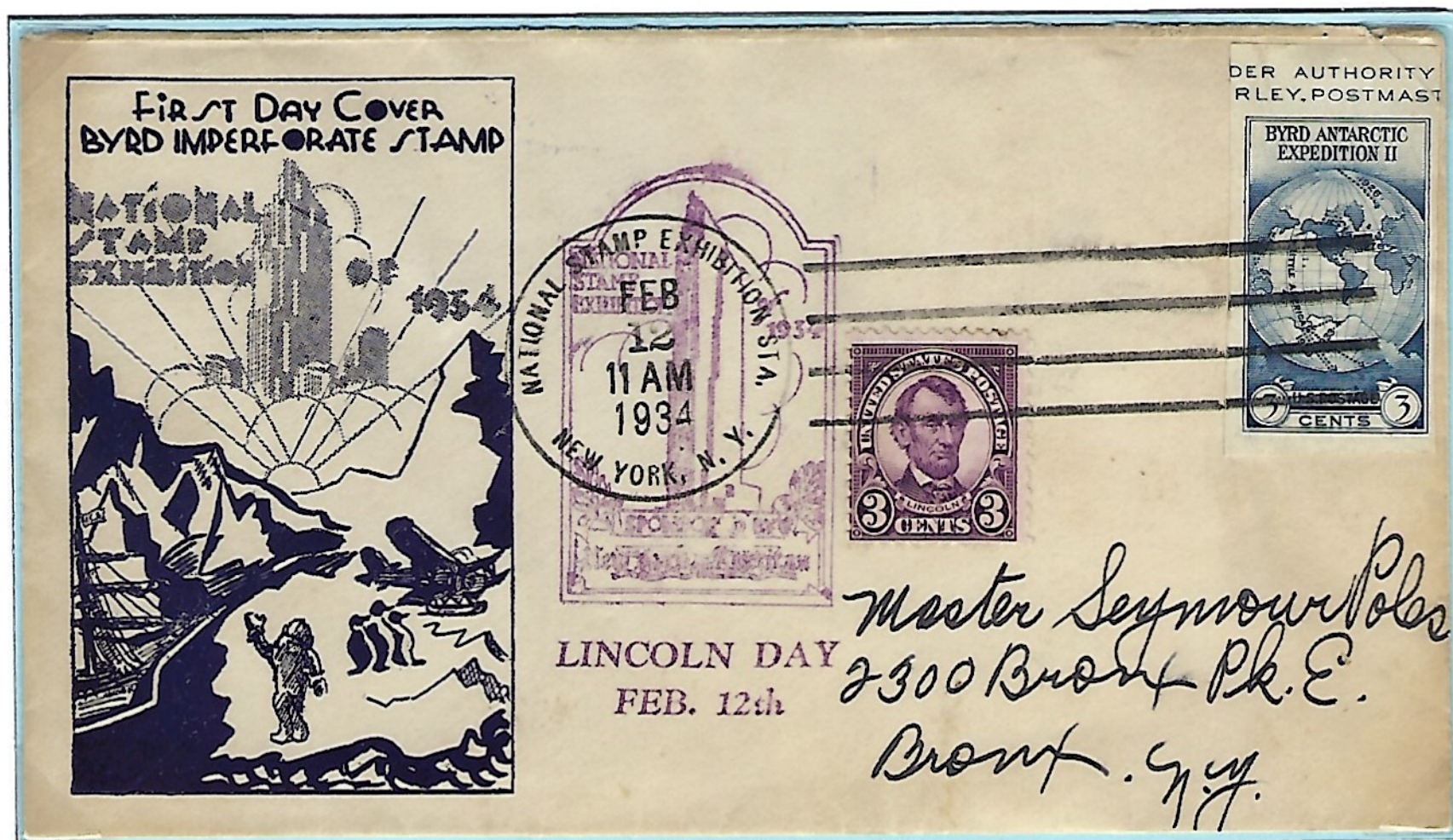
Front: Exhibition hand canceller Type I - dated FEB 10 11AM 1934

SOUVENIR LABELS AND SPECIAL CACHETS

A series of Exhibition "Special Day" rubber stamps were manufactured for use on covers during the exhibition. Below are a sample of 6 of the 8 labels. Day 2, Feb 11 (Sunday), did not have a name or label; those not displayed; Day 5, Feb 14 International Day and Day 7 Feb 16 Ben Franklin Day (in honour of USA's first Postmaster).



OFFICIAL DAY - 10 FEB 1934
Hand canceller Type III VAR 1 - FEB to right



LINCOLN DAY - 12 FEB 1934 – Hand canceller Type III FEB central (Leo August Cover)
With 3c Lincoln reprint - Special in that 12 February was Lincoln's birthday

SOUVENIR LABELS AND SPECIAL CACHETS



CLUB DAY - 13 FEB 1934 (Leo August Cover)
Cover not posted at Exhibition (Postmark Flushing NY)



WOMAN'S DAY - 16 FEB 1934 (Anderson Cover)
Hand canceller Type III VAR 1 - FEB to right



(Philatelic) EDUCATION DAY 17 FEB 1934
Exhibition Machine Cancellor

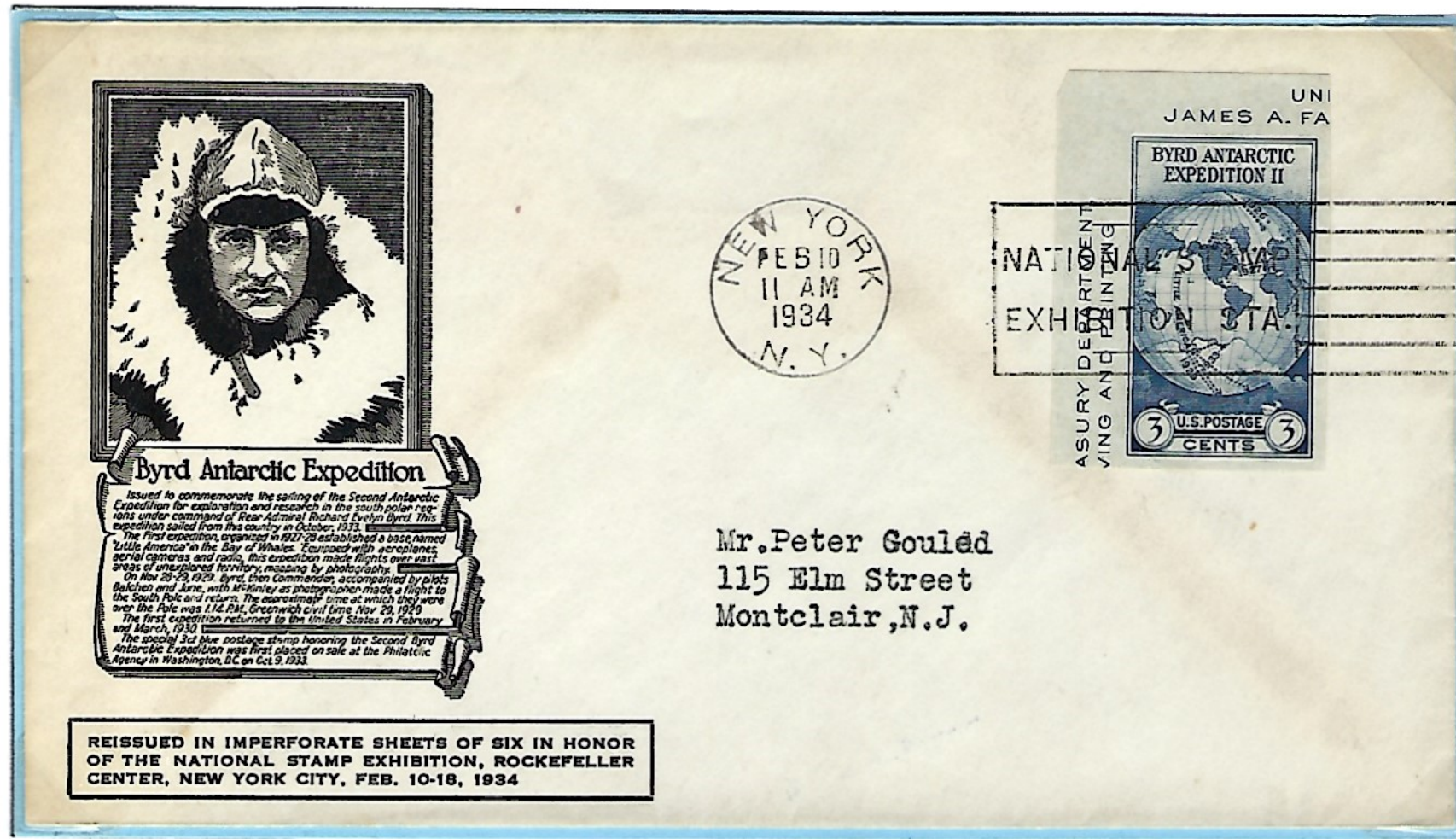


BYRD DAY - 18 FEB 1934 - Final Day of Exhibition
Exhibition Machine Cancellor

CANCELLERS

To facilitate the dispatch of mail by visitors to the Exhibition, a substation of the New York Post Office was established at the Exhibition, where special cancelling was provided, by means of a single machine and/or originally documented three hand cancellers. In 2022 a forth hand canceller was identified by the collector, a first.

Machine Generated The Machine Canceller was a circular date stamp, New York, date, time, year; with integrated Box "NATIONAL STAMP EXHIBITION STA" & with seven killers (horizontal cancellation lines).



New York
10 Feb 1934

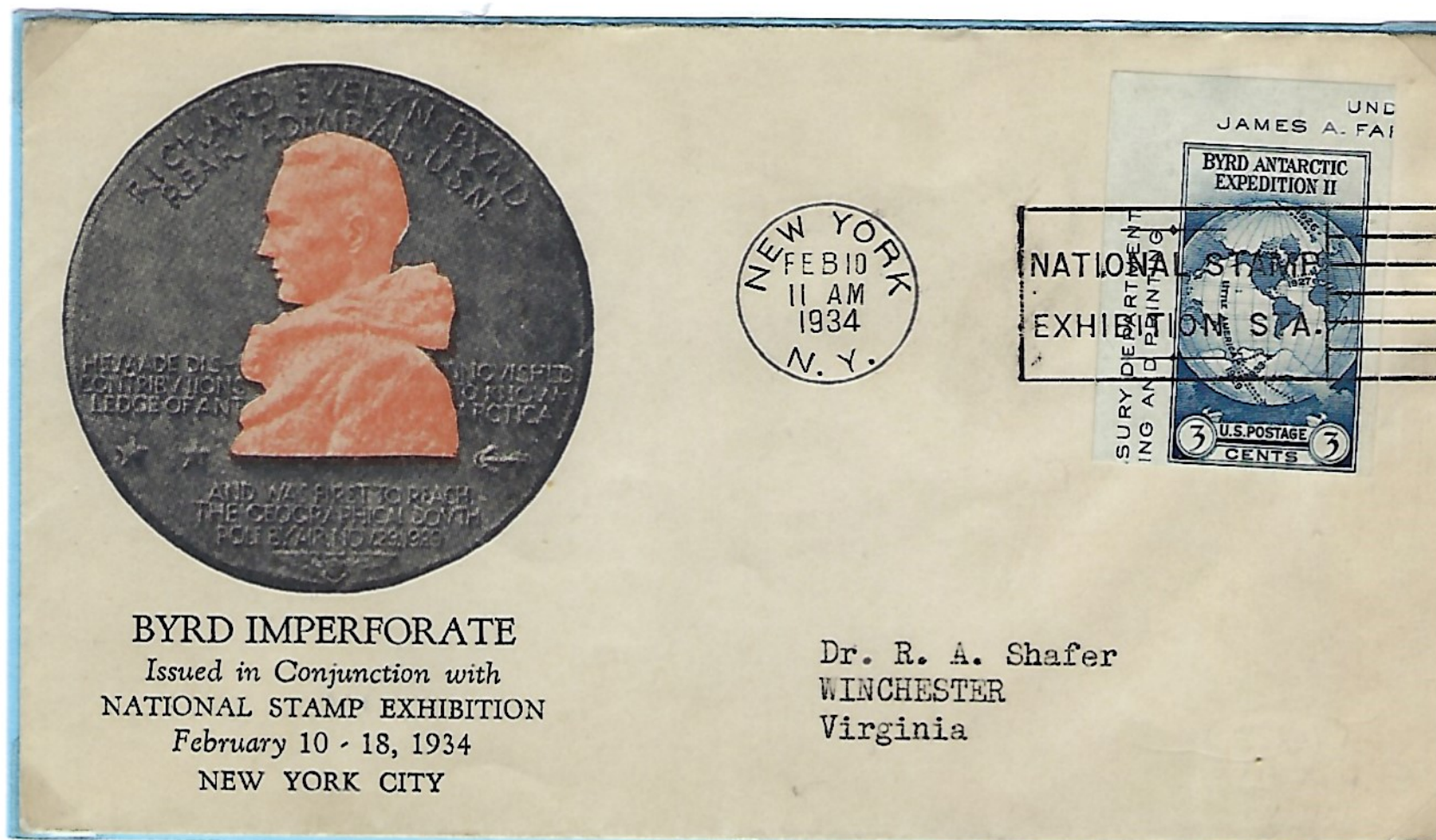
"Anderson" cover

Postal Use

New York
10 Feb 1934

"National
Geographic"
(cameo) cover

Postal Use



CANCELLERS

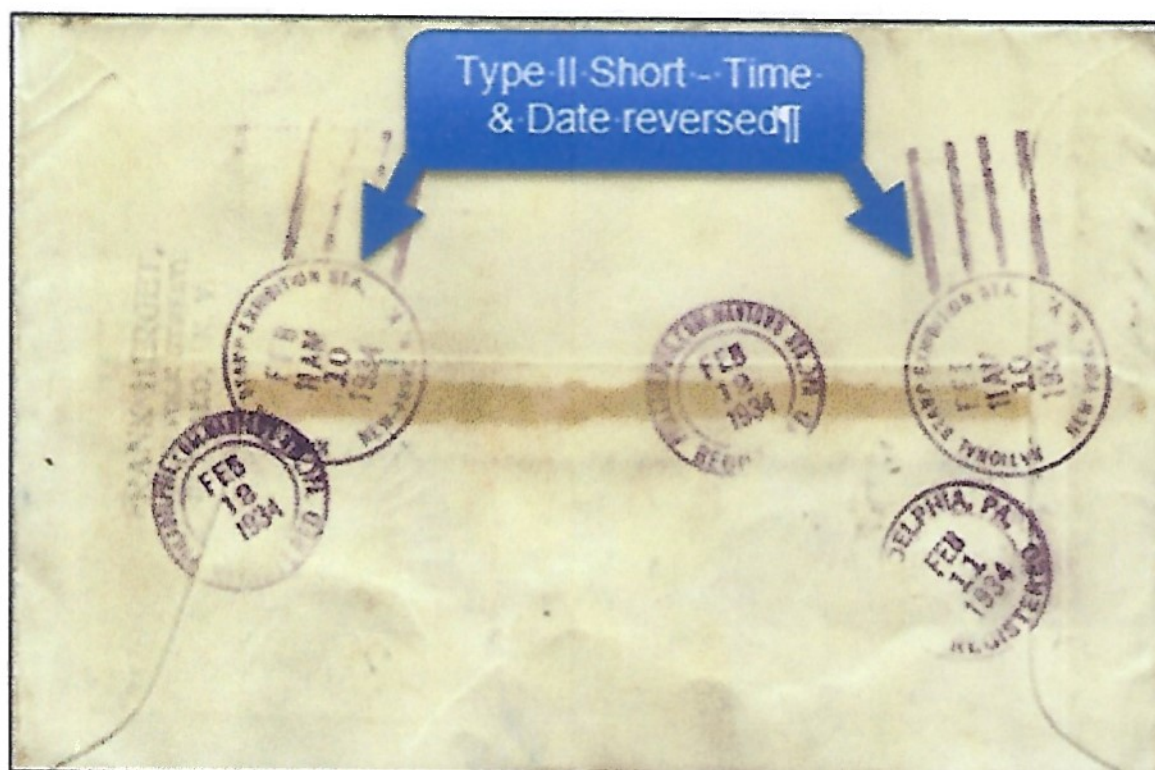
Hand Cancellers: The Hand Cancellers were a circular date stamp, incorporating *National Stamp Exhibition New York*, and a varying sequence of date, time, year, and with four killers of varying length and position.

Hand Type I - Short Killers (First Sequence – Month, Day, & Time)



Hand canceller Type I, dated FEB 10 11 AM 1934 - Philatelic Use

First Day & Registered #281360 - "Farley Imperforate" pane "Loor - Antartica" Cover,



Reverse (reduced Image)

Cancellations in purple indicating registered mail

Type II Short canceller x 2: reverse day & time

FEB, 11 am, 10; 1934

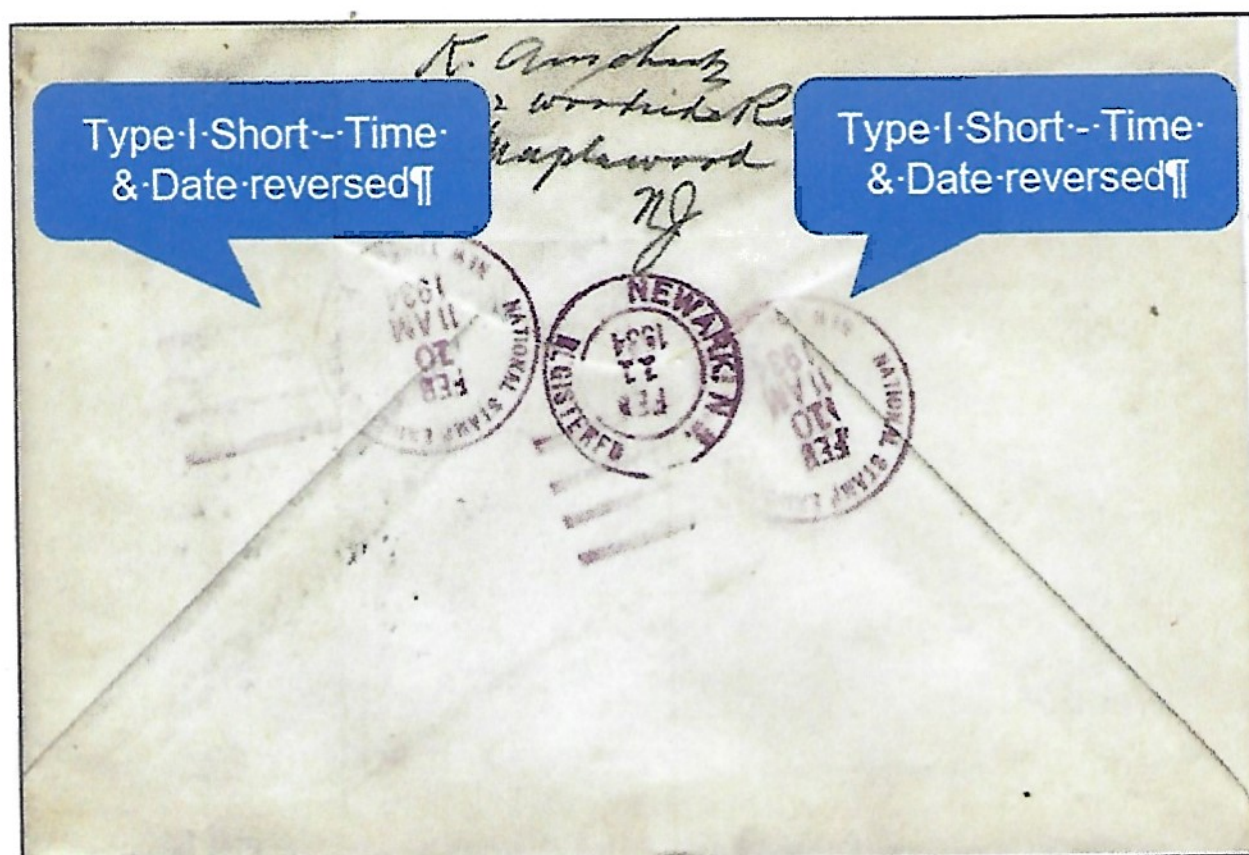
Receiving canceller
PHILADELPHIA PA REGISTERED
Feb 11 1934 &
PHILADELPHIA (GEL MANTOWN STA) PA x 2, Feb 12 1934

CANCELLERS

Hand Type II - Short Killers (Alternative Sequence – Month, Time, & Day)



Hand canceller Type II - dated FEB 11AM 10 1934 - Philatelic Use
First Day & Registered Cover #283873, "Farley Imperforate" pane



Reverse (reduced Image)
Cancellations in purple indicating
registered mail

Type I Short canceller x 2: reverse
day & time FEB 10, 11 AM, 1934

Receiving canceller
NEWARK NY REGISTERED
Feb 11 1934

CANCELLERS

Hand Type III - Long Killers Parallel (First Sequence – Month, Day, & Time)

A number of variations to the Type III canceller are reported; they include; position of the month FEB in relation to the day below and damage to, or positioning of the long killers.

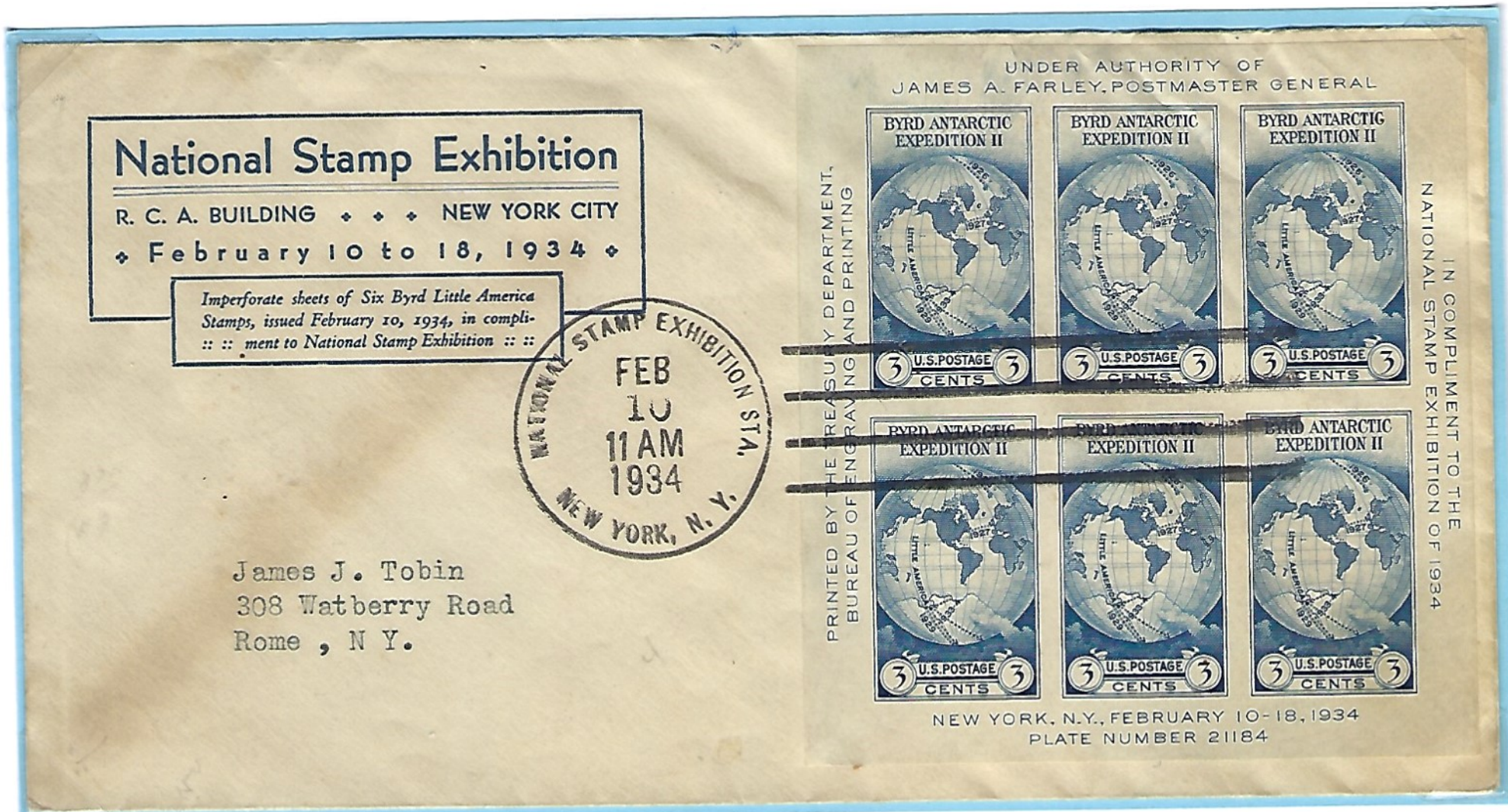
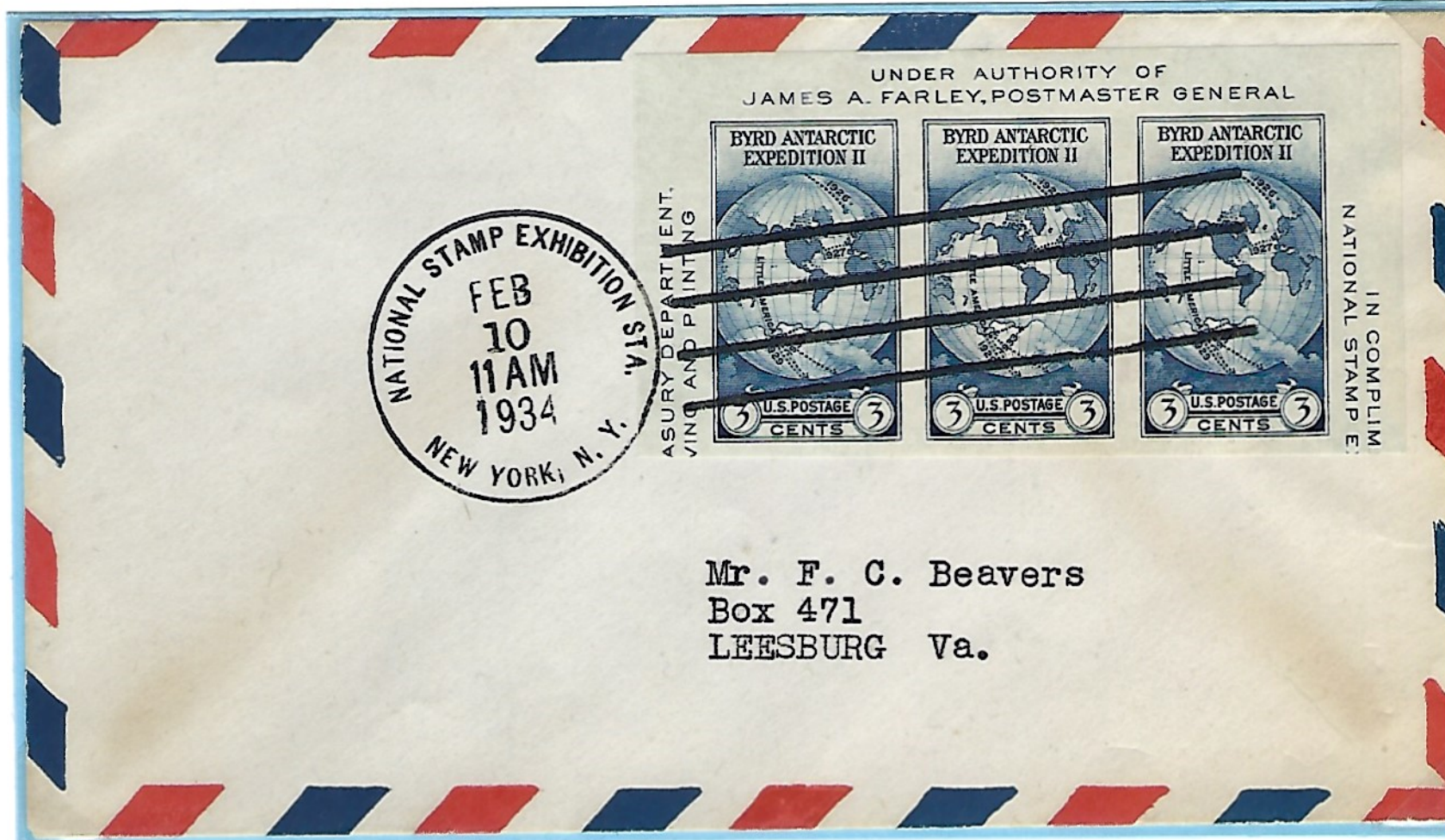
Type III Variation 1

(MTH Left Right
or Centred Right)

FEB Centred

dated FEB 10
11AM 1934

Philatelic Use



Type III Variation 2 (right hand killer damage/curl) – Feb right

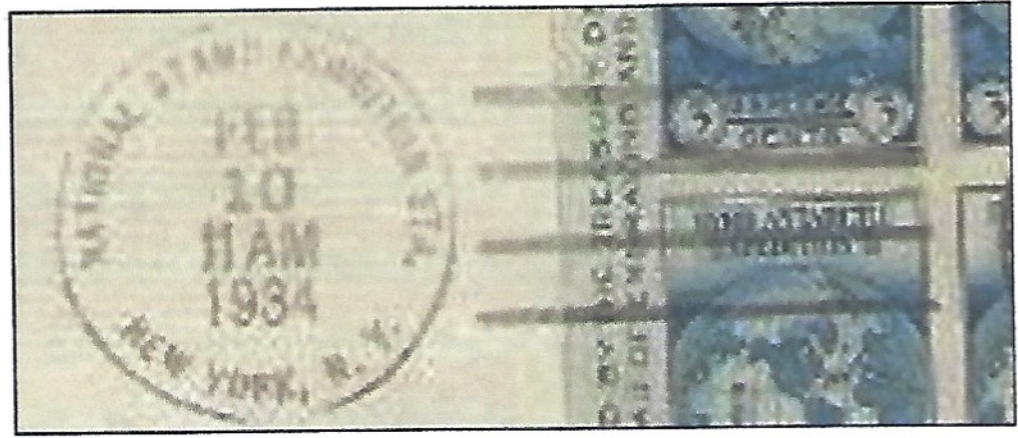
Dated FEB 11 11AM 1934 – *Philatelic use*

CANCELLERS

Hand Type IV - Medium Killer (NEW DISCOVERY)

This canceller is a new international discovery (by the collector) and has been reported.

The canceller does not appear to be recorded in US Post literature associated with the exhibition, nor any specialist references consulted, to date.



Canceller Characteristics:

The canceller has first type sequence (Month, Day, & Time) and medium length parallel killers. The title *Hand Type IV* has been allocated by the collector to follow current naming conventions.



Hand canceller Type IV (Medium Killer), dated FEB 11AM 10 1934

, "Farley Imperforate" pane - "Byrd 17" cover - Philatelic use

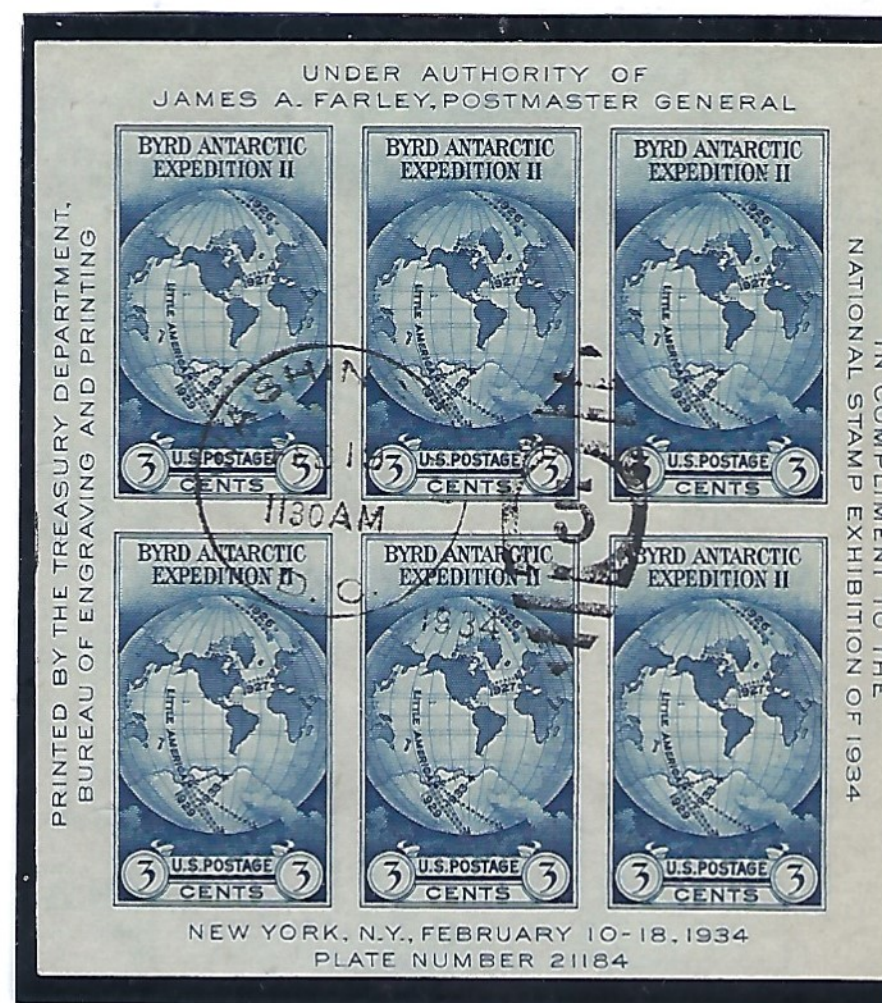
RELEASE #2 - "FARLEY IMPERFORATE"
WASHINGTON PHILATELIC BUREAU - 19 FEB 1934

Upon assuming his postal duties in 1933, as Postmaster General, Farley had instituted a policy of having multiple first days of issue per stamp, from limited access outlets, and excluding elements of the general public from initial access to new issue of stamps, thus enhancing demand.

During his tenure 75 different stamps were given this treatment. The "Admiral Byrd" souvenir sheet was one such issue and its "second" day of issue was on February 19, 1934 at the Philatelic Bureau in Washington, D.C. No formal First Day of issue cover was to be produced, however innovative philatelist's trumped the US Post by Modifying NY Exhibition covers or creating their own.

As a result of the Exhibition restrictions, the issue of restricted issuing finally came to a head and caused an uproar, with the issue being raised before Congress, who in turn determined this could no happen again, and ordering all 75 stamps to be reissued.

Right: "Farley Imperforate" pane dated WASHINGTON DC, FEB 19 1934 1130AM



Second "First Day of Issue": Washington Philatelic Bureau "Farley Imperforate"
 Dated WASHINGTON DC, FEB 19 1934 11AM – "Beverly Hills" Cover

“FARLEY IMPERFORATE” ANTARCTIC USE

During the 1934/35 Antarctic winter Byrd's support ship, *Bear of Oakland*, wintered over at Dunedin, during which time an estimated 62,000 items of additional “Second Cancellation Mail” were delivered for onward shipment along with the 1935 relief team to Byrd's Antarctic base, Little America. As the *Bear of Oakland* sailed Dunedin on 02 January 1935 and the 3rd version of the “Farley Imperforate” was not released in the USA until March 15 1935, only the first two release versions of the “Farley Imperforate” made it to the Antarctic continent for postal use.

The postage rate to and from USA to Little America (Antarctica) & return was a single Byrd 3cent stamp (perforated or imperforate) however a single transit fee of 50cents per cover was required to be paid to the Byrd Expedition for return transit. All return mail was via special sealed bags, via Dunedin, Wellington, thence the Pacific route on the SS *MARAPOSA* finally to San Francisco where it was processed



1935 US Post Office at Byrd's Antarctic Base
Little America.

US Postal Inspector/cancelling expert “travelling technician” Mr Charles F Anderson (left) at the cancellation machine. Replacement Postmaster for Mr. Leroy Clarke.

Anderson, here accompanied by Harold June of the expedition's Aviation Department (right) cancelled mail from January 19 to February 4, 1935

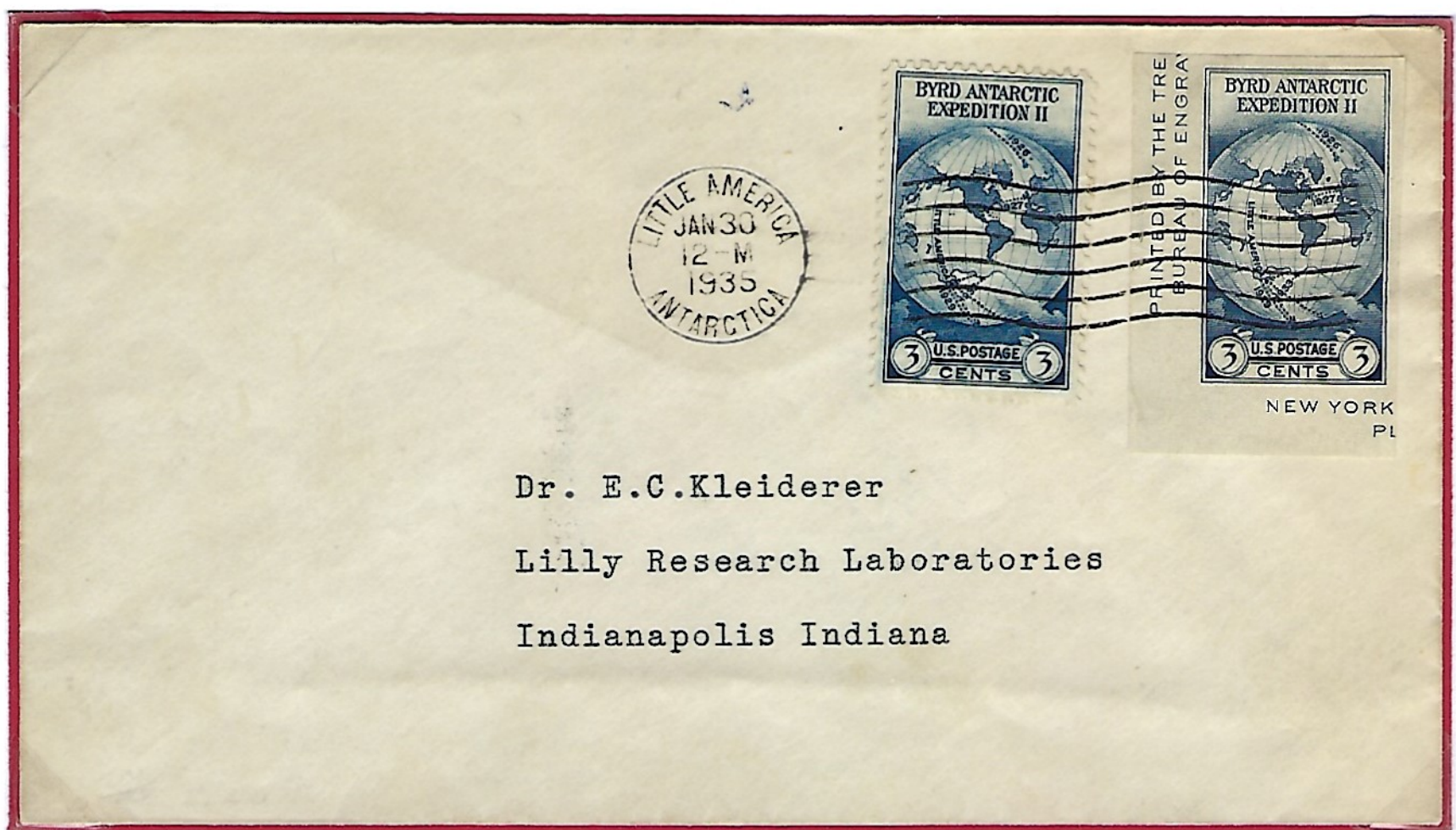


Little America Jan 30 1935 – “Farley Imperforate” pane & 4c George Washington reprint
Double cancellation: Hand cancel Type III “*Droopy Killers*” & Machine cancel Long Type V
Second Cancellation Mail Penguin Cachet Type V – 1934

"FARLEY IMPERFORATE" - ANTARCTIC USE



**Little America Jan 30 1935 - Anderson Hand cancel Type II Variation (bottom killer to left)
Penguin Cachet Type 1 (on reverse) - 1934 "Farley Imperforate" pane – Philatelic use**



**Little America Jan 30 1935 Anderson Machine cancel Long Type VI (spaced variety)
Penguin Cachet Type V (on reverse)**

Mixed Stamps (unusal): single 1933 Byrd perforate stamp & 1934 Farley Imperforate (single) – Philatelic use

WASHINGTON PHILATELIC BUREAU - MARCH 15, 1935, "FARLEY'S FOLLIES" REPRINT

On March 15, 1935, the group of previously dual issued stamps, generally referred to as "Farley's Follies" (after the Postmaster General) were reissued at the Philatelic Bureau in Washington, D.C. The souvenir sheet reissued was again sold imperforate and un-gummed, but also to collector's surprise, in full sheets and groups of panes. The full sheets made it possible for collectors to create the souvenir panes in multiple joined miniature sheets; to obtain pairs of stamps with either horizontal or vertical gutters between; as well as blocks of 4 showing both the horizontal and vertical gutter separating the four stamps.



WASHINGTON PHILATELIC BUREAU - MARCH 15, 1935, "FARLEY'S FOLLIES" REPRINT



Release 3 Reprint

First Day of Issue

MAR 15 1935

Washington

"Farley Imperforate", two part pane centre horizontal gutter block

Philatelic Use

Scare Untrimmed Sheet

In relation to the plates: "the layout was entered on a chromium steel plate which was in turn was chromium plated and the letters "F C S" (in capitals with the "F" half the height of the "C S") were entered at the top of the plate about 1/2 of an inch above the centre of the second pane. Due to the distance from the panes, the marks were cut off in trimming the sheets into single panes. A very small number of "Release 3" sheets missed the trimming process.

"Farley Imperforate"
1st and 2nd Pane
with vertical gutter

"F C S."

Dated Brooklyn NY,
Kensington JUN 10
10AM, 1935

Received Cincinnati
JUN 11, 1935 (on
reverse)

