



UNITED STATES
POSTAL SERVICE

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POSTAL NEWS

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CHIPPENDALE CHAIR STAMP NEWEST ADDITION TO AMERICAN DESIGN SERIES

**Postal Service's new 4-Cent Definitive Stamp will be dedicated at
Postage Stamp Mega Event**

WASHINGTON – The United States Postal Service will issue a new 4-cent definitive stamp as part of its American Design series at noon on March 5 at the American Stamp Dealer's Association (ASDA) Postage Stamp Mega Event, Madison Square Garden, 4 Pennsylvania Plaza, New York, N.Y. The event is free and open to the public.

"The stamp features a stylized treatment of a Chippendale chair made in Philadelphia between 1760 and 1765," said Vinnie Malloy, New York District Manager/Postmaster, U.S. Postal Service, who will dedicate the stamp. "And the Postal Service is proud to commemorate a style of furniture popular in the American colonies."

Expected to join Malloy at the ceremony are Elizabeth C. Pope, President, American Stamp Dealer's Association; Leigh Keno and Leslie Keno, antique experts, appraisers and co-hosts of "Find!", a weekly series airing on PBS; and Raschelle Miley, New York District Marketing Director, U.S. Postal Service.

The Chippendale style of furniture was named for the English cabinetmaker Thomas Chippendale (1718-1779), whose book "The Gentleman and Cabinet-Maker's Director" (1754) influenced furniture design on both sides of the Atlantic. His works were known for their carved decorations and elaborate chair backs. In America, the style varied by region, with Philadelphia artisans producing the most extensively ornamented furniture.

Made of mahogany, the Chippendale chair depicted on the stamp features artist Lou Nolan's stylized treatment of a Chippendale side chair, or chair without arms. The artist based his design on a chair that is part of the collection of decorative arts in the Diplomatic Reception Rooms at the U.S. Department of State in Washington, D.C., while the colors Nolan used for the wood and seat cover give the stamp design a contemporary feel.



The intricately patterned back of the chair features spiral ornaments called scrolls as well as carvings of a tassel and a shell. Another shell decorates the front of the seat. This exquisite chair has graceful cabriole, or curved legs. Not shown on the stamp are the claw-and-ball feet, which resemble the claws of an animal grasping a sphere.

The American Design series began in May 2002 with the 5-cent American Toleware stamp, followed by American Clock (2003) and Tiffany Lamp (2003). Reflecting the rich diversity of American design, the series showcases objects from various areas, regions and ethnic cultures that combine utility with beauty and function with form. The American Design series replaces the 1981-1995 Transportation series. The stamps in the American Design series vary in denomination from one cent through ten cents.

To see the Chippendale Chair stamp and other images from the 2004 Commemorative Stamp Program, visit the Postal Store at www.usps.com/shop and click on "Release Schedule" in the Collector's Corner.

Current U.S. stamps, as well as a free comprehensive catalog are available by toll-free phone order at 1 800 STAMP-24. A wide selection of stamps and other philatelic items are also available at the Postal Store (www.usps.com/shop), and www.postalartgallery.com offers beautifully framed prints of original stamp art for delivery straight to the home or office.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to more than 141 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$68 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 43 percent of the world's mail volume - some 202 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.

(more)

TECHNICAL DETAILS

Issue: *Chippendale Chair*
Item Number: 100400
Denomination & Type of Issue: 4-cent definitive
Format: Pane of 20 (1 design)
Series: *American Design*
Issue Date & City: March 5, 2004, New York, NY 10199
Designer: Derry Noyes, Washington, DC
Artist: Lou Nolan, McLean, VA
Engraver: N/A
Art Director: Derry Noyes, Washington, DC
Typographer: Derry Noyes, Washington, DC
Modeler: Joseph Sheeran
Manufacturing Process: Offset
Printer: Ashton Potter (USA) Ltd. (APU)
Printed at: Williamsville, NY
Press Type: Steven's, Vari-size Security Press
Stamps per Pane: 20
Print Quantity: 100 million stamps
Paper Type: Nonphosphored, Type III
Adhesive Type: Pressure Sensitive
Processed at: Ashton Potter (USA) Ltd.
Colors: PMS 476 (Brown), PMS 477 (Brown),
PMS 7407 (Tan), PMS (172) (Orange)

Stamp Orientation: Vertical
Image Area (w x h): 0.73 x 0.84 in./18.542 x 21.336 mm
Overall Size (w x h): 0.87 x 0.98 in./22.098 x 24.892 mm
Full Pane Size (w x h): 5.35 x 4.93 in./135.89 x 125.222 mm
Plate Size: 120 stamps per revolution
Plate Numbers: "P" followed by four (4) single digits
Marginal Markings: © 2003 USPS • Price • Plate Numbers on four corners •
Plate Position Diagram • Barcodes on four corners on back of
pane

Catalog Item Number(s): 110420 Block of 4 — \$0.16
110430 Block of 10 — \$0.40
110440 Full Pane of 20 — \$0.80
110462 First Day Cover — \$0.79

HOW TO ORDER THE FIRST DAY OF ISSUE POSTMARK

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local post office, by telephone at 1 800 STAMP-24, and at the Postal Store at www.usps.com. They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

CHIPPENDALE CHAIR COMMEMORATIVE STAMP
POSTMASTER
421 EIGHTH AVE RM 2029B
NEW YORK NY 10199-9991

After applying the first day of issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by April 5, 2004.