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**AMERICAN TOLEWARE STAMP REISSUED AT THE
AMERICAN STAMP DEALERS ASSOCIATION SUMMER POSTAGE STAMP SHOW**

SANTA CLARA, CA — A first-day-of-issue ceremony for the reissued 5-cent American Toleware definitive postage stamp was held today at the American Stamp Dealers Association Summer Postage Stamp Show in Santa Clara, CA. The stamp was issued in a new pane of 20 format and was originally issued in 2002 as the first postage stamp in the American Design series.

The American Toleware stamps are available at Santa Clara Post Offices today and at Post Offices and Philatelic Centers nationwide June 26.

“Two years ago when we introduced the American Design series of stamps, we hoped they would be a hit with customers and collectors,” said David Failor, Executive Director of Stamp Services, U.S. Postal Service, and stamp dedicating official. “Reissuing the Toleware stamp in a new pane format is confirmation that the series has quickly become one of the more popular in recent history. It’s a thrill for us to feature the unique artwork of America’s great designers on our everyday, work-horse postage stamps.”

Joining Failor at the ceremony were Joe Savarase, Executive Vice President, American Stamp Dealers Association; Edward Hines, Treasurer, American Stamp Dealers Association; and Catherine Shearer, Postmaster, Santa Clara Post Office, U.S. Postal Service.

The 5-cent definitive American Toleware stamp features artist Lou Nolan’s painted detail of a black toleware coffeepot decorated with red flowers; purple forget-me-nots; and yellow, green and orange leaves, from the Winterthur Museum in Delaware. Curators at Winterthur believe that it was manufactured in Philadelphia between 1850 and 1875. Derry Noyes of Washington, DC, was the designer and art director for this stamp.

To see the Toleware definitive stamp pane and other images from the 2004 Stamp Program, visit the Postal Service website and view this news release at www.usps.com/shop. Click on “Release Schedule” in the Collector’s Corner.

The American Design series showcases objects from various regions, eras and ethnic cultures that combine utility with beauty and function with form. It replaced the long-running Transportation series, which was issued from 1981 through 1995. The stamps in the American Design Series vary in denomination from one through ten cents.



Toleware is japanned (varnished) or painted tinware fashioned into a variety of household objects, including teapots, coffeepots, cups, trays, and candlesticks, which are decorated with motifs such as fruits and flowers. Typically these designs, in colors such as deep red, green and pumpkin yellow, are either hand-painted or stenciled onto a black background of asphaltum – a naturally occurring tar-like substance – mixed with varnish. Produced primarily in New England and Pennsylvania, American Toleware was especially popular during the 19th century.

Current U.S. stamps and stationery, as well as a free comprehensive catalog, are available by toll-free telephone order at 1 800 STAMP-24. A wide selection of stamps and other philatelic items also are available at the Postal Store at 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 about 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 46 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.

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