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**COLLECTIBLE PRESIDENTIAL INAUGURAL ENVELOPE, EDUCATIONAL  
OLD GLORY PRESTIGE BOOKLET, ADD HISTORICAL COLOR TO  
INAUGURAL KEEPSAKE SET**

WASHINGTON – Presidential campaign memorabilia, patriotism and the history of Old Glory will be highlighted Jan. 20 as the Postal Service commemorates the 2005 Presidential Inauguration by issuing an Inaugural Keepsake Set. The set includes a specially designed Inaugural envelope with photos of President George W. Bush and Vice President Richard B. Cheney along with a 26-page educational stamp booklet that recounts the colorful history of the United States flag through nearly 100 photographs, and includes twenty 37-cent stamps.

“Despite our nation’s incredible capacity for innovation and change, tradition lies at the heart of our shared American heritage. And nothing says that better than Old Glory—the red, white and blue,” said Postmaster General John E. Potter. “An important part of that tradition is the inauguration of our President, amid a sea of colorful flags, bunting and other symbols of patriotism. The Inaugural Keepsake Set, which includes the Old Glory Prestige stamp booklet, perfectly captures this exciting emotion that is at the heart of our democracy,” explained Potter.

The colorful Inaugural Keepsake envelope is based on a Presidential campaign postcard from the early 1900s.

The Old Glory Prestige stamp booklet shows how parade decoration posters and other patriotic displays were used to communicate to Americans while giving us a look at how the Stars and Stripes were used to tell our nation’s story.

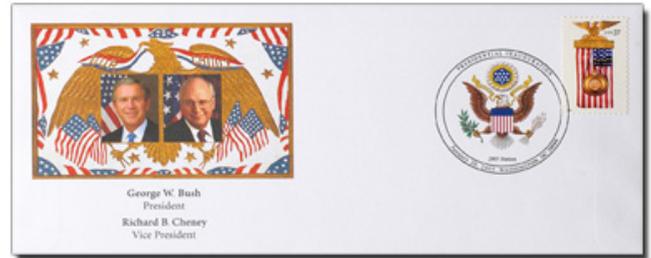
**Inaugural Keepsake Set: Envelope**

The \$11.95 Inaugural Keepsake Set, available Jan. 20, includes a special color Inaugural postmark on a full-color envelope bearing photographs of the President and Vice President set into a reproduction of a historic Presidential campaign postcard. To add historical color,



each envelope bears an Old Glory prestige commemorative flag stamp and is packaged with an educational stamp set containing images of the flag throughout the nation's history, and twenty 37-cent stamps.

As an added convenience during Inauguration Day activities, Washington, DC, customers may obtain the collectibles from mobile Post Offices located in the city's high-traffic areas. Specific locations will be identified soon. The Post Office in President Bush's hometown, Crawford, TX, also will offer these collectibles Jan. 20.



### **Inaugural Keepsake Set: Old Glory Prestige Booklet**

Issued in 2003 and containing two pages of 10 stamps each (five designs), the Old Glory prestige booklet vividly illustrates examples of America's colorful patriotic heritage through nearly 100 photographs taken from collections at the American Folk Art Museum in New York City, the Smithsonian Institution's National Museum of American History in Washington, DC, and other well known collections. In addition to the photographs, a comprehensive narrative (attached to release) describes the countless ways images of the flag were used as backdrops to promote everything from patriotism to political advertising to piggy banks.



[ [View PDF of the complete Old Glory Prestige stamp booklet](#) ]

The five stamp designs are:

- a 19th-century hand-painted carving of a woman proudly holding aloft a sword and flag;
- an 1888 presidential campaign badge with a photograph of Benjamin Harrison;
- the top portion of a silk bookmark that was woven at the World's Columbian Exposition in 1893;
- an example of 20th-century folk art featuring Uncle Sam riding a high-wheel bicycle; and
- a modern folding fan with a flag design.

The stamps were designed and art directed by Richard Sheaff of Scottsdale, AZ. Sheaff has been a design consultant to the Postmaster General's Citizens Stamp Advisory Committee and in that capacity has been responsible for the design or art direction of more

than 200 U.S. postage stamps. Sheaff also designed the Inaugural color postmark and served as art director for the Inaugural envelope.

The Inaugural Keepsake Set can be purchased through the Postal Store at [usps.com](http://usps.com), through the Philatelic catalog by calling toll-free 1-800-STAMP24 (1-800-782-6724), and at Post Offices that display select retail merchandise. [Advance orders for the Inaugural Keepsake Set may be placed at The Postal Store.](#)

Since 1775, the Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to more than 142 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 \$69 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 206 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.

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*Following is text from the Old Glory Prestige stamp booklet that contains nearly 80 photographs. This \$7.40 booklet containing twenty 37-cent stamps is included in the Inaugural Keepsake Set and is also available separately.*

### **Old Glory** **A Beloved National Symbol Woven into the Fabric of American Life**

The American flag is a powerful graphic design. Ever since the flag Resolution of 1777 authorized the first official flag, the stars and stripes of Old Glory, in many variations, have graced virtually every segment of American culture. The flag has appeared in patriotic displays and political campaigns, fraternal graphics and folk art, even Indian art; it has also been featured on war bond posters and parade decorations, postcards and postage stamps, letterheads and sheet music, uniform patches and baseball caps.

In this small booklet, we offer a representative sampling . . .

For several decades after our nation's birth, the American flag was seen infrequently. Other national symbols—eagles, shields, the female personifications of Liberty, Columbia, and Freedom—were often chosen to evoke the grandeur and spirit of the United States. The male figure of Brother Jonathan occasionally appeared, later followed by Yankee Doodle and Uncle Sam. Only during the Civil War did display of the Stars and Stripes become commonplace. The American flag has been prominently waved during every United States war period since.

With standard rates and prepayment of postage, Americans took to the mails. From the Civil War onward, the flag often adorned envelopes and letter sheets alike, both personal and

commercial. Flag cancellations were widely adopted from the Spanish-American War through World War I.

Postcards are popular today, but they were nothing less than a national craze from the 1870s to the 1940s. Patriotic postcards were especially popular throughout World War I. The fourth of July was celebrated with increased extravagance . . . and even the holidays of Easter and Thanksgiving were made into flag-waving events. Many hundreds of patriotic postcards were designed, and thousands of them were sold and sent. During the Victorian era, children (small, handheld flags) and politicians (stars and stripes throughout their campaigns) took to the American flag with gusto.

Both the advertising business and the display of the Stars and Stripes blossomed during the Victorian era, so perhaps it was only natural that marketers appropriated the flag and other related national symbols to promote their goods and services. By invoking Uncle Sam or Old Glory, many advertisers tried to imply all-American worthiness and even government approval. The Stars and Stripes seemed to be everywhere—as did Uncle Sam, Columbia, Liberty, and the American eagle—sharing space with a host of products.

Using flowers, political buttons, faces and countless other objects, designers have constructed American flags in ways both wonderful and weird. An embossed tin sign for soup, circa 1900, was an advertising masterpiece of the Victorian era as well as an anticipation of later pop art. In the 1920s rising sentiment against uncontrolled representations, and concern over the lack of uniformity in the banner itself, prompted patriotic groups to formulate flag code etiquettes. Many of these were incorporated into a 1942 act of Congress establishing guidelines for the flag's use and display.

Photographs of soldier formations—meticulous arrangements of thousands of military personnel—were once all the rage. Often they depicted patriotic symbols such as the flag, the Liberty Bell, and the Statue of Liberty. One memorable image features a dapper Uncle Sam; sporting stars and stripes, he has been a favorite figure since the War of 1812. Also popular were “living flags” made up of civilians—often in bleachers—wearing clothing of red, white, and blue. Various schools, other institutions, and nurseries created flag-design floral arrangements.

Among the most popular icons of American culture, the flag and its colors have appeared on an astounding array of items. Streamers of red, white, and blue—and images of the flag itself—are used as backdrops and centerpieces for nearly all political advertising. Stars and stripes show up on school tablets, corporate letterheads, labels, annual report covers, fabrics, magazines, and greeting cards. And we are not at all surprised to find flags on key chains, salt and pepper shakers, wrapping paper and folding chairs, as well as on neckties, towels, jewelry, and penny candies.

Old Glory takes many forms—from the official version we so proudly wave and display to countless derivative designs—and its elements appear on a myriad of objects. Like the George Washington portrait on the dollar bill, the rural couple in Grant Wood's *American Gothic*, and the

Statue of Liberty, the symbolic and graphically appealing design of the U.S. flag has often been adapted for a variety of purposes and causes. Eye-catching flag-derived patterns began to be included in American Indian art by the early 1870s, and they became relatively common between 1880 and 1900.

The American flag is as popular now as it has ever been. After the terrorist attacks on September 11, 2001, people from all walks of life, all across the United States, began flying the Stars and Stripes from their home and vehicles. Every store, it seemed, was handing out flag pins and decals to an eager, receptive public, who reached for Old Glory to express unity and resolve. Today, more than they have in recent decades, American are displaying this powerful national symbol with pride, emotion, and a renewed allegiance to the republic for which it stands.

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