



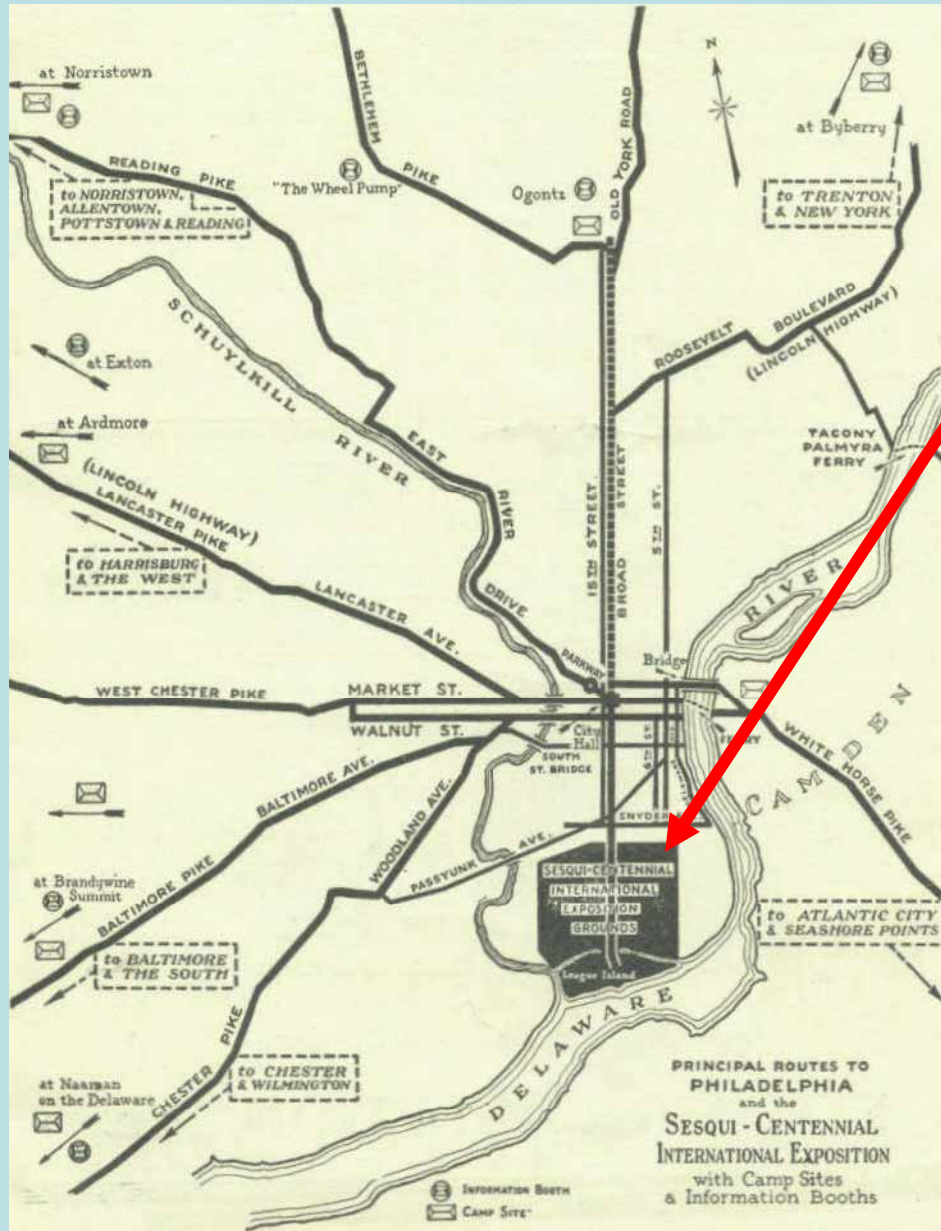
Sesquicentennial International Exposition

Philadelphia, Pennsylvania

June 1 - Dec.1, 1926

18555

Location of Exposition



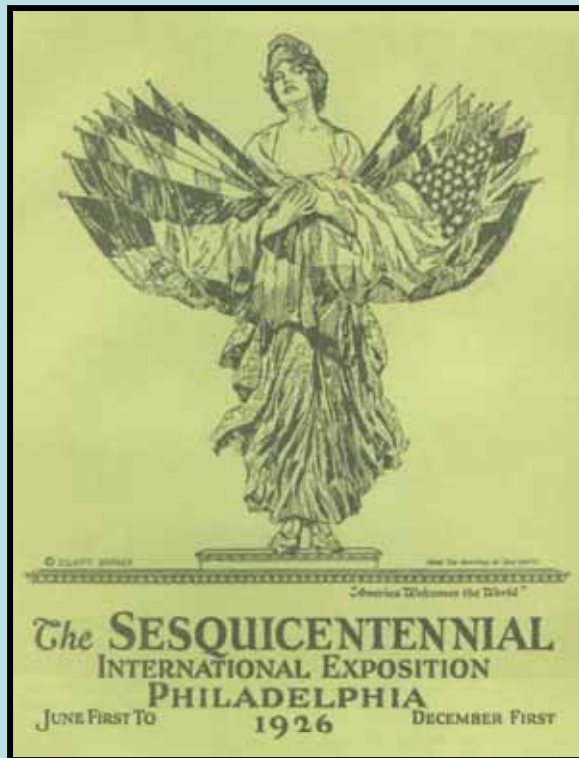
The Sesquicentennial grounds were located at the end of Broad Street, just above the League Island Navy Base

The project was started in 1921, with the incorporation of the Sesquicentennial Exhibition Association

The grounds, mostly undeveloped swampland, located in South Philadelphia, involved filling in of hundreds of acres and construction of major buildings and venues.

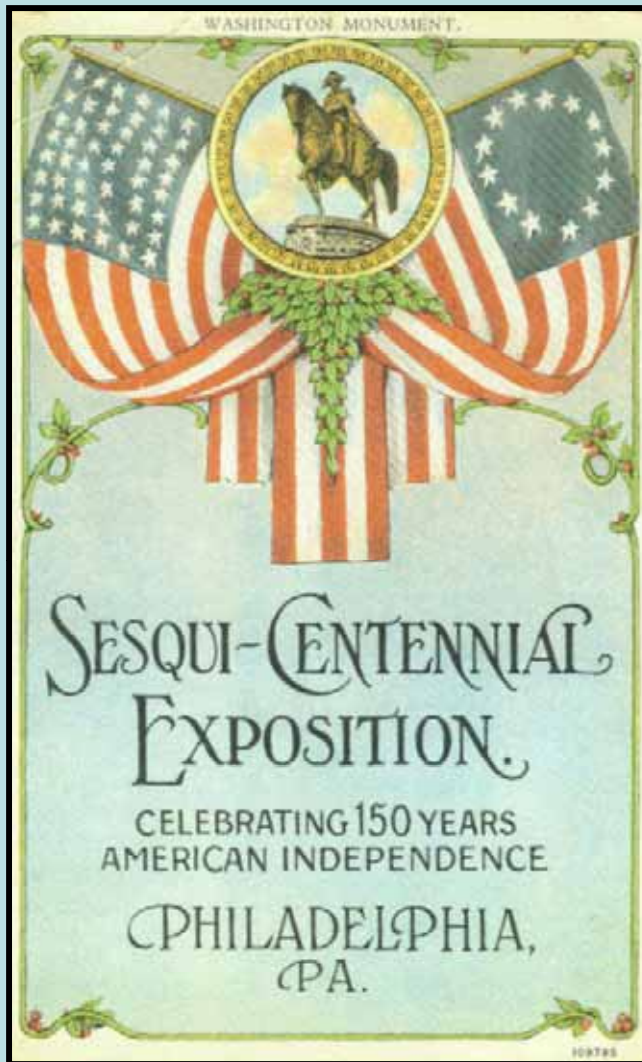
The Federal Government allocated \$2,186,500 for participation in the Exposition, \$250,000 of that grant to be used for repairs to the Naval Base, which would be open to the public.

36 Million visitors were expected during the 6 months of operation, with exhibits from 43 countries, 16 states, the Federal Government and US Military. Hundreds of individual companies also would provide displays and exhibits.



pre-opening publicity brochures were produced using artist illustrations

The Post Office would issue a stamp, a stamped envelope, and authorize two Contract Air Mail routes (CAM). The US Mint would issue two commemorative coins, and the US Navy would open the Naval Base to all visitors.



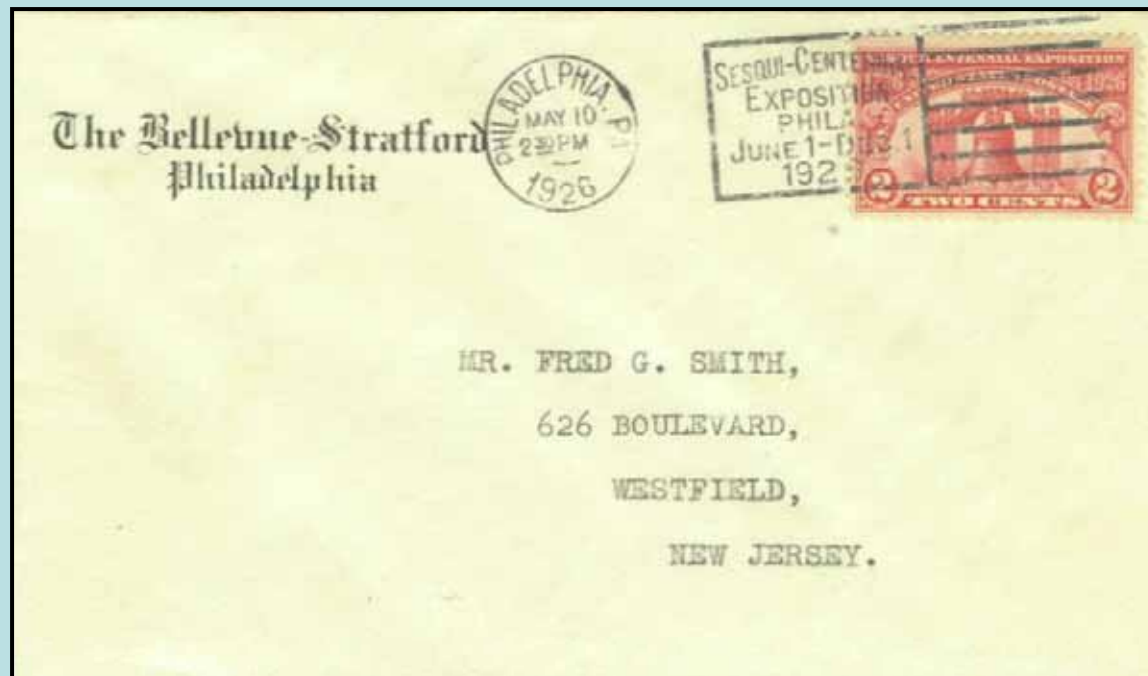
Pre-opening publicity included post cards inviting the nation and world to attend the Sesquicentennial to help celebrate 150 years of American Independence.

First Day of Issue – Sesquicentennial Exposition 2 cent stamp

May 10, 1926

Designed by Aubrey Huston, printed in plates of 200, issued in panes of 50. Total quantity issued was 307,731,900 – a high figure for commemorative stamps in 1926.

There were a total of 92 plates utilized in this long production run.



First Day Cover using the Sesquicentennial Slogan Cancel
Philadelphia, Pennsylvania

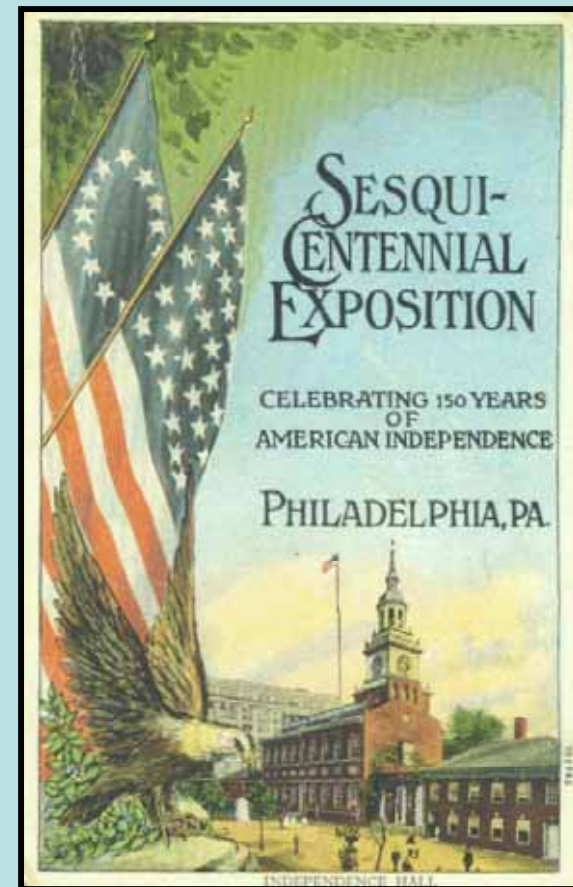
First Day of Issue – Other First Day Cities



Boston,
Massachusetts

Washington,
District of Columbia





Music was written
"Meet me in
Philly, Billy"

Labels were printed





This sheet of 8 stamps was produced by Craig, Finley & Co. Lithographers, Philadelphia PA

“Cinderella” labels were produced by a number of printers and publishers in the Philadelphia area.



U. S. Mint



George Washington / Calvin Collidge

The Treasury Department authorized two US Commemorative Coins. The Mint at Philadelphia produced 141,120 Half Dollars. This coin was the first to portray a sitting US President – Calvin Collidge. Designed by John R. Sinnock



Liberty Bell



"Liberty holding the Decoration of Independence

The Philadelphia Mint also struck a \$2.50 (quarter eagle) Gold Commemorative coin 46,019 were produced Designed also by John R. Sinnock



Independence Hall



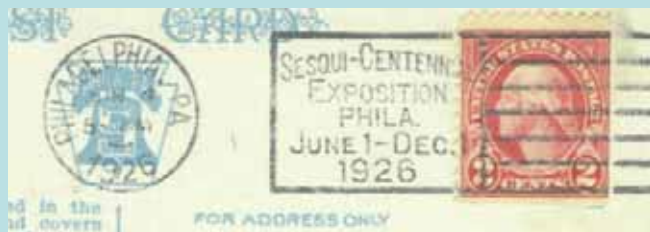
Washington, with 13 stars, Liberty Bell

The Mint had an exhibit in the "Government Palace" they made "Sesquicentennial Dollars" which were the OFFICIAL MEDALS of the Exposition. Struck in Copper, Bronze, Brass and Nickel. They were sold at the display. Designed by Albin Polasek

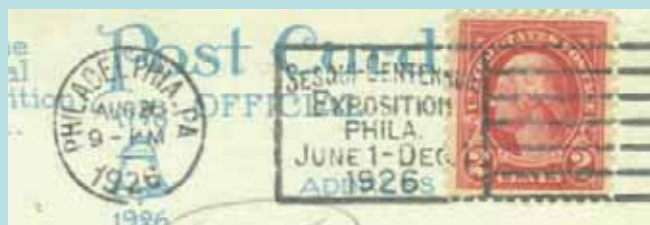


Liberty riding Pegasus

The Post Office Department authorized the Philadelphia Post Office to utilize advertising slogan cancellation devices to advertise the Sesquicentennial. These International Machine cancels were handcut, resulting in nine variations, some ever so slight. Earliest known usage for all was May 8 (type 2), with last known usage December 29 (type 3)



Type 1 – Thin lettering in dater dial.
Wide space between PHILADELPHIA and PA.
Comma after PHILADELPHIA, no period after PA



Type 2 – Thin lettering in dater dial.
Narrow space between PHILADELPHIA and PA.
Comma after PHILADELPHIA, no period after PA



Type 3 – Larger lettering in dater dial.
Narrow space between PHILADELPHIA and PA.
Comma after PHILADELPHIA, no period after PA
Second from top line of canceller is missing



Type 4 – Larger lettering in dater dial.
Narrow space between PHILADELPHIA and PA.
Comma after PHILADELPHIA, period after PA.
Second from top line of canceller is missing



Type 5 – Thin lettering in dater dial
Wide space between PHILADELPHIA and PA
Period after PHILADELPHIA, No period after PA.



Type 6 – Wide space between PHILADELPHIA and PA.
In canceller, the 1 of 1926 is slightly right of “E” in JUNE



Type 7 – Number “2” in dater dial
Comma after PHILADELPHIA and period after PA.
Second from top line of canceller missing



Type 8 – Number “3” in dater dial
Period after PHILADELPHIA. No period after PA
Sixth from top line of canceller is missing



Type 9 – Number “5” in dater dial
Period after PHILADELPHIA. No period after PA
Sixth from tip line of canceller is missing.

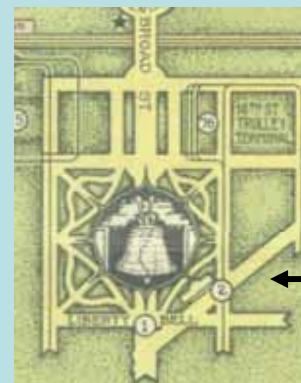
Commercial use of Slogan Cancels



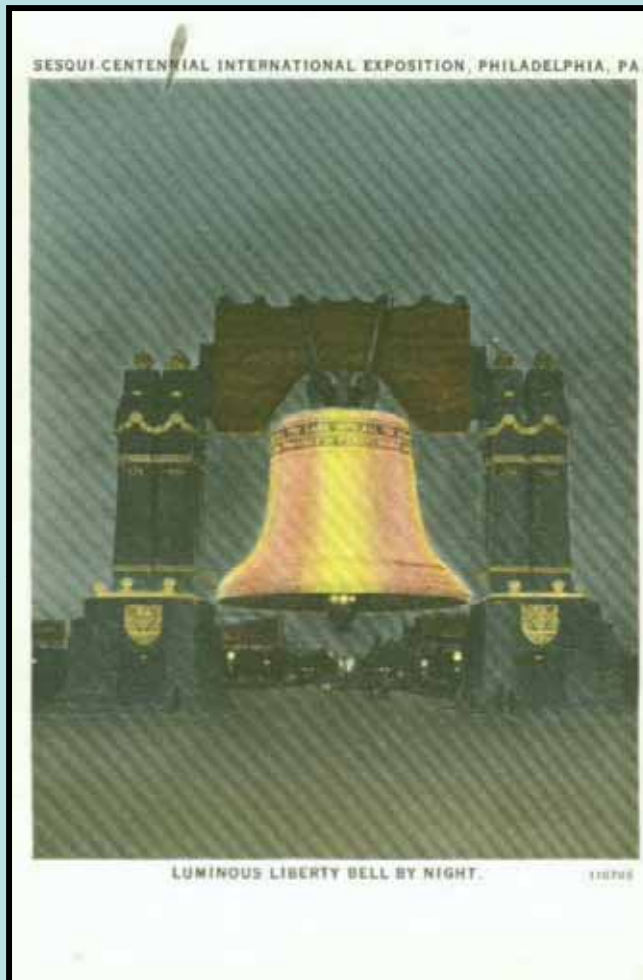
WELCOME TO THE SESQUICENTENNIAL EXHIBITION !



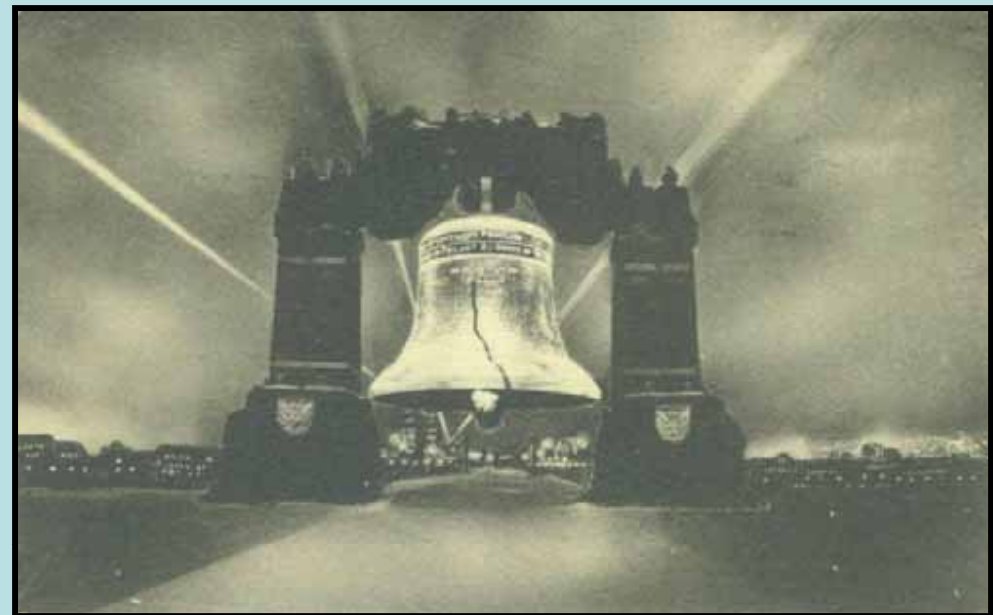
Located on Broad Street at Oregon Avenue, the Colossal Lighted LIBERTY BELL. Illuminated by 26,000 15-watt light bulbs, it was over 80 feet high, straddling Broad Street at what is now Marconi Plaza. It was built at a cost of over \$100,000, constructed of concrete, steel, plaster and wood. It was truly the fitting symbol of the Sesquicentennial – and put you “in the mood” as you continued south on Broad, to purchase your ticket.....



Admin Bldg. Located at
Moyamensing Avenue at
South 16th. Street



Night views of the Liberty Bell were spectacular, with the 26,000 bulbs shining and the Exposition beyond



OFFICIAL SESQUI CENTENNIAL DAILY PROGRAM *and* GUIDE



Sunday, September 26, 1926

Come with me for a visit to the
“Sesqui”, enjoy the sights, mail
a letter at the “Model Post
Office”, see the exhibits.

Visit exotic lands.

Have a bite to eat, see
“money” made, view the ships,
watch for the airplanes and
dirigible, visit the new stadium,
look at the art – enjoy yourself.

← Here's your program !

Here's your ticket !





Our Reference Map for our visit to the Sesquicentennial

From Oregon Avenue and Broad Street,
south to the Main Gate of the US Navy
Base.

West from 9th. Street to 22nd. Street

Over 2,000 acres of Buildings, Displays and
Exhibits, including the Navy Base.

45 Major Buildings

250 Pavilions, booths and stands

4 Flying Fields

25 Foreign Nations participated.

Gigantic Stadium seating 86,000 built, a
pageant called "Freedom" with over 3,000
performers in the cast.

Estimated cost \$26 million

Opening Day – May 31st.



Entrance Plaza at Broad Street at Packer Avenue.
First day attendance was 55,509 paid admissions,
plus 26,975 free admissions



Admission was \$.50 for adults, \$.25 for children
Opening ceremonies were conducted by
Philadelphia Mayor (and Exhibition Chairman)
W. Freeland Kendrick, US Secretary of State
Frank Kellogg, and US Secretary of Commerce
Herbert Hoover.

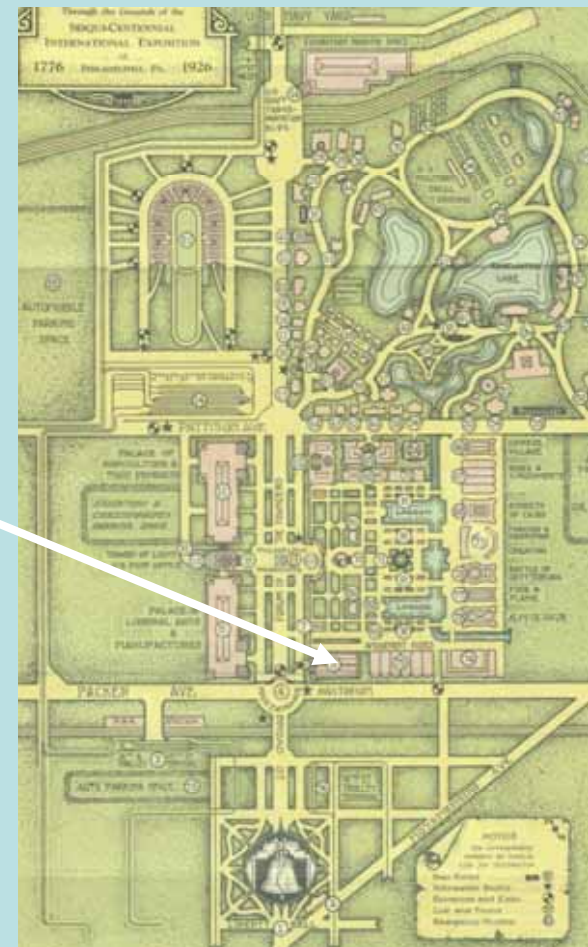
Exposition postmarked at the
Model Post Office

Let's Go to the Expo !

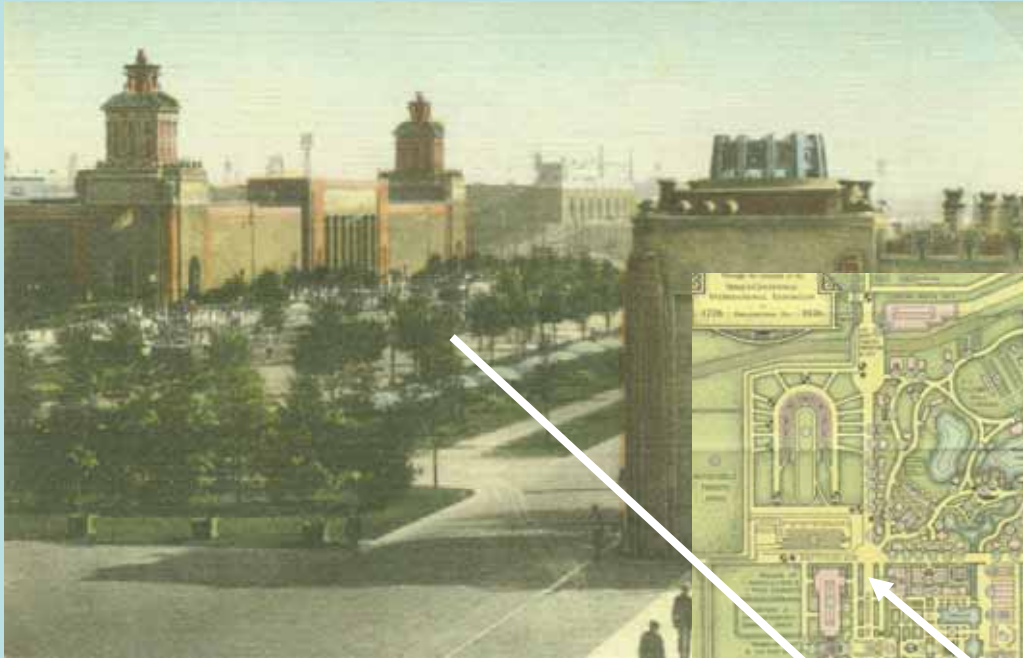


During the Exposition, there were numerous events, including 32 concerts by the Philadelphia Orchestra, 16 religious meetings, professional tennis matches, a AKC dog show with 2,200 plus entrants. A number of organizations also used this venue to hold their national conventions.

Just inside the main entrance, on the west side of Broad Street, a huge Auditorium and Convention Center – with 10,000 seats, utilizing 113,000 sq. ft.

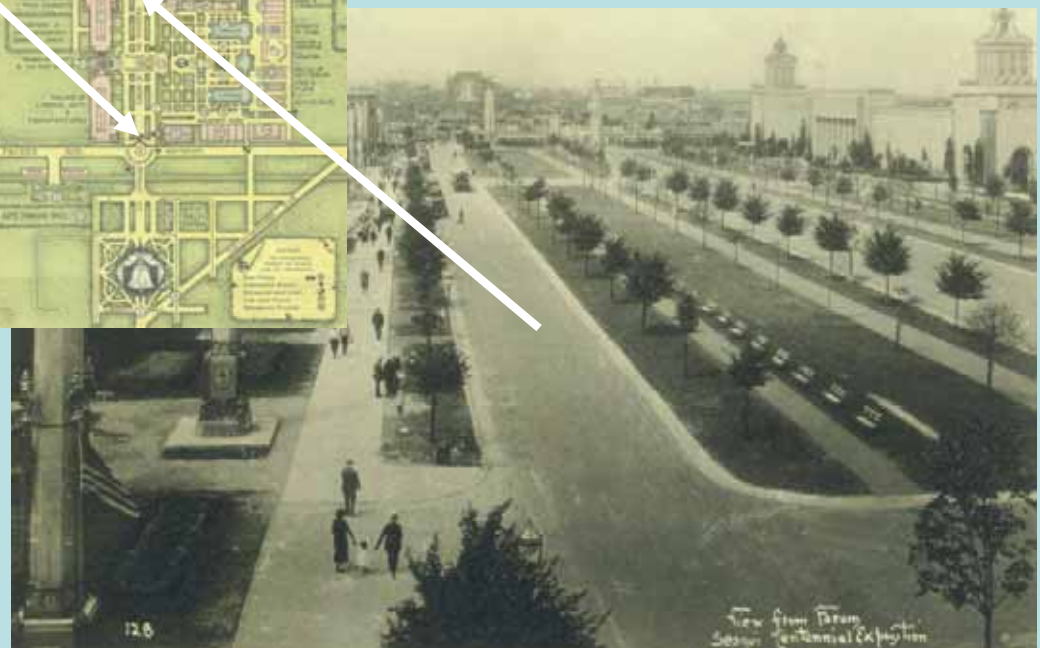
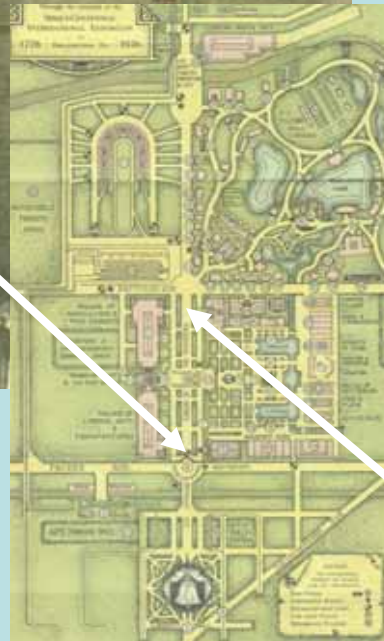


Heading South on Broad Street



Looking South from the main entrance, the great tree-lined boulevard, which extended from Packer Avenue to Pattison Avenue.

Looking North to the main entrance, you can see the huge Liberty Bell, over six city blocks away



Palace of Liberal Arts and Manufacturing

5:—Entrance Niche Liberal Arts Palace, Sesqui-centennial



International Exposition, Philadelphia, Pa.

City block long
exhibition building
East side of Broad
Street

Housed 200 exhibits
within 338,000 sq. ft.

From simple booths
to elaborately
constructed
displays.



8:—Corner Entrance to Palace of Liberal Arts, Sesqui-centennial



International Exposition, Philadelphia, Pa.

Commercial Exhibits



J. B. VanSciver Co
Camden, NJ

Model of Furniture Factory
Palace of Liberal Arts
and Manufacturing

International Business
Machine Co.

Business Machine Exhibit
Palace of Liberal Arts
and Manufacturing



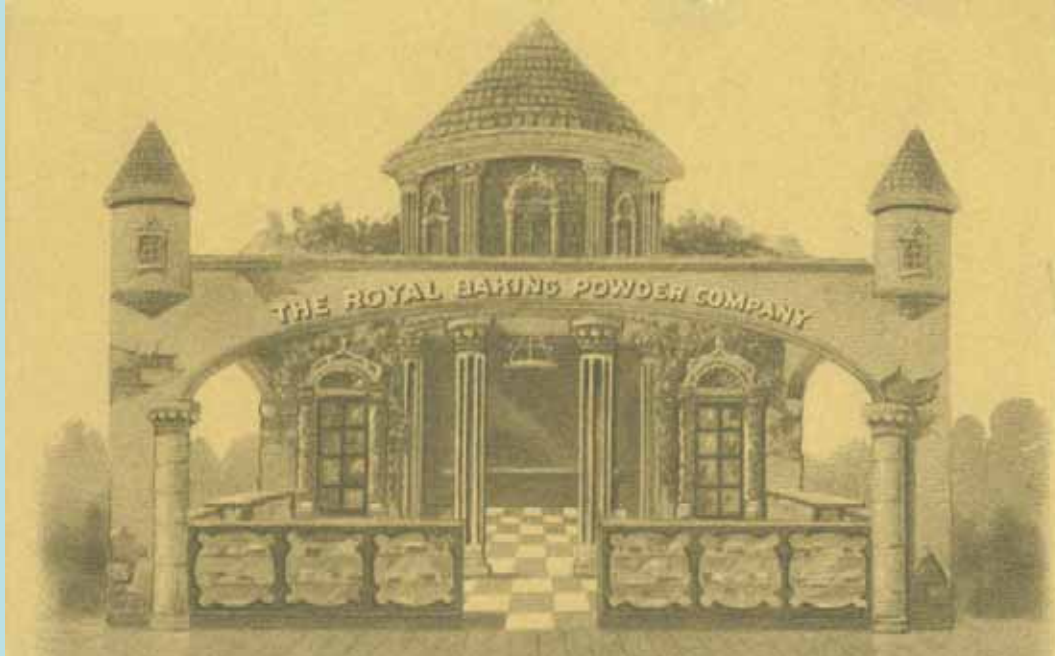
Exhibit of International Business Machines Corporation, Palace of Liberal Arts and Manufactures, Sesquicentennial Exposition, Philadelphia

Commercial Exhibits

The John Wanamaker Store

“Evolution of the American Flag” Exhibit

Palace of Liberal Arts
and Manufacturing



Royal Baking Powder Company

One of the few products being exhibited
at the Sesquicentennial that was
also exhibited fifty years ago at the
Centennial Exposition
Philadelphia 1876

Palace of Liberal Arts
and Manufacturing

Commercial Exhibits



Japan Tokyo Gabori
Association

Post Card Advertisement

Exhibit of
the Ivory Merchants Assn.
of Toyko

Palace of Liberal Arts
and Manufacturing



Palace of Agriculture



Another city
block building,
largest of all,
with
367,500 sq. ft.
of exhibition
space



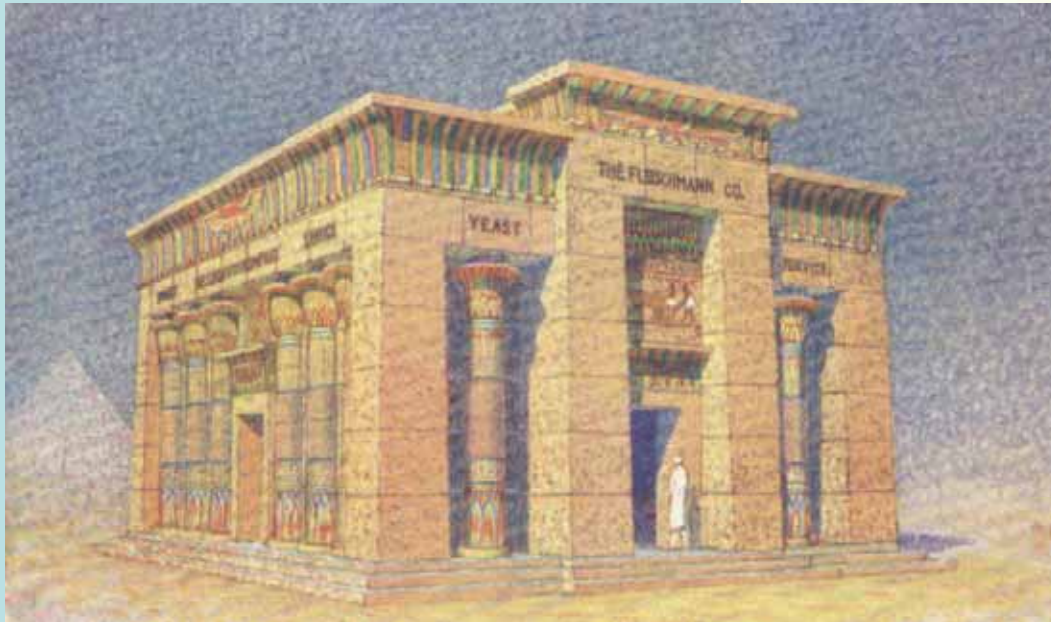
Exhibited within were
agricultural products and
goods from around the world



Commercial Exhibits

Santos Coffee “Eight O’Clock” Coffee Sold at A & P Stores

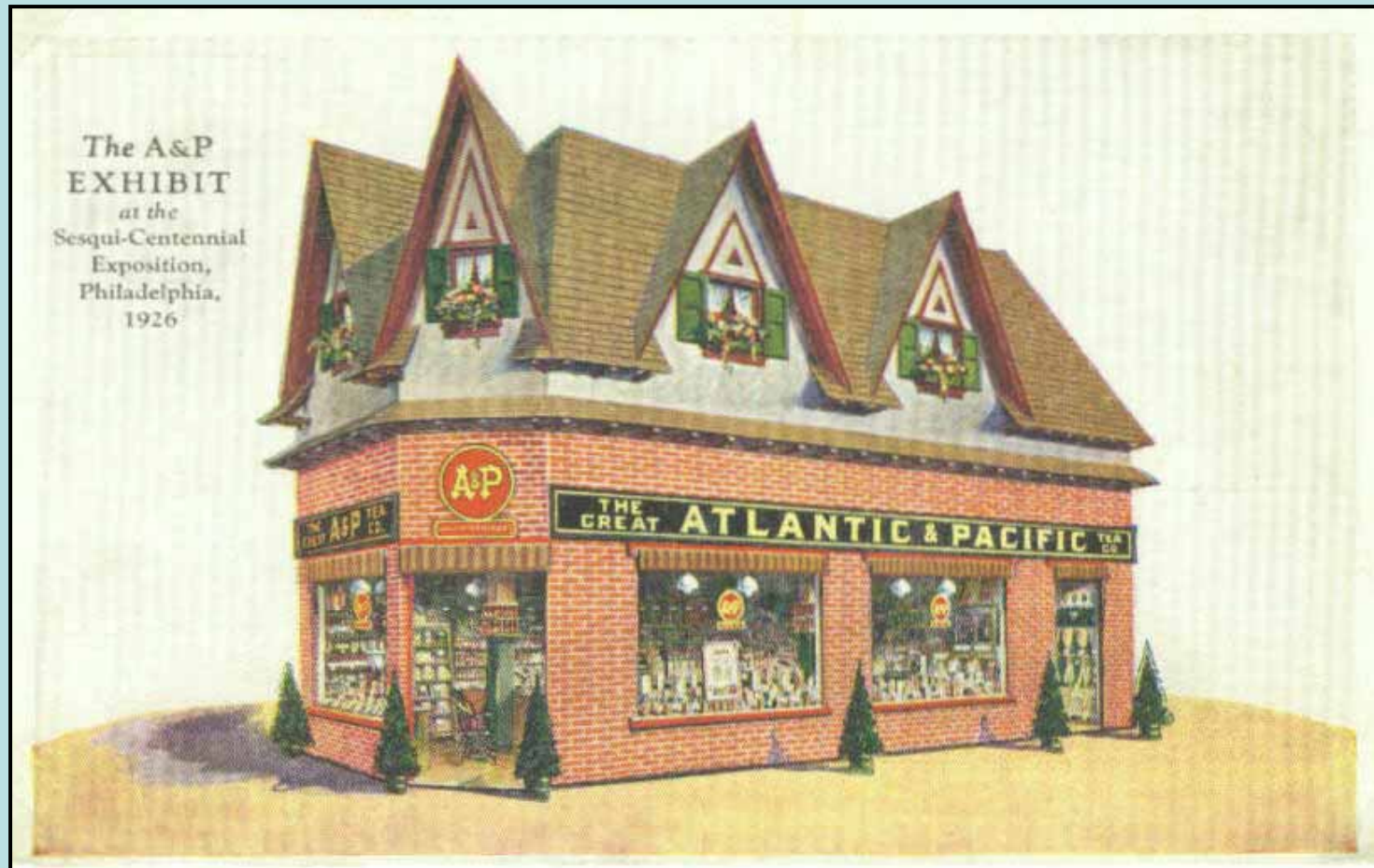
Palace of Agriculture



Fleischmann Exhibit Palace of Agriculture



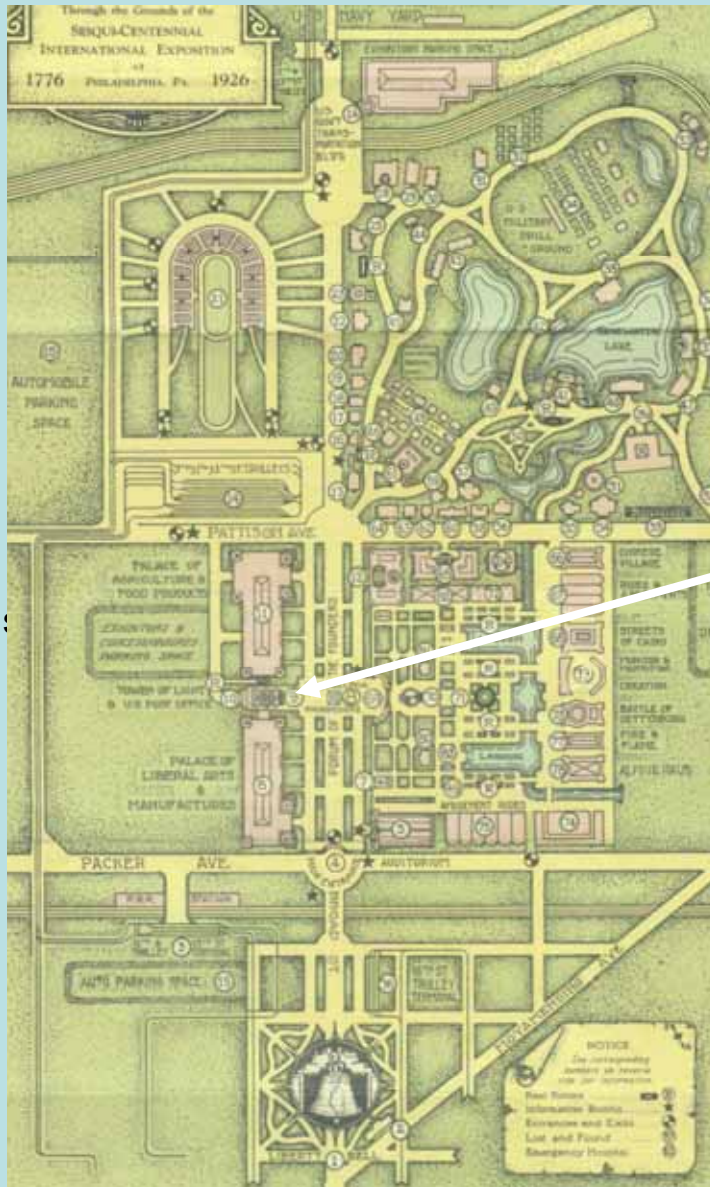
Commercial Exhibits



The Atlantic & Pacific Tea Company exhibit

Located in the Palace of Agriculture, a mock-up of an A&P grocery store, Containing samples of virtually every product found in one of the sales outlets

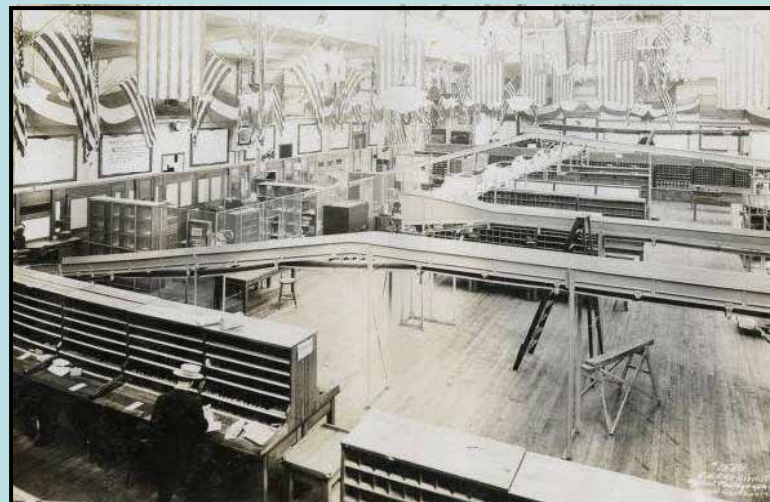
“Tower of Light” and Model Post Office



Situated between the Palace of Liberal Arts and the Palace of Agriculture, the “Tower of Light” housed the **MODEL POST OFFICE**

This was a fully operational post office, with a gallery 10 feet above the floor “behind” the counter area. A constant stream of visitors would be able to observe operations of a **MODERN Post Office**

Model Post Office – Located beside the “Tower of Light”, between the Palace of Liberal Arts and the Palace of Agriculture, opened for business on May 28, three days prior to the official opening of May 31, 1926



Model Post Office

MODEL POST OFFICE SESQUICENTENNIAL EXPOSITION PHILADELPHIA, PENNSYLVANIA

VIEW FROM GALLERY OPERATIONS OF MODEL POST OFFICE

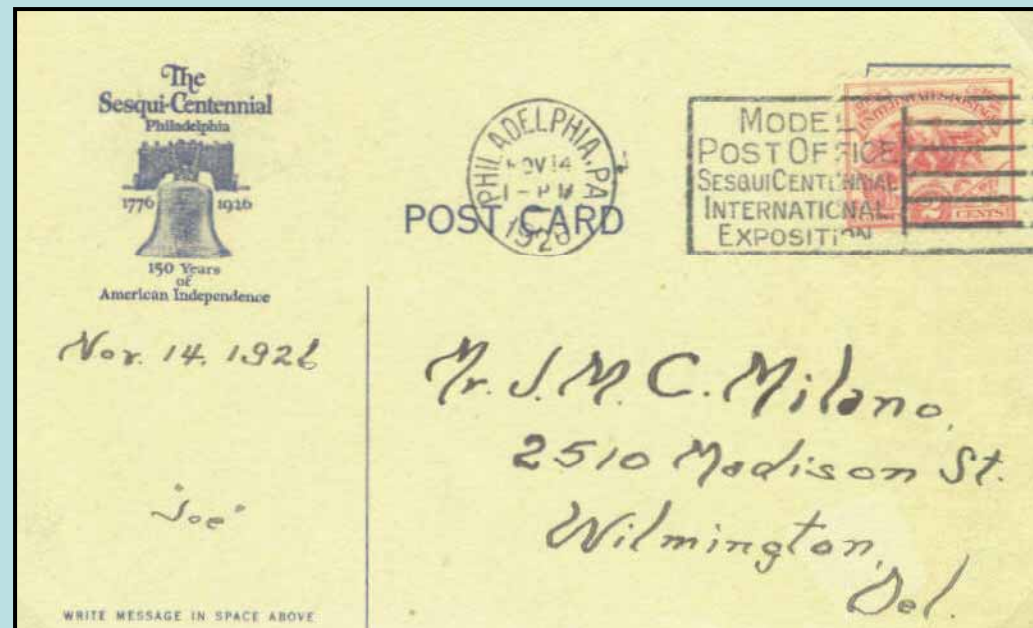
Early Postal records, reports and guides.
Articles used in mail order medical frauds.
Tools, guns, portraits of notorious criminals.
Chart of Post Office Department organization.
Postal Motor Vehicle Service.
Pneumatic tube for mail transportation.
Alaskan dog sledge mail conveyance.
Air mail plane and operating equipment.
Postage stamps, past and present issues.
Articles lost in the mails.
Properly and improperly prepared parcels.
Undeliverable letters and dead letter facts.
Directory clerks searching for correct addresses.
Machine making Government stamped envelopes.
Postmarking and canceling machine.
Mail boxes, pouches, sacks.
Post route maps of all States.
Model of a Railway Post Office car.
(See full size Railway Postal Car at Transportation Building.)

ALSO OTHER INTERESTING EXHIBITS

THE POST OFFICE SERVICE IS YOUR SERVICE

The equipment was standard Post Office equipment, supplied by the Federal Equipment Company. After the exhibit closed, the equipment was utilized by other Philadelphia Post Office branches. The Model Post Office opened for business May 25, prior to the grand opening of the Expo, and remained open until the end of December, 1926. The report of the Model Post Office to the Postmaster of Philadelphia for operational period -

Stamps Sold	\$ 60,458.68	Metered Mail Handled	\$ 12,510.00
Domestic Money Orders	\$ 110,866.16	Registered Letters Handled	5,748
Money Order fees	\$ 655.08	C O D Packages Handled	4,036
Intl. Money Orders	\$ 10,861.75	Insured Packages Handled	7,629
Intl. MO fees	\$ 118.30		
Postal Savings Sold	\$ 7,416.30		
Postal Savings Paid Out	\$ 3,616.00		



Model Post Office “free” postcard given to patrons, who could write a message at one of the writing tables, and mail with Model Post Office cancellation.

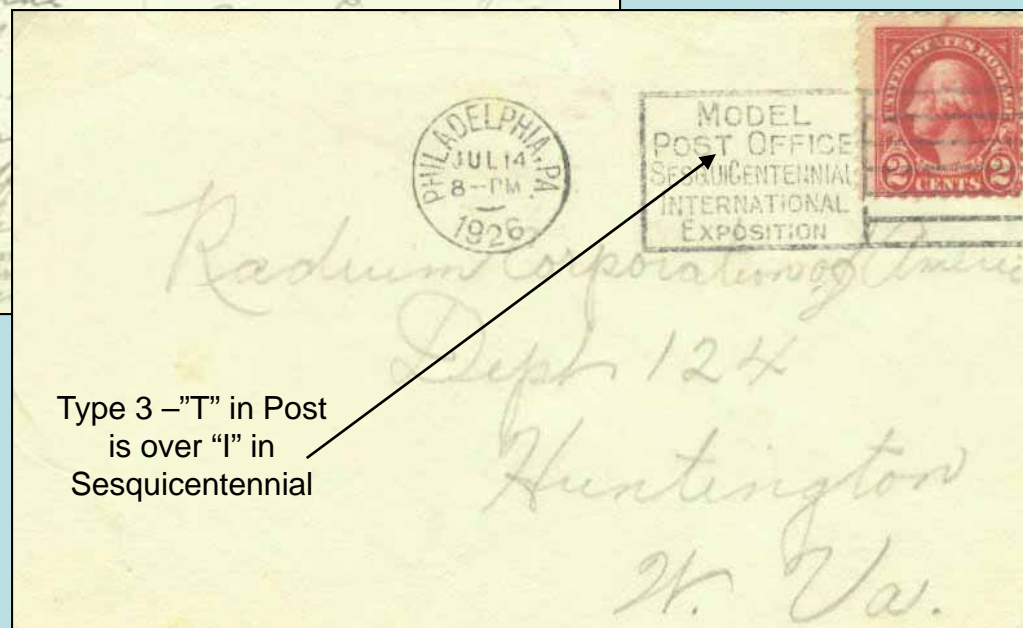


Type 1 – "T" in Post
is over "C" in
Sesquicentennial



Type 2 – "T" in Post
is over space
between "I" and "C" in
Sesquicentennial

Model Post Office Cancellations
International Machine cancels
3 different canceller dies used
during Exposition.



Type 3 – "T" in Post
is over "I" in
Sesquicentennial

Model Post Office Hand Cancel Devices



STEEL HANDSTAMP

EKU – July 27
LKU – December 1

REGISTERED steel handstamp with
4 – bars - Model Post Office
EKU – May 31 LKU – October 19

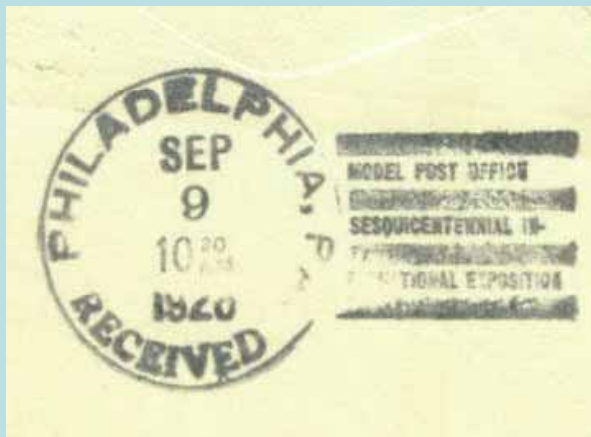


STEEL HANDSTAMP

With 4 bars

Model Post Office
EKU – July 4
LKU – November 30

Oval Double Ring with S. C. in inner ring undated



RECEIVED

steel handstamp with
4 – bars
Model Post Office
EKU – July 7
LKU – September 9



Steel with numeral postmark device



Steel handstamp with the year 1926 outside the circular dater of 25mm.
#1 within the barred-oval canceller

Earliest Known Usage – July 27 / Last Known Usage December 1

Steel with 4 bar killer postmark device



Large dater circle of 31mm, no wording at the bottom of dater circle. Hour indicia may be in 1 or 2 lines. Four thick solid bars in canceller.

Between the bars —
MODEL POST OFFICE
SESQUICENTENNIAL IN-
TERNATIONAL EXPOSITION

Earliest Known Usage – July 4 / Last Known Usage November 30

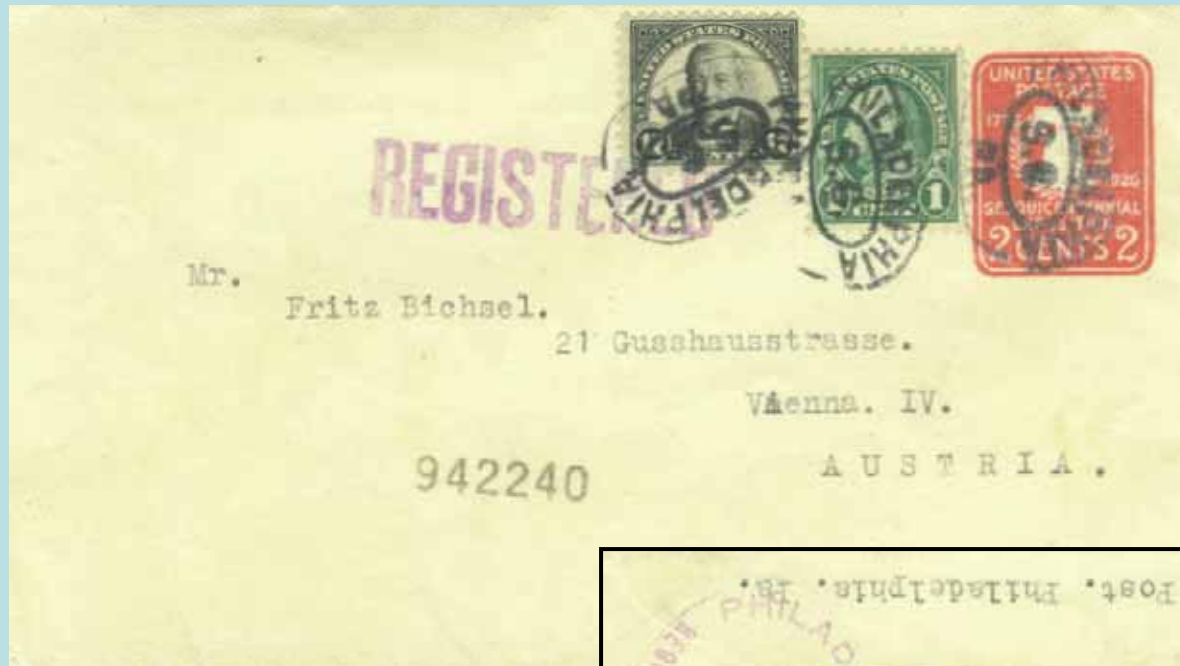
“Received” Postmark device



RECEIVED at bottom of dater circle.
Used as receipt device for mail to be
delivered at the Exposition to Box
Holders, Businesses or Exhibitors,
and General Delivery addressees

Earliest Known Usage – July 7 / Last Known Usage September 9

“Oval Double Ring” and “Registered” Postmark devices

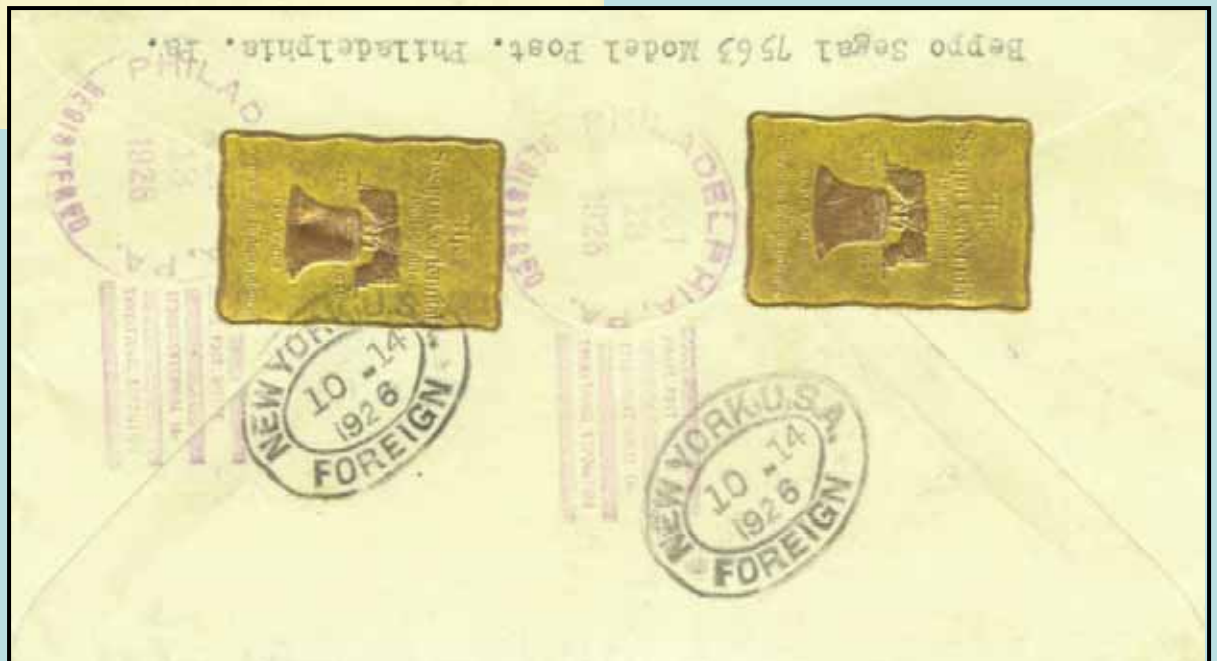


Double Oval killer cancel used on Registered and Parcel Post items only. No Date

A unique cover, Registered, addressed to Austria, with a return address to a Post Office Box at the Model Post Office, with “Cinderella” Exposition labels.

Registered Mail Cancel
Found as a security cancel
and dater on back of
registered mail.
Only purple ink cancels
are known.

Earliest Known Usage – May 31
Last Known Usage – October 19



Mail to Foreign Destinations from Model Post Office

Post Card to Hamburg, Germany



Letter to St. Johns, Newfoundland



Broad Street between Packer and Pattison Avenues



Palace of Agriculture Tower

13 Columns lined Broad Street. Known as the "Founders Pylons" they represented the 13 colonies. Each column had the State name, along with the names of the signers of the Declaration of Independence from that state. Illuminated at night with a powerful searchlight projecting skyward, they provided a fantastic effect for that time period.



Founders Pylons

Broad Street

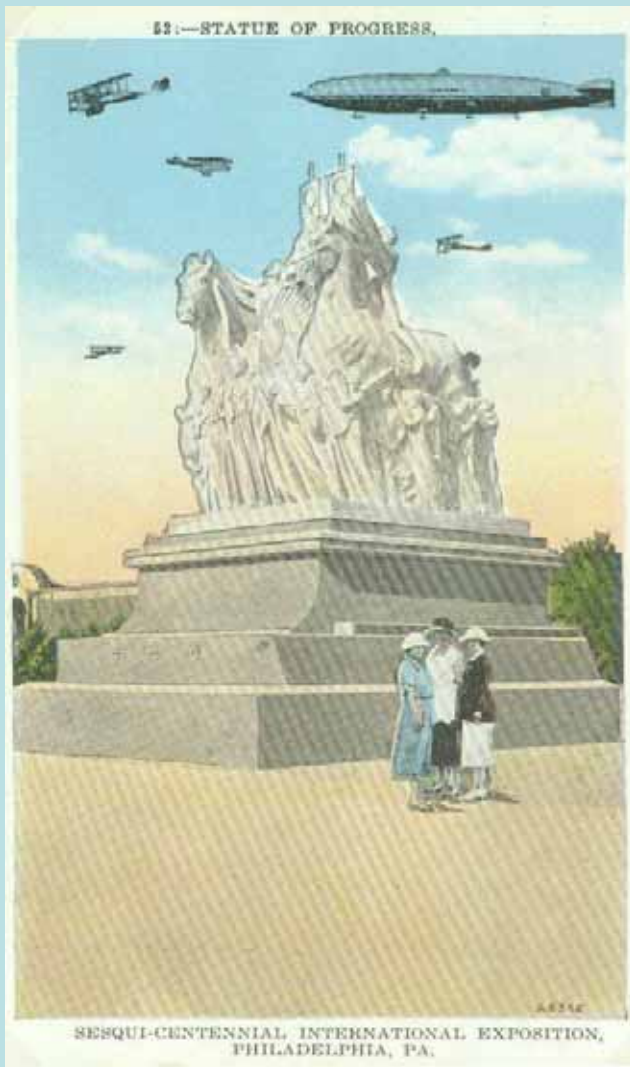


“Party Car”
Electric powered
tour buses were operated
by Philadelphia Rapid Transit
specially built trams

“Party Car”
in front of the
Palace of Agriculture



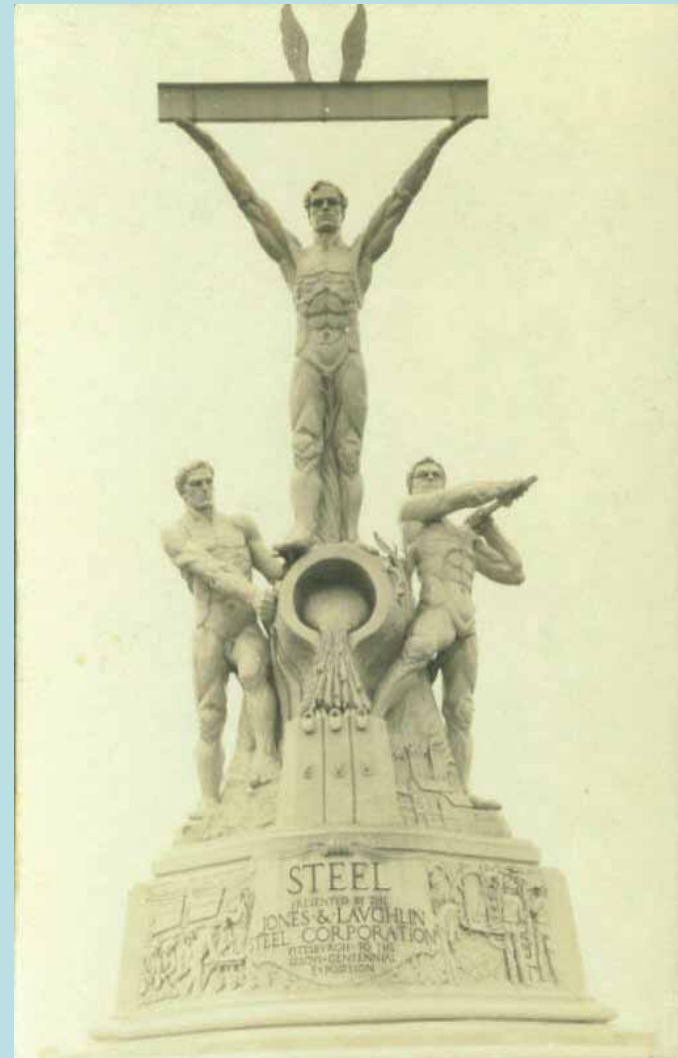
Broad Street Views



“PHILADELPHIA PROGRESSIVE”

Left
“Philadelphia Progressive”
by Charles E. Taft, who
also was Director of
Sculpture for the Expo.
Situating in the middle
of Broad Street directly
between the two palaces

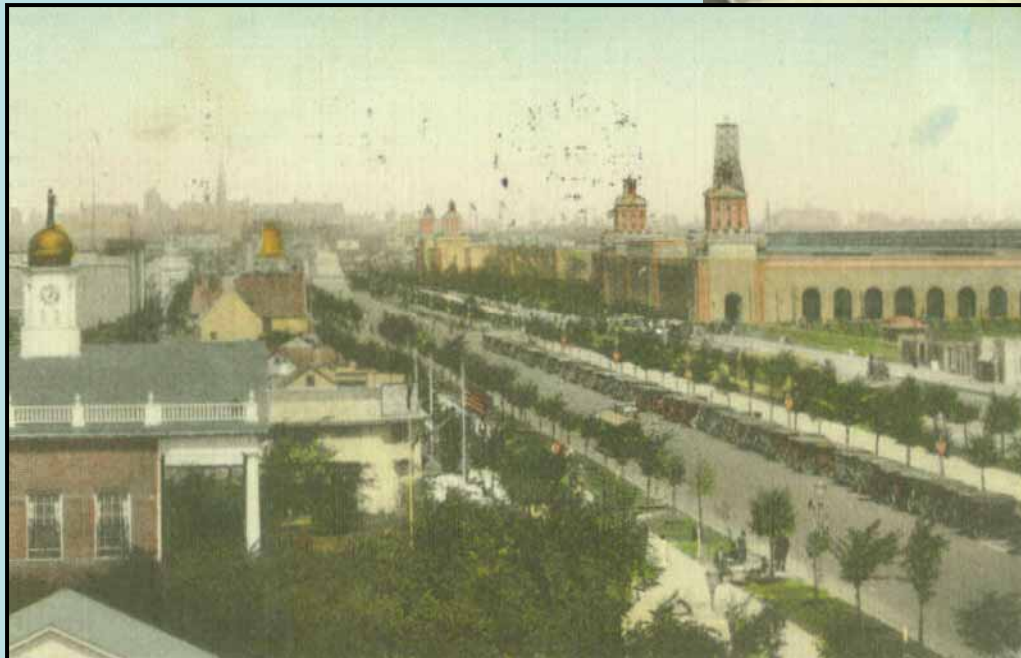
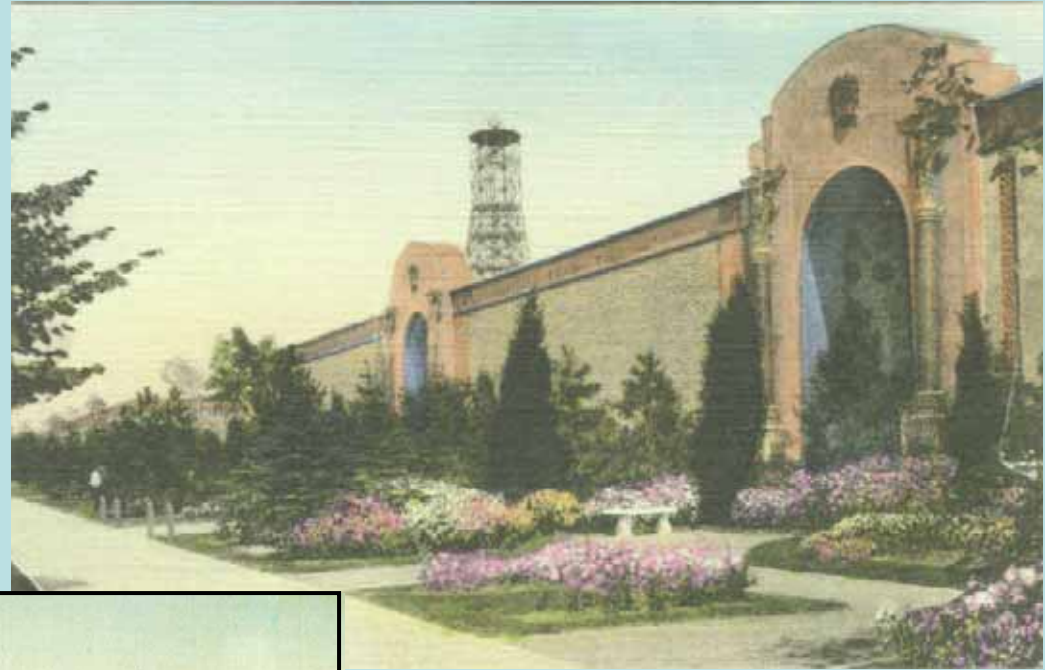
Right
“STEEL”
Presented to the
Exposition by
Jones & Laughlin
Steel Corporation
Pittsburg, PA.
Massive sculpture
70 feet high
depicting the steel
industry stands near
the entrance to the
Navy Base



“STEEL”

Views along Broad Street

Gardens and Façade
Palace of Liberal Arts and
Manufactures
“Tower of Light” in background



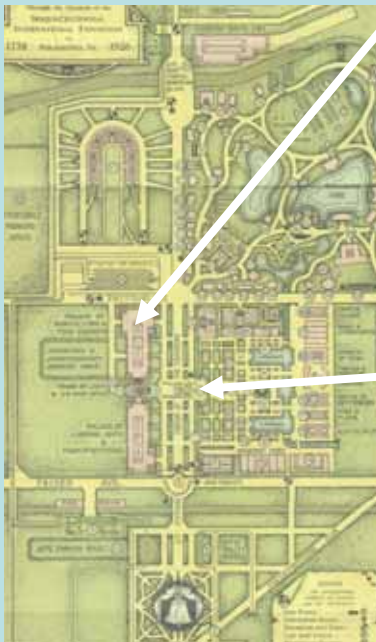
Looking North
Note the size of the
Palace of Agriculture and
Palace of Liberal Arts

Views along Broad Street

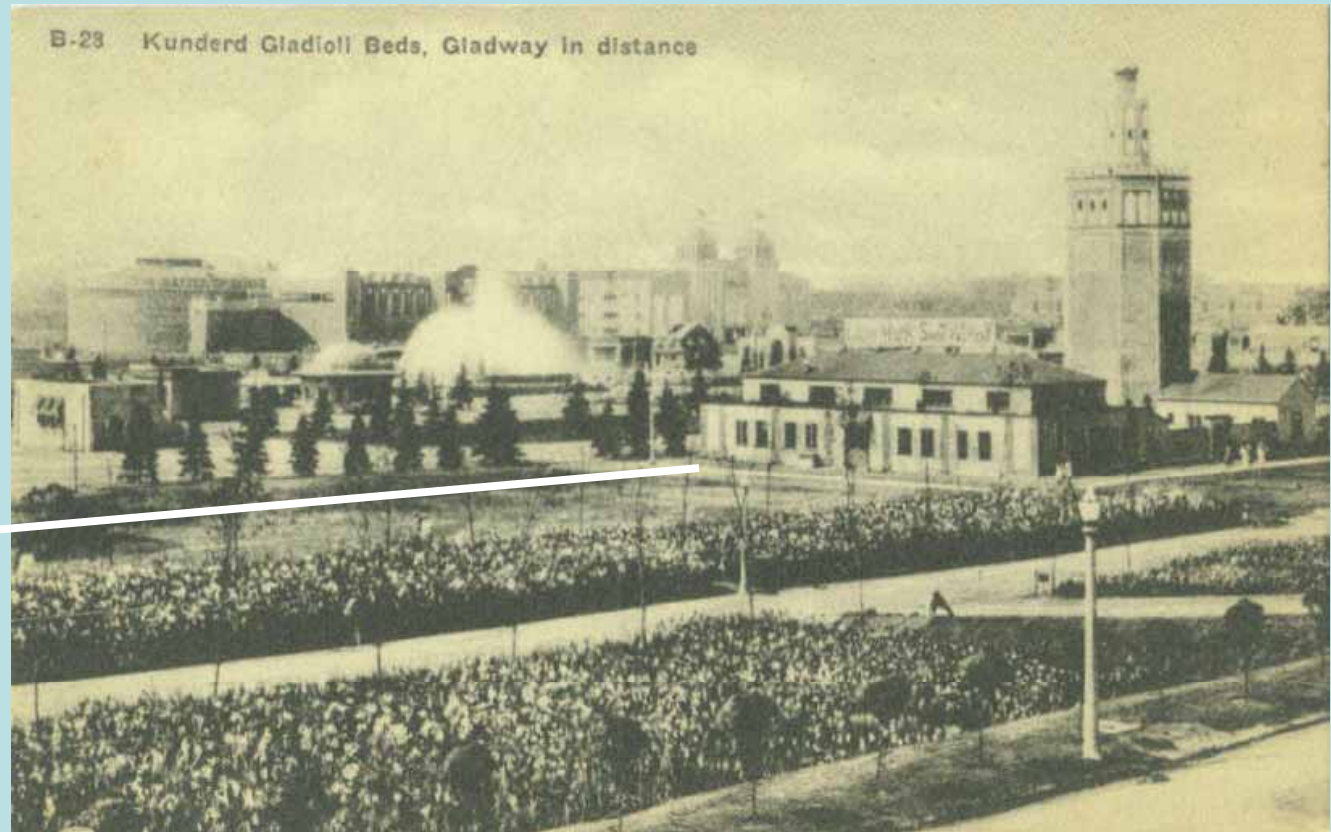
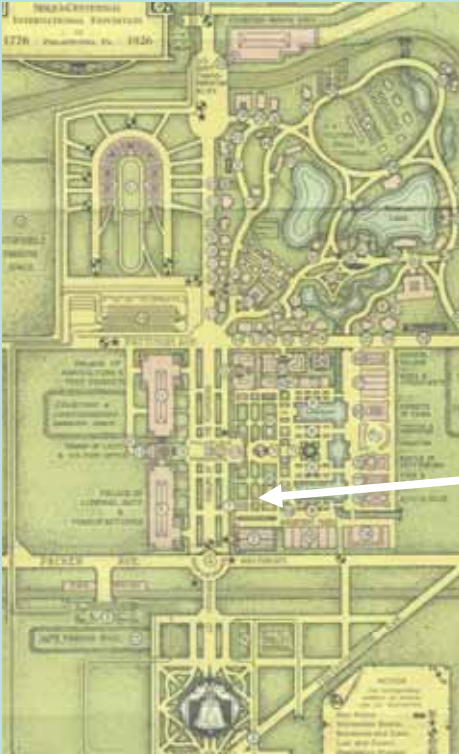


Palace of Agriculture
Broad Street at Pattison Avenue

“Philadelphia Progressive”
with Palace of Agriculture
in background



Louis Mark Shoe Company Exhibit



The Louis Mark Model Shoe Factory building was located near the entrance to the Gladway. One of the distinguishing architectural features was the 10-story tower that stood above it. The company hoped that this extensive exhibit would help promote its products.

As a promotional gimmick, they gave shoe horns to every visitor

Canal Zone Overprint – July 4, 1926



Issued as part of the Sesquicentennial Celebration

First Day Covers July 6, 1926

Ancon
cancellation

Balboa Heights
cancellation

Cristobal
cancellation

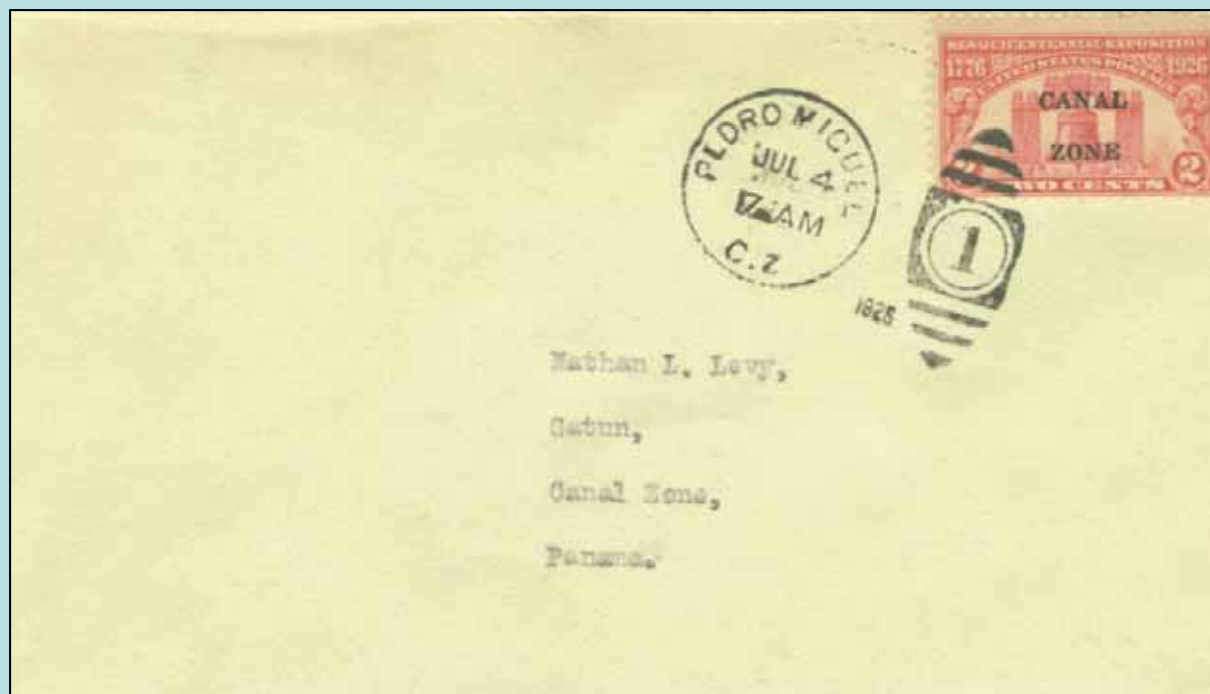
Authorized issue date, July 4,
fell on a Sunday, with the next day
also a holiday. Not regularly issued
until July 6, which is considered the
First Day of Issue

Pedro Miguel
cancellation

NATHAN L. LEVY,
Gatun

Nathan L. Levy,
Gatun,
Canal Zone,
Panama.

July 4, 1926 First Day Cancellation



The Postmaster sold some copies and canceled some covers on July 4, for a few favored collectors

(Nathan I. Levy apparently was one)

Variation of overprint



“ANAL” variation



Typical usage Scott Cat. 96

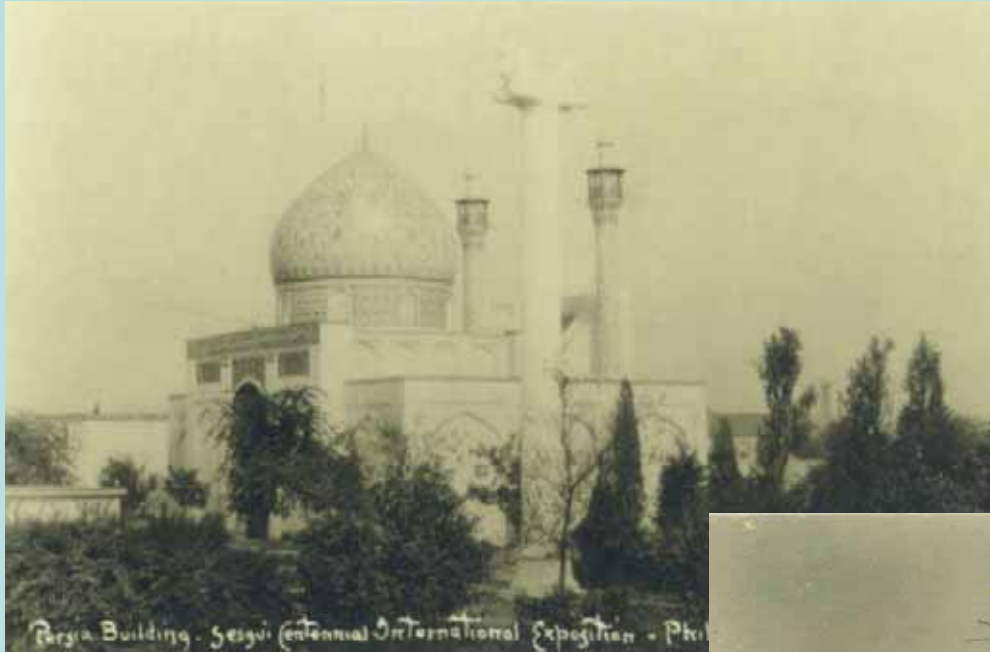


300,000 copies of the Sesquicentennial stamp were overprinted by the Bureau of Engraving and Printing at Washington.

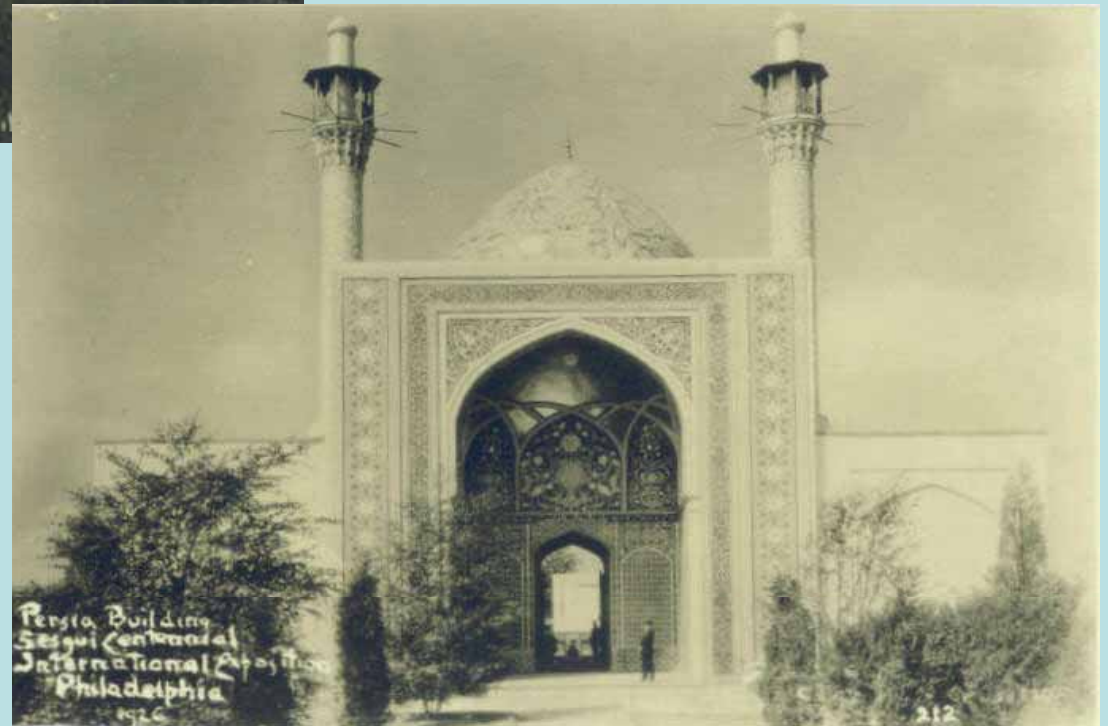


This was the **ONLY** commemorative stamp overprinted CANAL ZONE

Foreign Exhibits



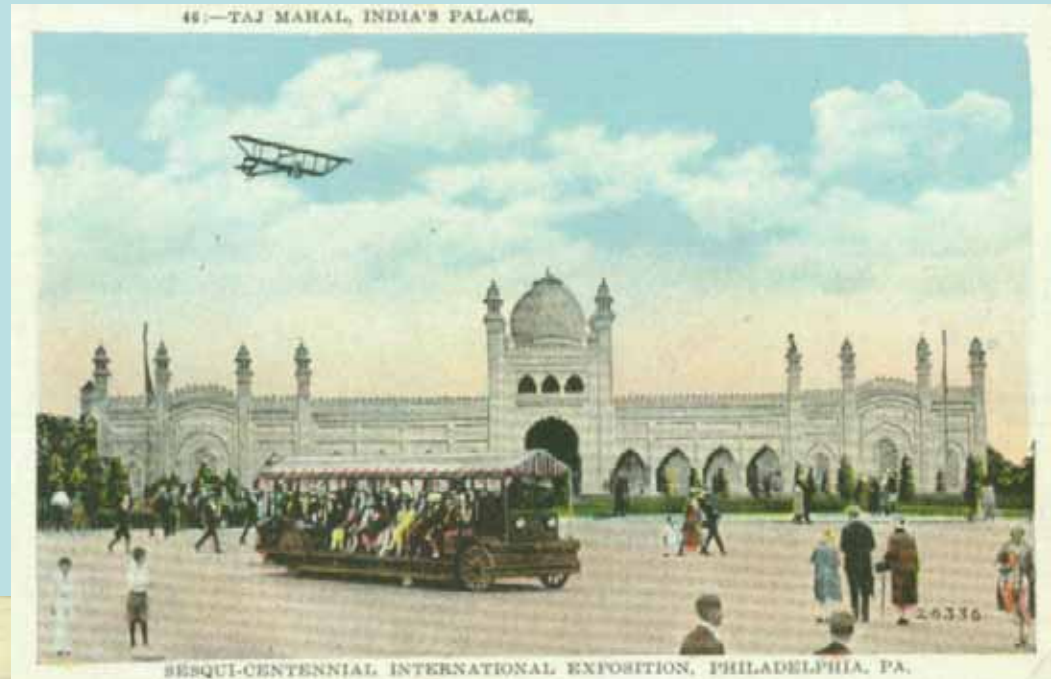
Persia Building
Located
overlooking Edgewater Lake
A striking feature was the
magnificent dome complete
with classic Persian
ornamentation



Foreign Exhibits

India Pavilion

A party bus passes the India Pavilion. Typical architectural style of the 16th century. Designed to resemble the Taj Mahal



Foreign Exhibits

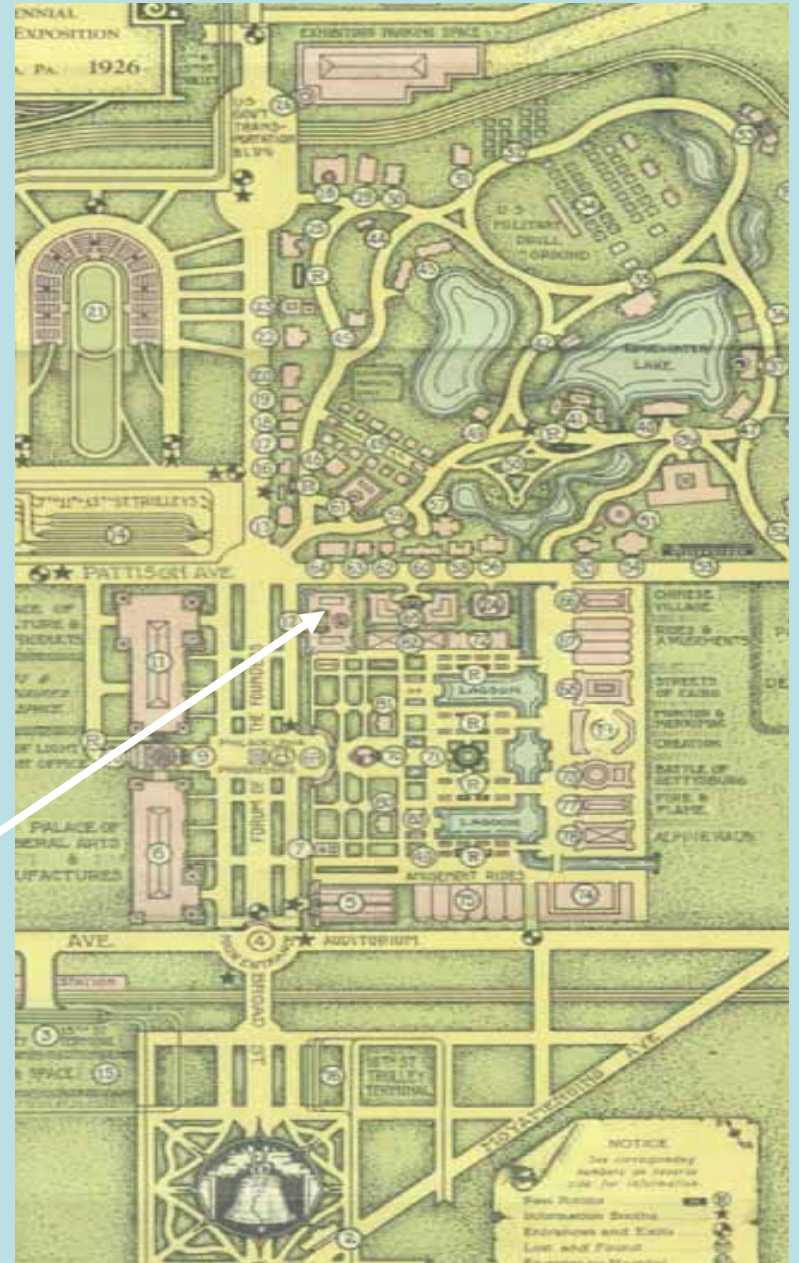


Sponsored by the Swedish-American Society
it was not completed until after the close
of the Exposition. Still in use and serves as the
American Swedish Historical Museum
Located on Pattison Avenue

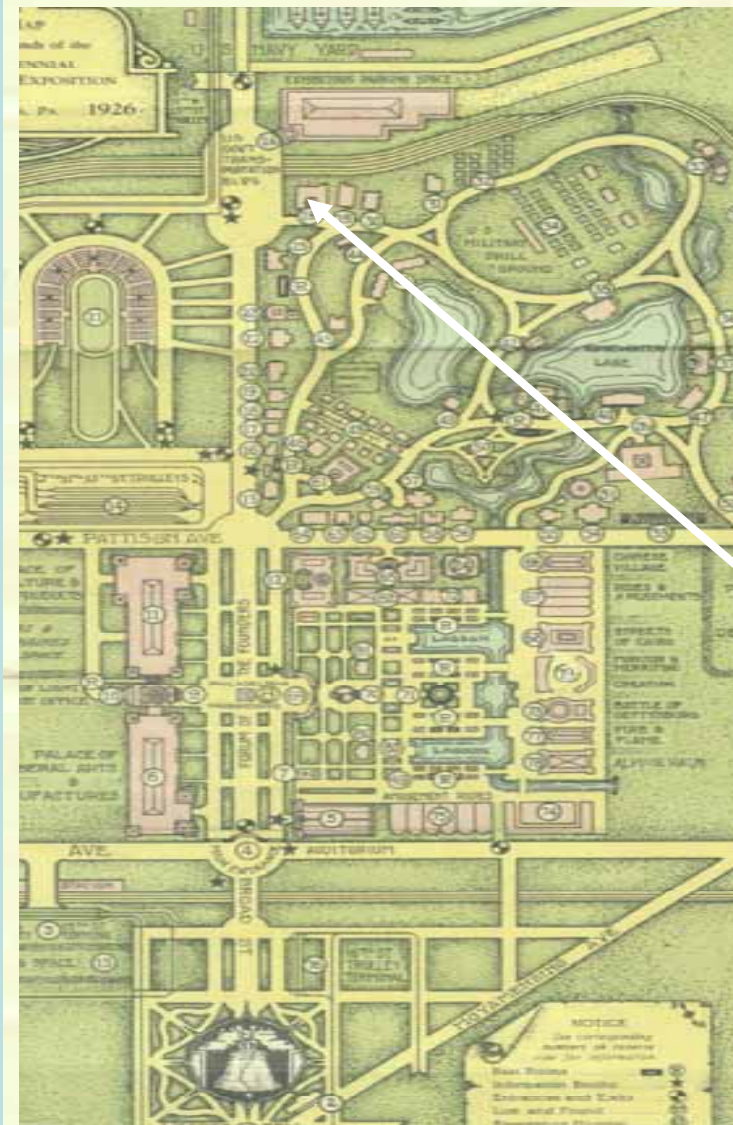
State Exhibits - Pennsylvania



Pennsylvania State Exhibit



State Exhibits – New Jersey

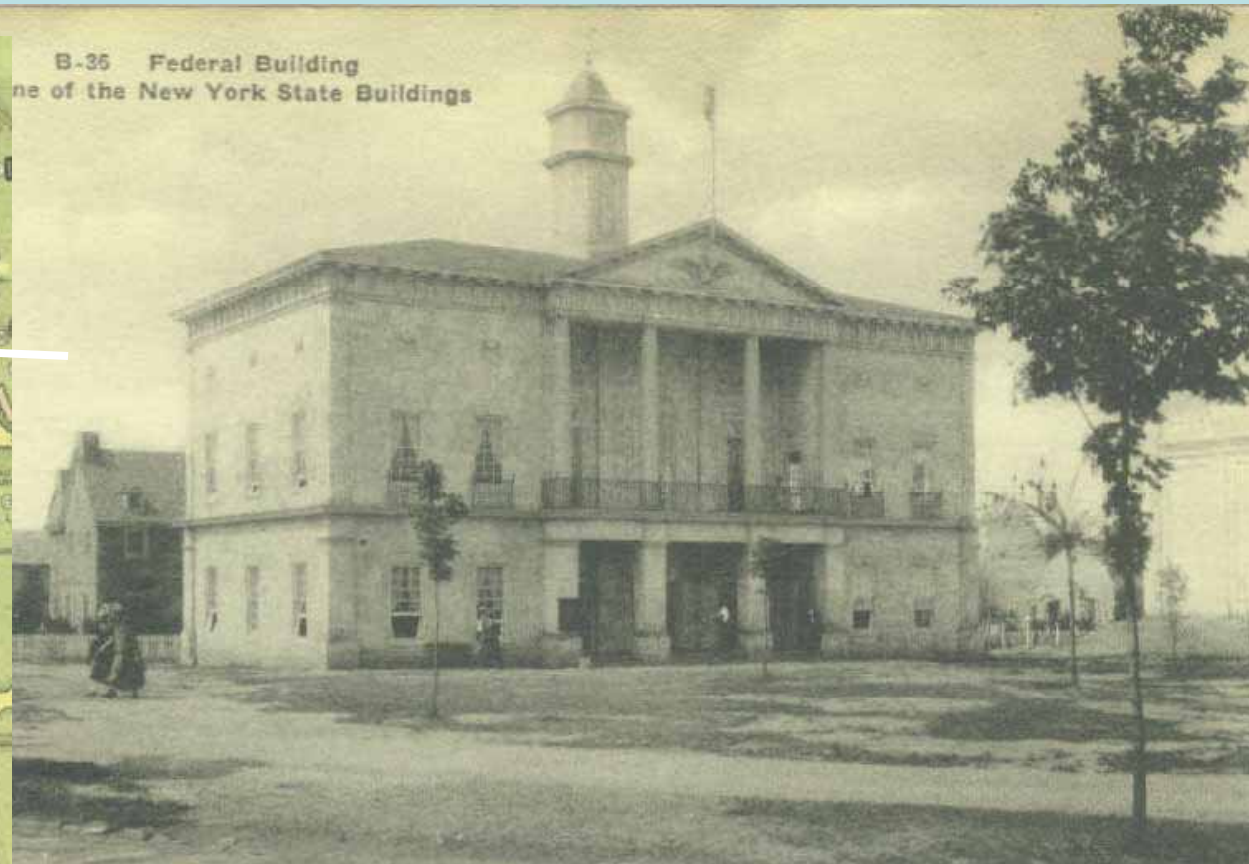
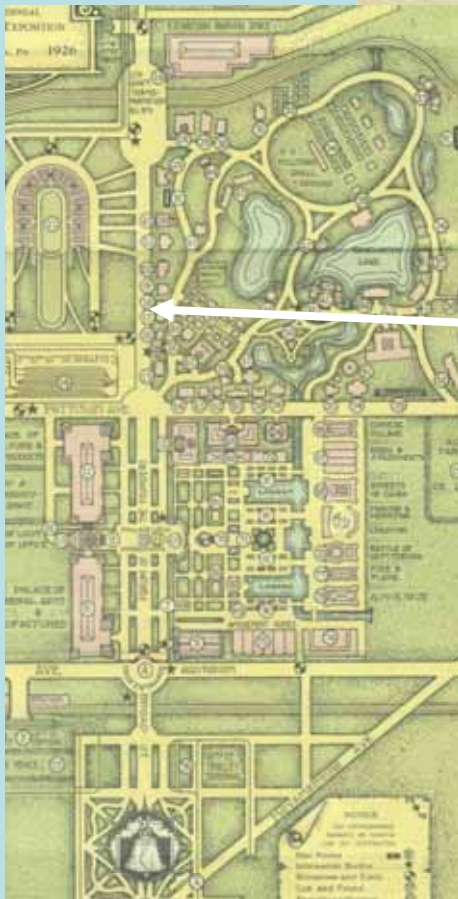


New Jersey Building

A replica of the Trenton Barracks first used by the British and later by the Continental Army under George Washington



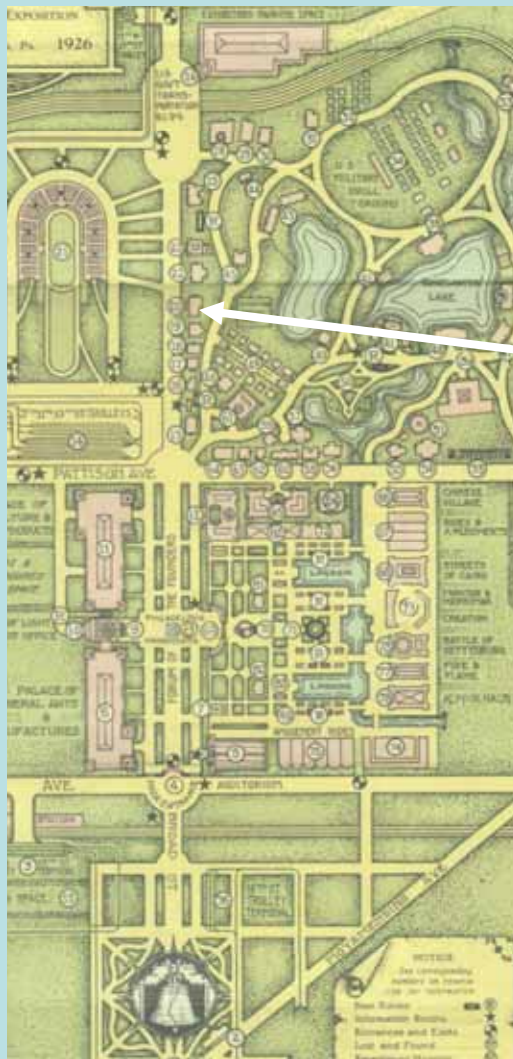
State Exhibits – New York



New York Building

A replica of Federal Hall, where George Washington took the oath of office as the first president. On display within were a collection of relics from the American Revolution. Located on Broad Street

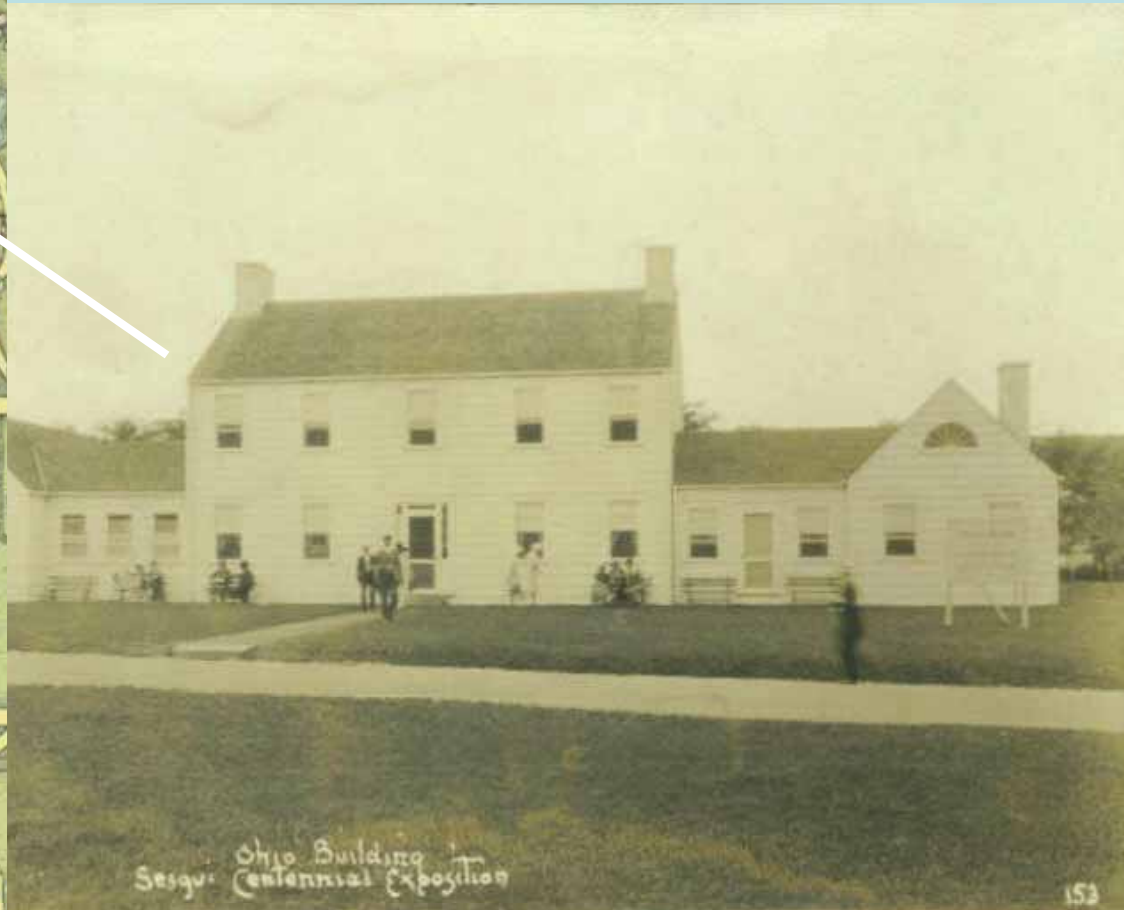
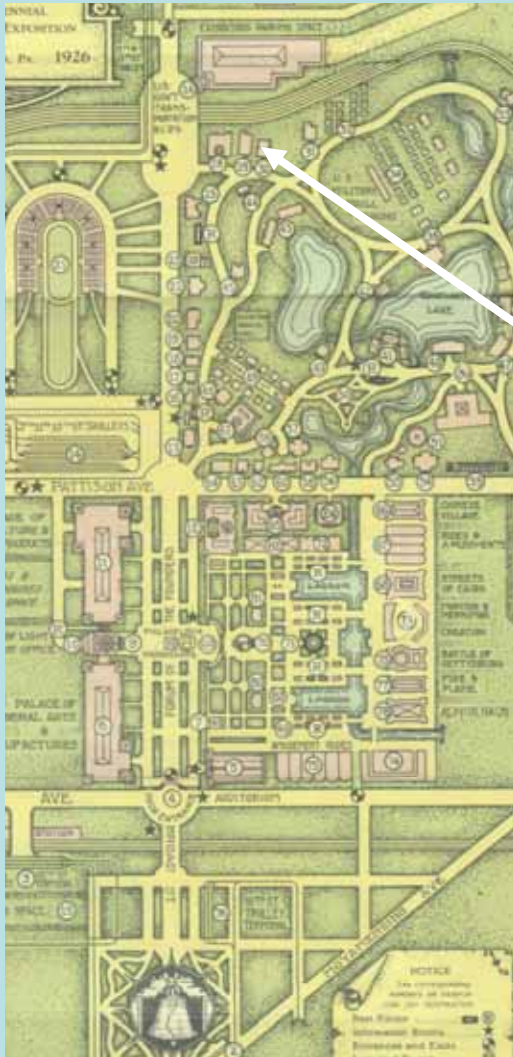
State Exhibits – Connecticut



Connecticut Building

Reproduction of the old statehouse in Hartford.
The dome on top of the building contained a clock
manufactured by the Seth Thomas Clock Company
Located on Broad Street, across from the Stadium

State Exhibits – Ohio



Ohio Building

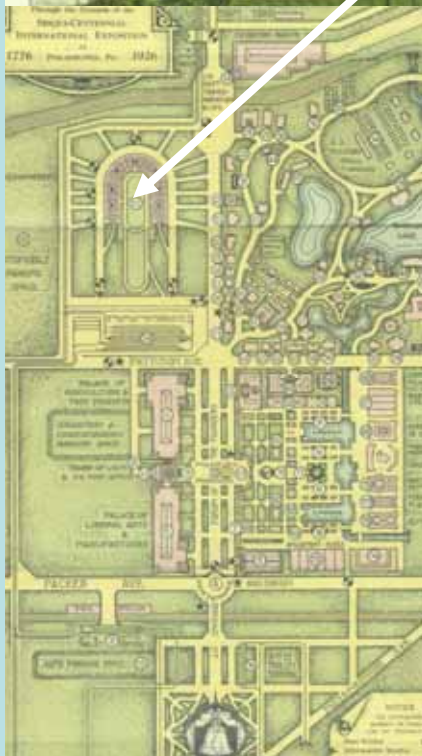
A replica of the home of President Harrison, furnishings included some of President Harrison's original furniture. At end of Expo, building was dismantled and reconstructed in Columbus, Ohio
Located off Broad Street in League Island Park

The “Sesquicentennial International Exhibition Stadium”



Built by the City of Philadelphia, the 2 million dollar venue was to be a permanent structure.

Opened on April 15, the field was illuminated by 190 “projectors” atop steel towers, each held a 1500 watt lamp.



Occupying 13.5 acres on the east side of Broad Stet, below Pattison Avenue.

710 feet wide, 1020 feet in length 39 entrance gates but only 38 exits.



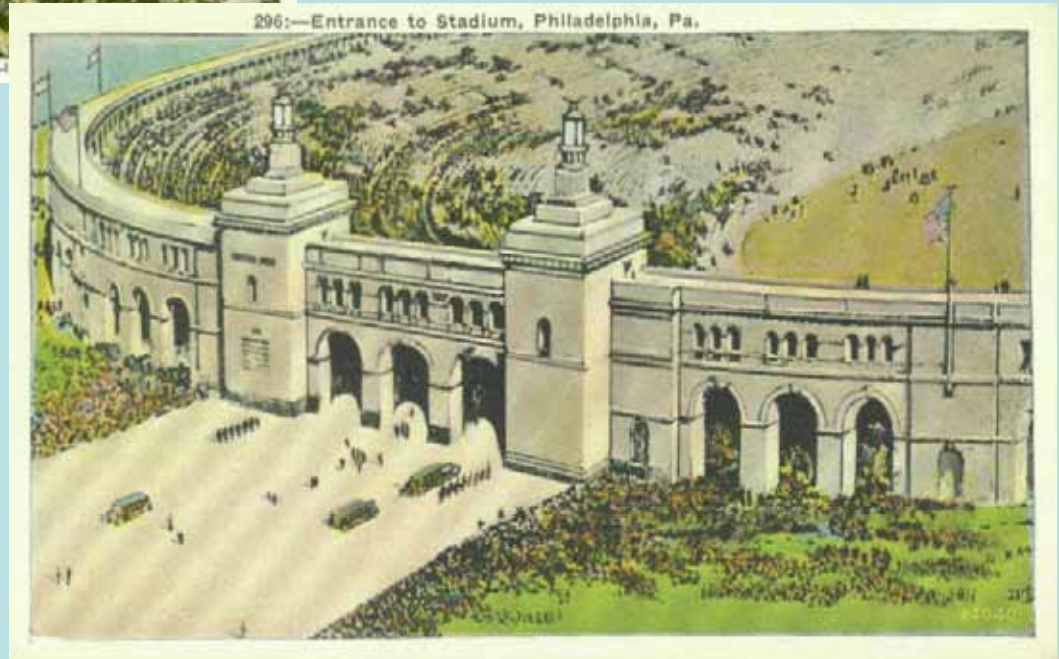
The “Sesquicentennial International Exhibition Stadium”



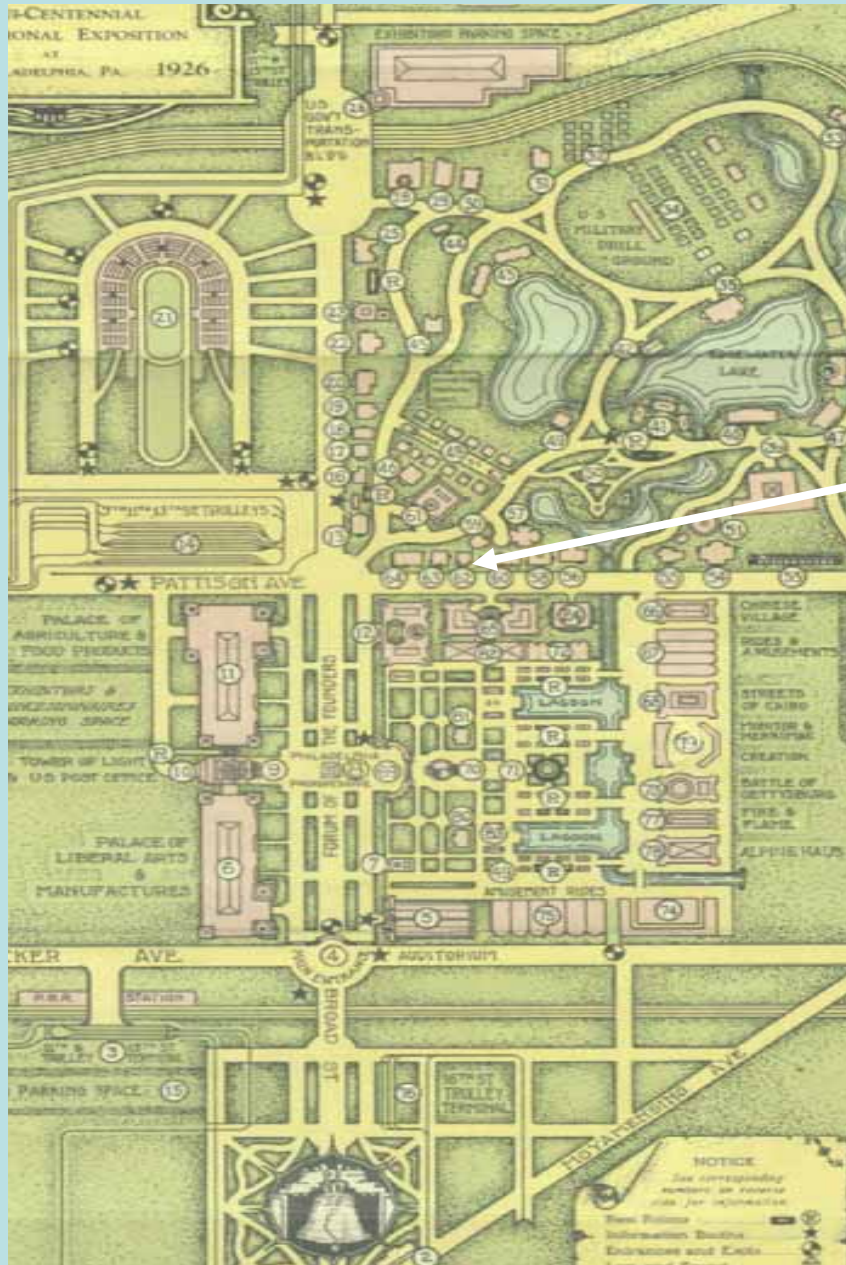
Events included baseball, football, track and gymnastic events, rodeos, pageants and concerts. Sept. 23 saw one of the largest crowds in the country witness the Dempsey / Tunney heavyweight boxing title match. 120,000 spectators saw Tunny defeat Dempsey in a 10 round decision. Of course, this was in the rain.

After the Exposition closed, the City re-named the building Municipal Stadium. In 1964, it was renamed John F. Kennedy Memorial Stadium. Razed in 1992 for construction of new sports venues

A three hour pageant was held frequently titled “Freedom”, with 1,500 performers.



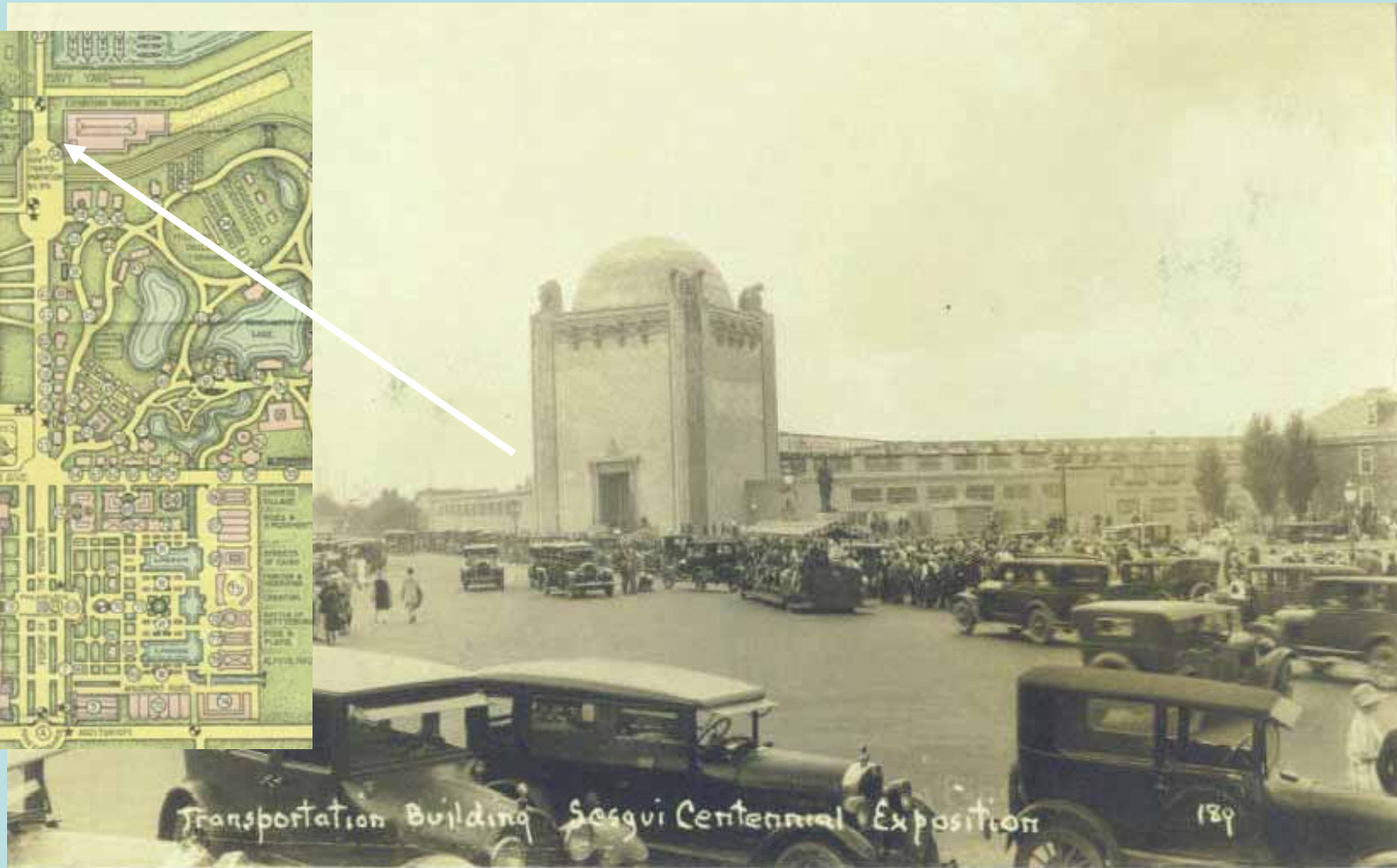
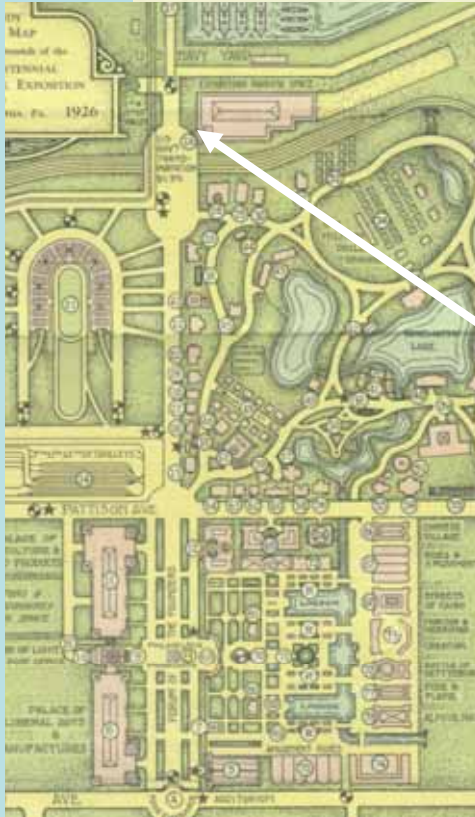
Franklin Trust Company – “the official bank”



Built in 24 working days, open until midnight daily

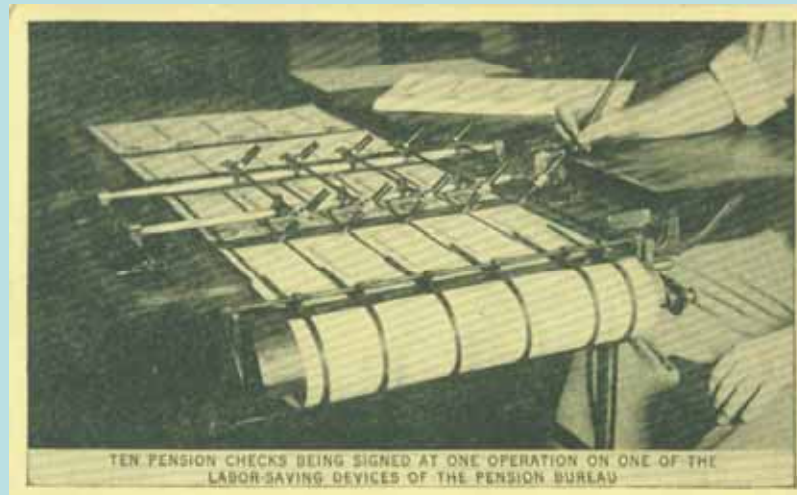


Palace of Transportation (Government Building)



Located at the South end of Broad Street, the "Transportation Building contained US Government exhibits. The Departments of Agriculture, Interior, Civil Service, Veteran's Bureau, Govt. Printing Office, State Department, Commerce, Panama Canal and others had exhibits in this huge exhibit hall.

Government Exhibits – Department of the Interior Post Cards



Pension Bureau with check signing machine



Geological Survey – Geologist taking notes on rock formations and mineral deposits



Government Exhibits – Department of the Interior Post Cards

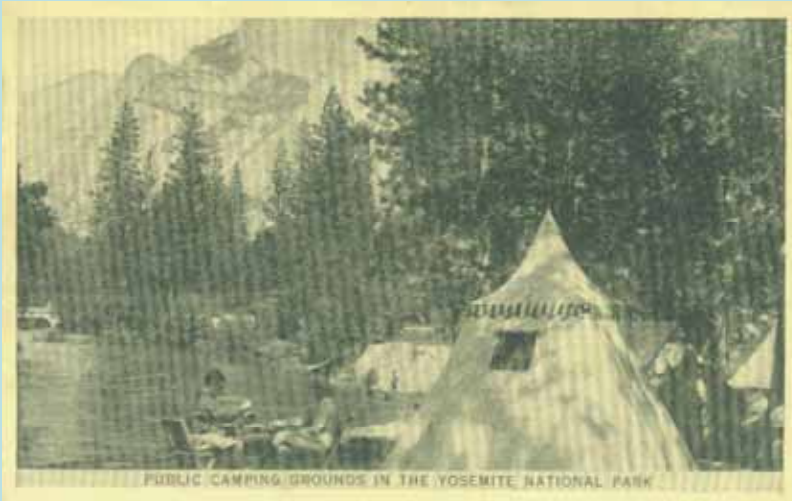


Bureau of Reclamation – Elephant Butte Dam, Rio Grande Project, N. Mexico / Texas



The Alaska Railroad – Bartlett Glacier, Alaska

Government Exhibits – Department of the Interior Post Cards



National Park Service – Public Camping Grounds in the Yosemite National Park



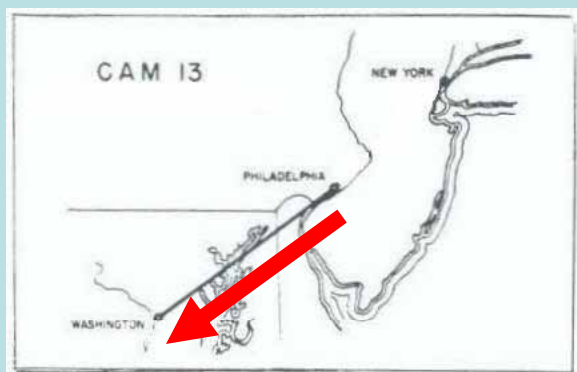
The Bureau of Education
an Eskimo school girl of Nome, Alaska



These cards were given away at the various exhibits. All were printed by the Engraving Division of the Geological Survey, Dept. of Interior

CAM 13 – July 6, 1926

Philadelphia - Washington



A feature of the Sesquicentennial, this route was inaugurated for the duration of the Exposition. CAM 13 operated from July 6 to October 10, when it was superseded by CAM 15. Operated by Philadelphia Rapid Transit, Alton N. Parker was the pilot on both southbound and northbound flights.

Parker and George Zimmer, Director of Aviation in Philadelphia at the aviation field, located south of Pattison Avenue, preparing for inaugural CAM 13 flight



CAM 13 Southbound flight to Washington



Departed Philadelphia at 10 AM
Covers with both Machine and
Hand cancels



Arrival Washington at
1:30 PM
39 pounds of mail carried



George Zimmer, with
Postal Officials, sealing
first mail bag for CAM 13



CAM 13 Northbound flight to Philadelphia



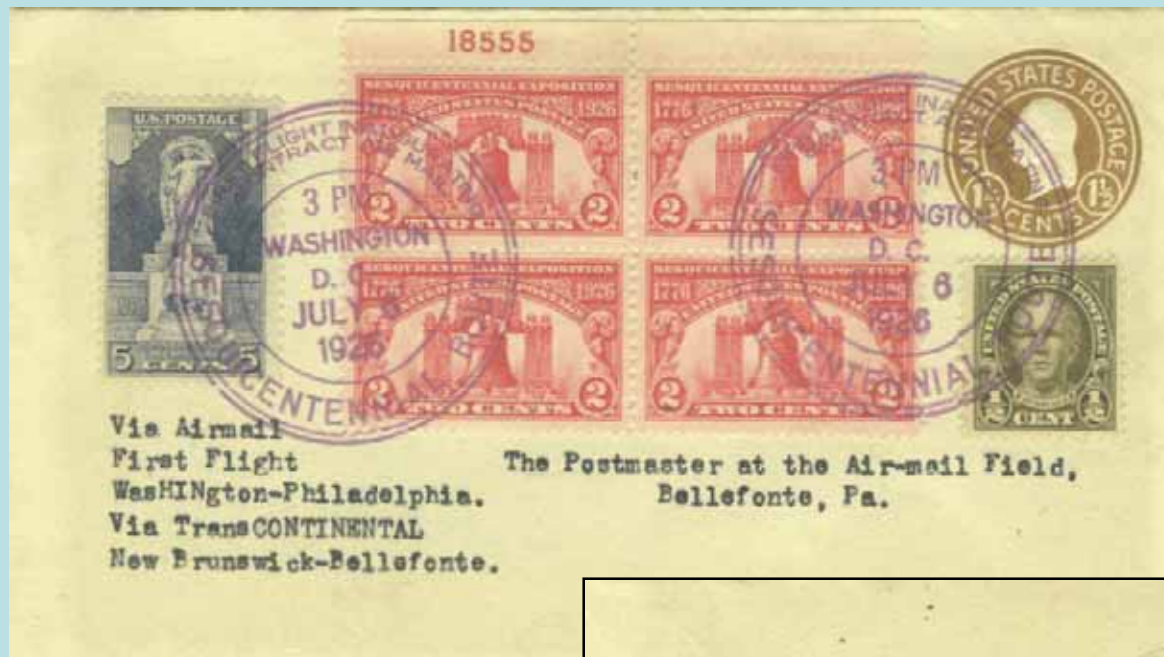
Return trip cachet

Departed Washington
3 PM
arrival Philadelphia
5 PM



36 pounds of mail flown on this flight
Pilot – Alton N. Parker

CAM 13 first flight cover forwarded to Bellefonte, PA



George Hill, noted
Philadelphia
Air Mail enthusiast,
serviced this cover
to AMF at Bellefonte, PA
one of the first
Trans-Continental legs
of the new air mail system



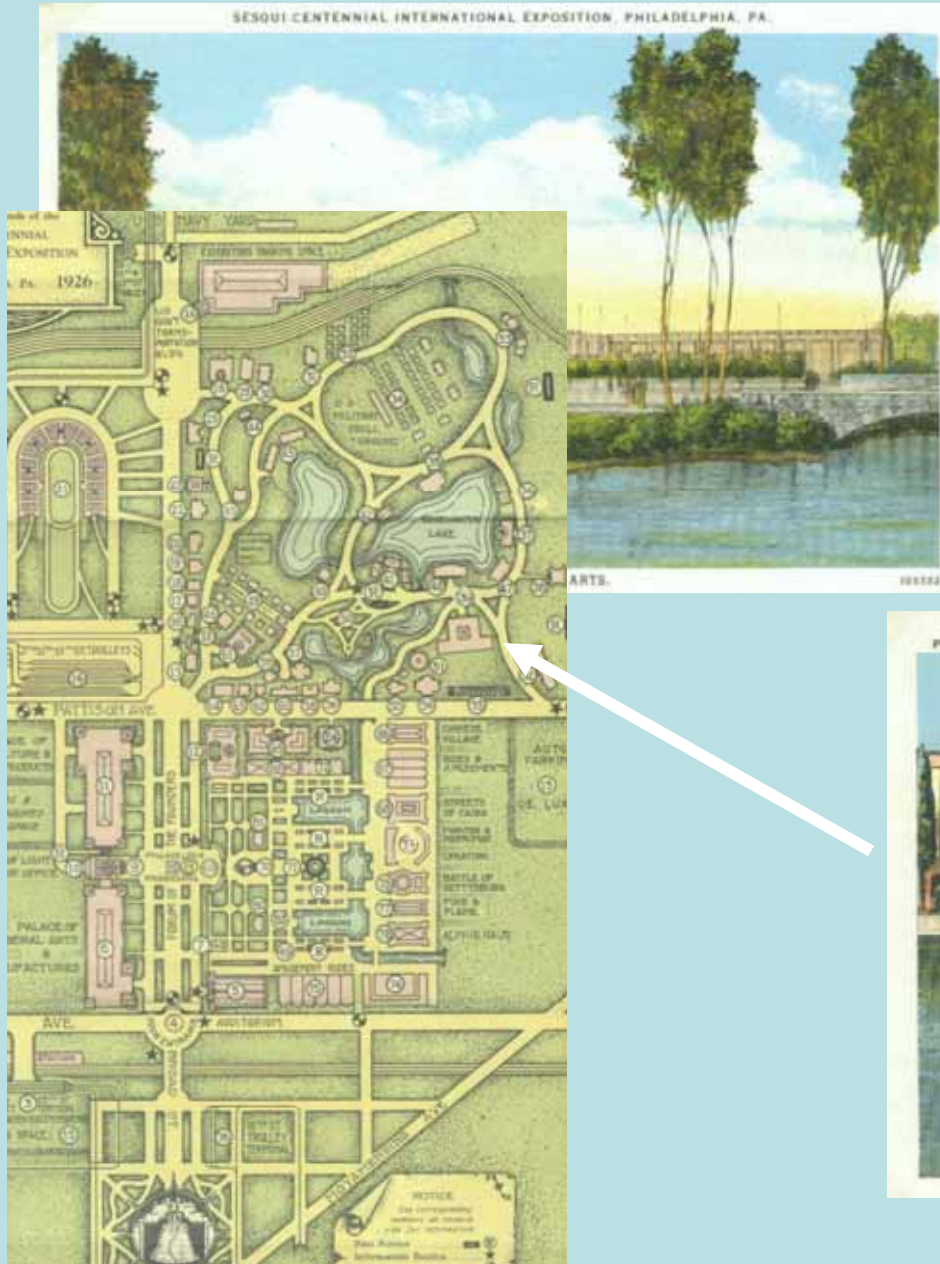
Bellefonte, PA backstamp



League Island Park Area

League Island pre-existed within the City of Philadelphia, and was used for several venues. Located South side of Pattison Ave.

The Palace of Fine Arts was devoted to national and international artwork. The interior consisted of 48 galleries, which provided over one mile of wall space. More than 8,000 paintings, sculptures, carvings and tapestries were on display



League Island Park Area



Two Buildings, built in 1914, were utilized by the Sesquicentennial – these buildings still stand today.

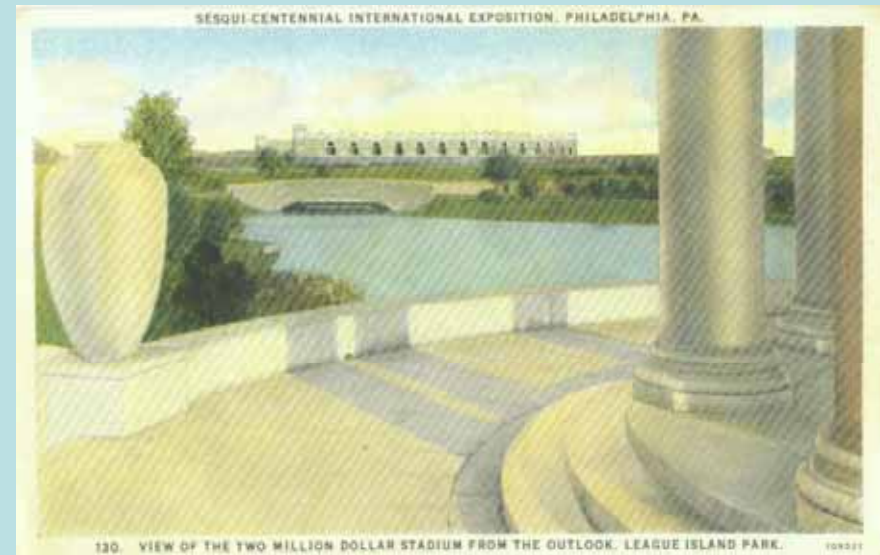
The Boathouse was turned into a “Russian Pavilion Restaurant”
Serving food and tea, it featured dancing to the Balalika Orchestra.

After the Exhibition closed, it reverted back to a boat rental facility and recreation pavilion.

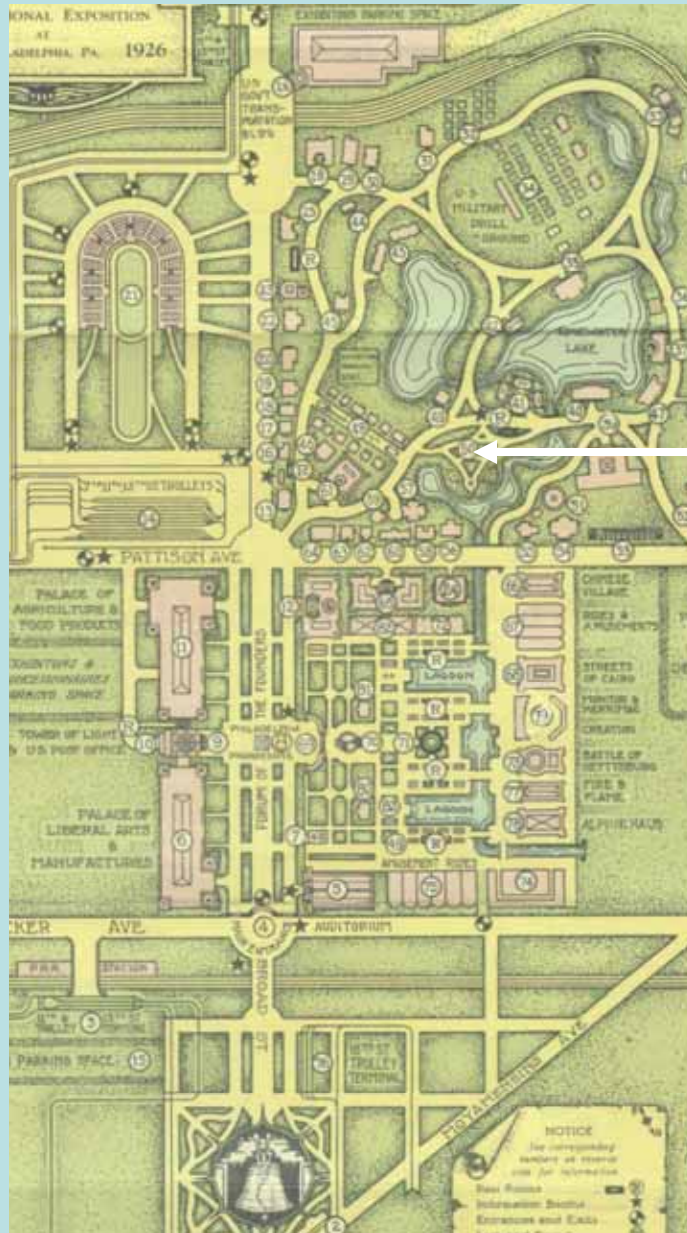


League Island Park Area

The second building, the Grand Gazebo was built as a scenic overlook



League Island Park Area – Treasure Island / Gladway Amusement Center



What would an Exposition be without an amusement area ? Located within League Island Park was “Treasure Island” Occupying over five acres, it was referred to as a children’s paradise. Variety of amusements and entertainment was available. Included were a replica of the Canadian Rockies, a miniature railroad, mountain slide, Robinson Crusoe’s Beach, a pirate’s lair, and Noah’s Ark complete with animals.

League Island Park Area – Treasure Island / Gladway Amusement Center



Treasure Island Doubloon token



what expo
worth its salt
would not have
a
“elongated
penny”
press ?



League Island Park Area – Treasure Island / Gladway Amusement Center



Treasure Island of course, was a business. And as usual, businesses mailed letters.

Corner card of the Treasure Island Company, which ran the concessions, mailed at the Model Post Office

Games and Thrills were to be found in Treasure Island

“A Bit of Cairo” area featured the Mid-East theme

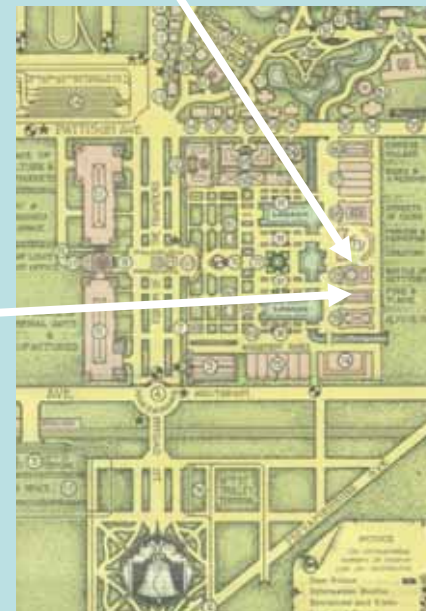


League Island Park Area – Treasure Island / Gladway Amusement Center

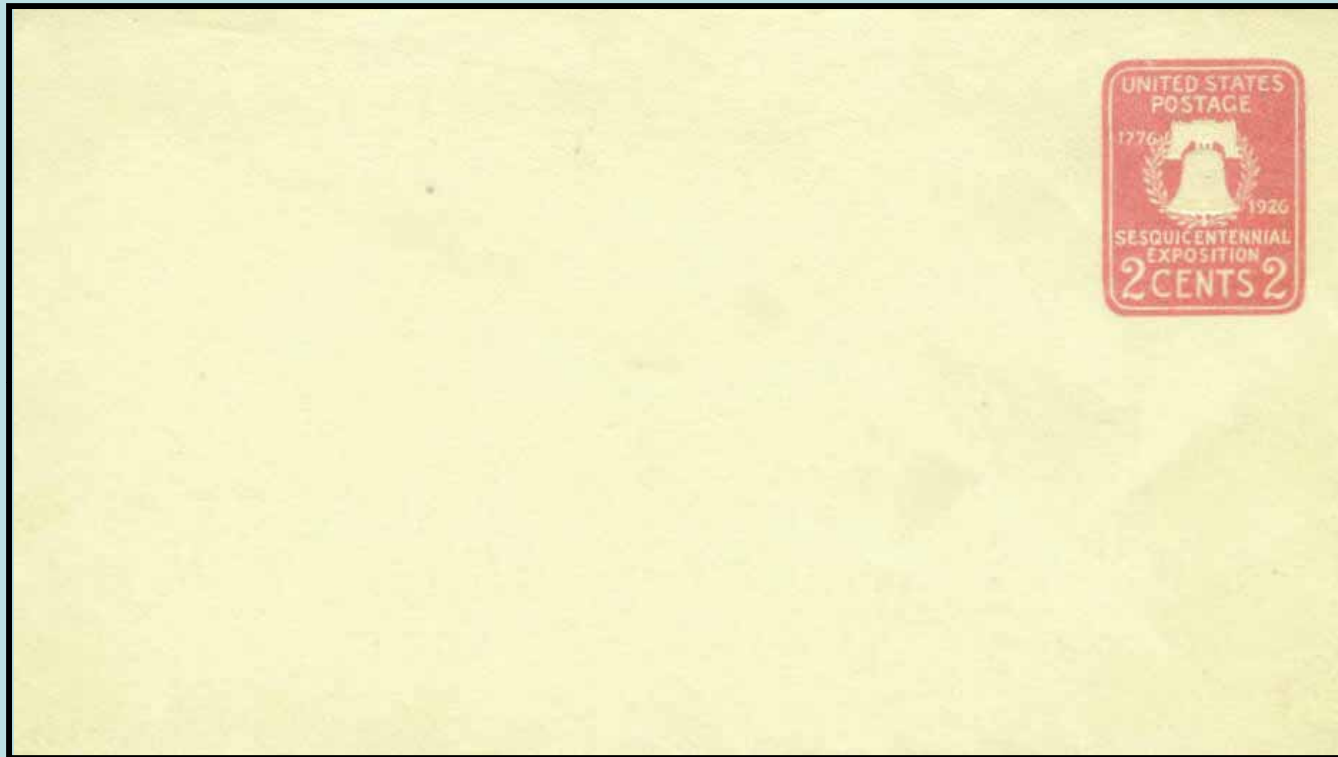
Leaving Treasure Island, we now enter the “GLADWAY” area of the Exposition.
Located across Pattison Avenue, was a large general amusement area with multiple venues.

Large buildings housed attractions such as the Battle of Gettysburg, a theater experience, and Fire and Flame, a thrilling firefighting demonstration by 150 actors.

All attractions were indoors.
The Gladway covered over 80 acres



Two Cent Commemorative envelope issued July 27, 1926



Die 1

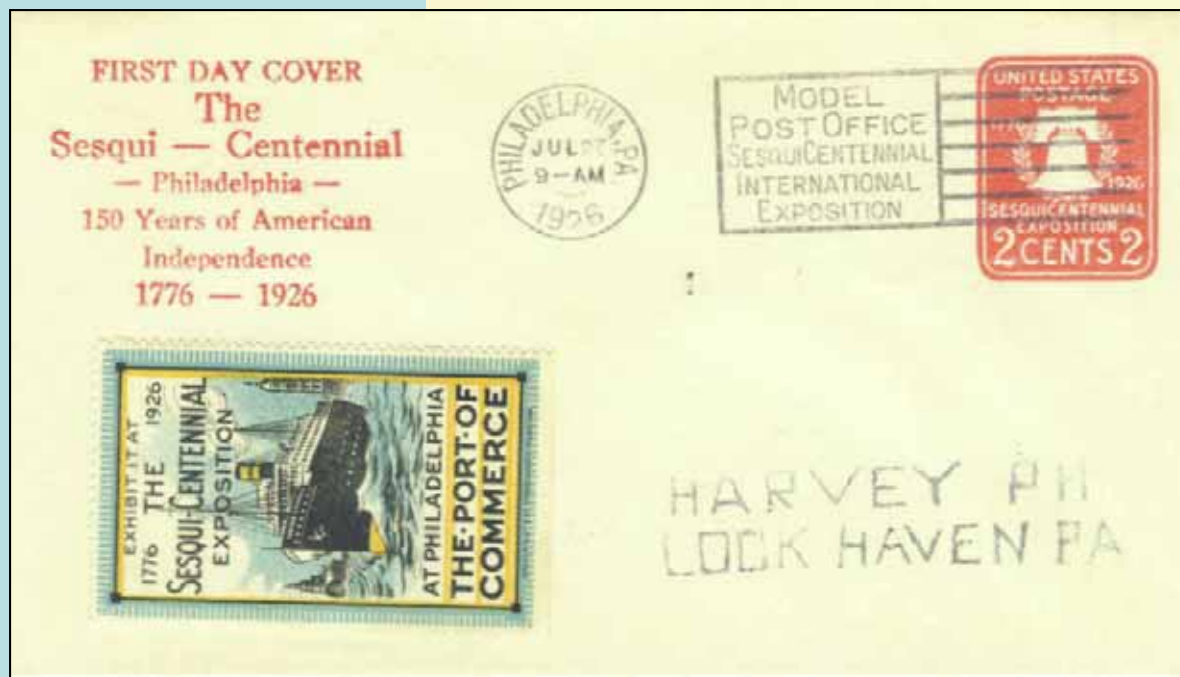
Die 1 – Center bar of “E” in postage is shorter than top bar



Die 2

Die 2 – Center bar of “E” in postage is same length as top bar

First Day of Issue
July 27, 1926
Washington, DC



First Day of Issue
July 27, 1926
Model Post Office
Philadelphia, PA



First Day Envelope
Mailed at Model
Post Office
Correct air mail rate
to Chicago
Serviced by
Edward Worden

First Day Envelope
Mailed at Model
Post Office
Overpaid air mail
rate to Boston
Stamps show arrow
line
Serviced by
Edward Worden





First Day
Mailed at Model
Post Office
Underpaid by 1 cent
flown on CAM 13

First Day
Mailed at Model Post
Office
Overpaid by 2 cents
Flown on CAM 13



“High Street”



“High Street”, a reproduction of old Market Street in Philadelphia 1776 included replicas of 20 historic buildings. Sponsored by the Women’s Committee of the Exposition, the women made this exhibit area a huge success. They arranged programs, published booklets, acquired antique furnishings for exhibits and established information booths.

“High Street”



A view of High Street, looking toward the marketplace. Great care was taken to detail and historic accuracy by the architects to create the atmosphere of Colonial Philadelphia. Guides were dressed in period costume

Three story house where Thomas Jefferson wrote the Declaration of Independence.

Two story house was home of Dr. W. Shippen, director general of military hospitals during the Rev. War. Shippen was cofounder of the first medical school in the USA



“High Street”



Scene of old
Philadelphia, as
depicted on
High Street
exhibit

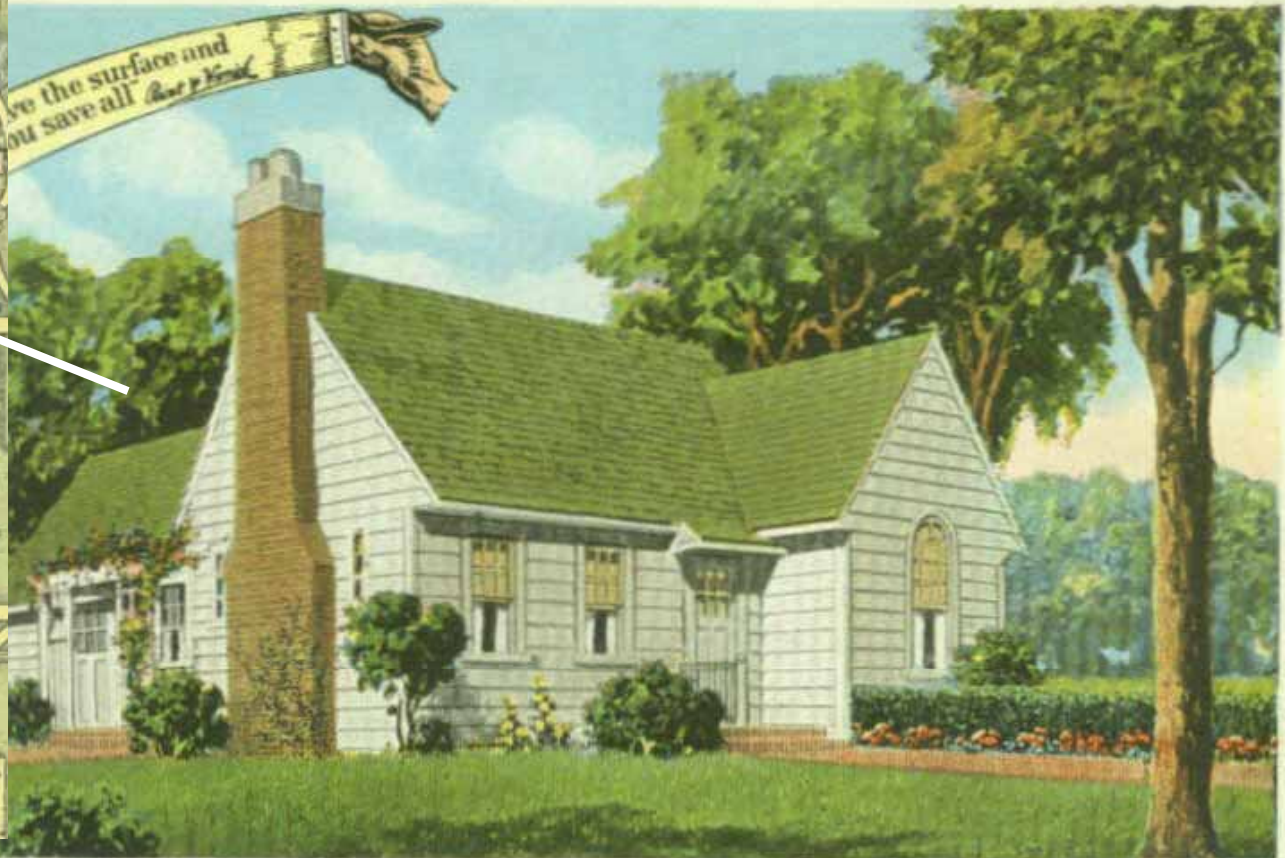
the OLD TUN Tavern
where the first
Masonic Lodge
was formed by
George Washington
and the US Marine Corps
was organized in 1775



“High Street”



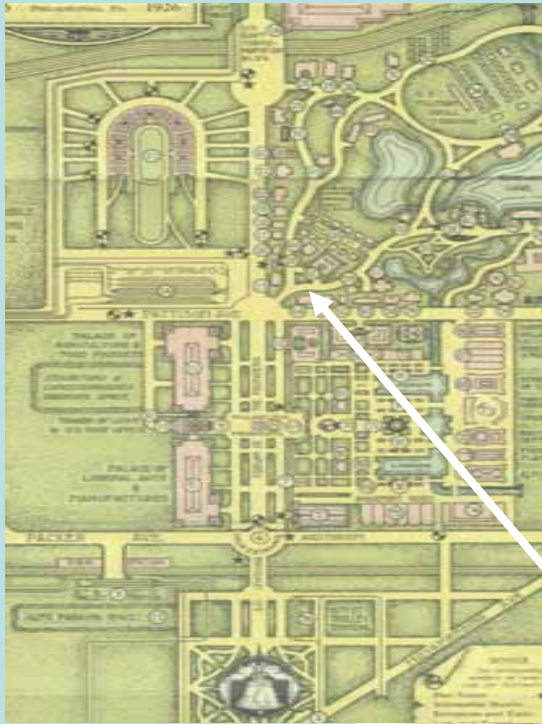
Outside Exhibits



"The Save the Surface Home", Sesqui-Centennial International Exposition, Philadelphia, 1926, erected by the Paint and Varnish Industry of the United States under the auspices of the Philadelphia Paint, Oil and Varnish Club.

The Paint and Varnish Industry of the United States sponsored a "Save the Surface" house. Demonstrating the benefits of proper application of paints and stains. Visitors were given a free ticket, and at the end of the Exposition, the winner would receive either \$1,000 or the right to dismantle and move the house.

Outside Exhibits

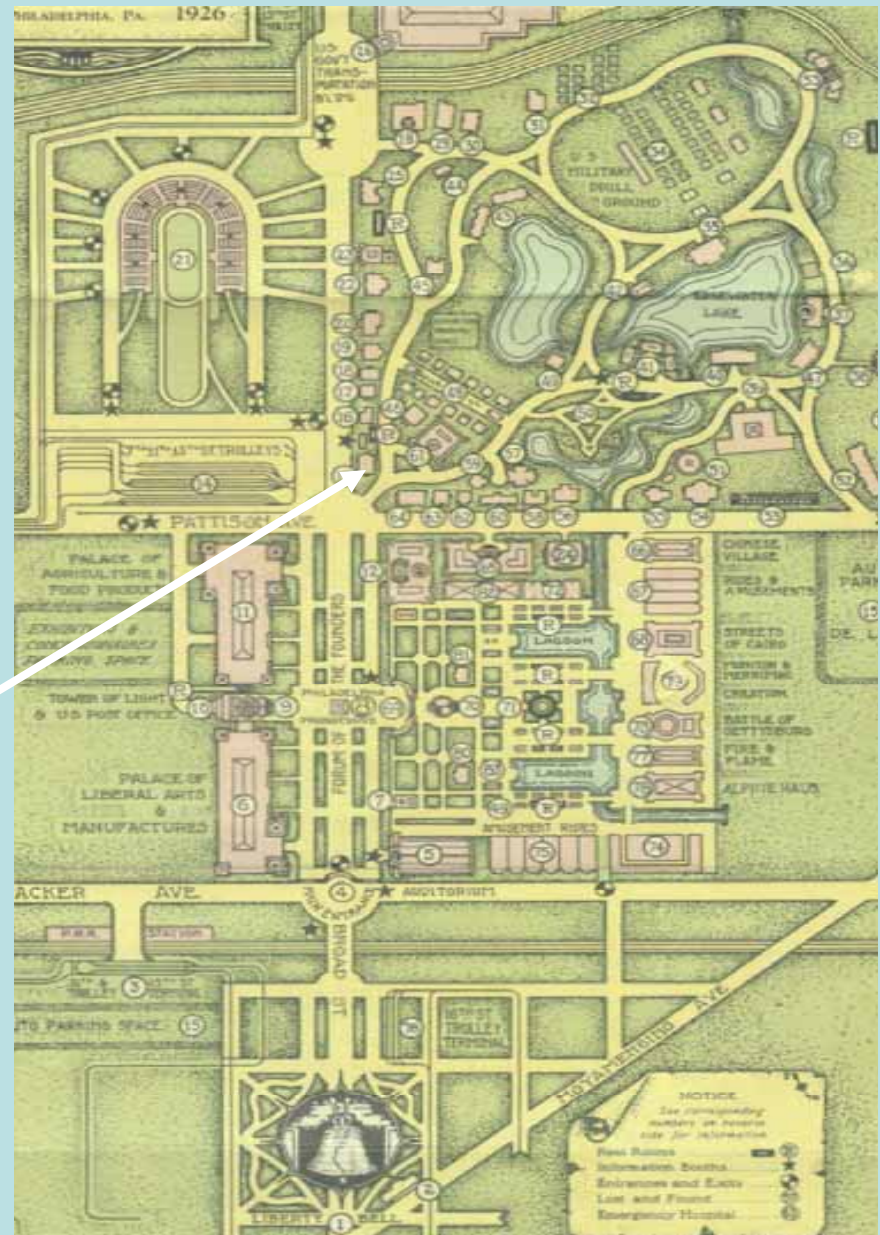
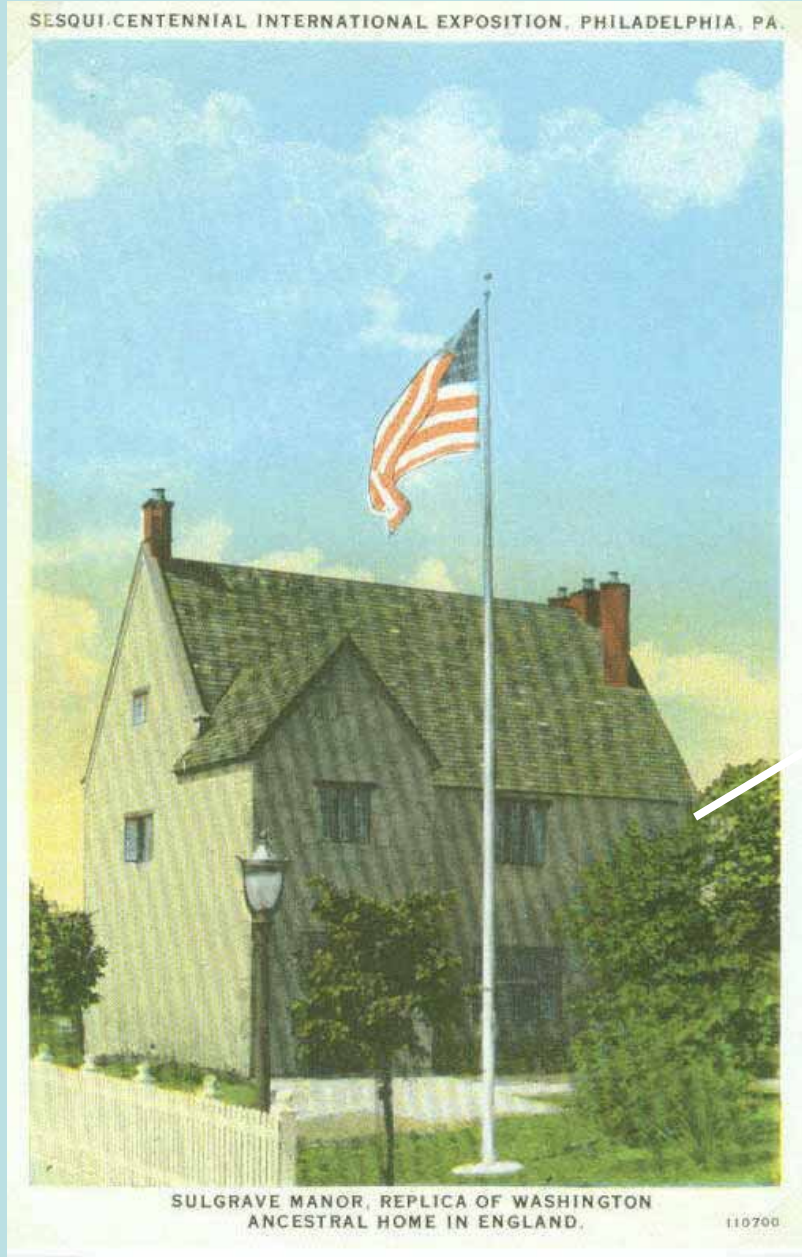


YWCA Building

Replica of Mount Vernon, contained a cafeteria that served 302,719 people during the Expo. Second floor was a hospitality center for foreign groups.

Located at Broad Street and Pattison Avenue

Outside Exhibits



Outside Exhibits



“National Home Electric”, sponsored by the Electrical Industry Association of Philadelphia. This attractive model home served to demonstrate all the “modern” conveniences that electricity could provide the average household. The completely furnished eight-room house contained electric devices, from refrigerators and dishwashers to burglar alarms. Of course the home was heated with electricity.

Outside Exhibits



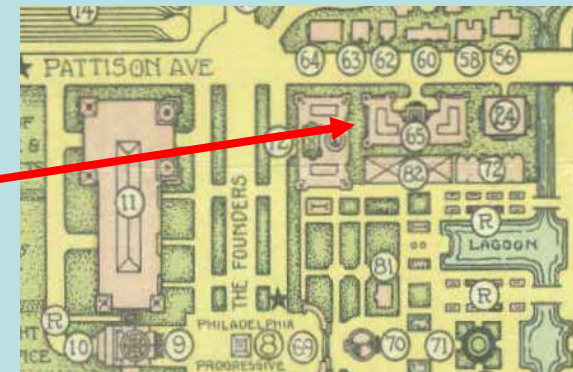
Associate Fraternal Memorial
“Dedicated to Fraternism”

Outside Exhibits



The Fokker F. VII aircraft that Admiral Richard E. Byrd navigated over the North Pole on May 9, 1926 was on display at the flying field. 49 feet long, with a wingspan of 63 feet, top speed of 118 mph. Pilot was Floyd Bennett

Palace of Education



Located on Pattison Avenue, this building had 100,000 sq. ft. of floor space, exhibits represented evolution, history and progress of education.

Numerous colleges and universities had exhibits in the Palace of Education. University of Pennsylvania had an extensive and diverse exhibit that included scientific instruments and specimens, original papers of famous men of the Colonial period, even a page from the Gutenberg Bible.



Exhibits that were **NOT**

Several States (and foreign countries) had signed agreements to participate in the Sesquicentennial, but were unable to fulfill these obligations. Plans had been developed for construction, and site plans were approved.

These cards represent
“what was supposed to be”



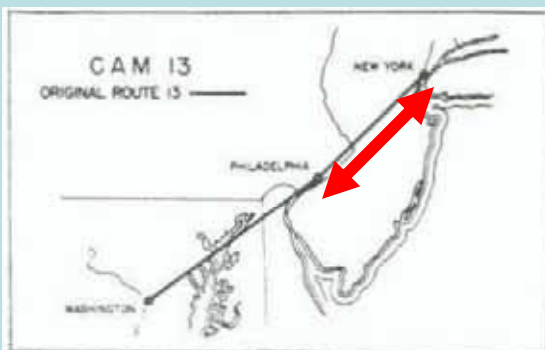
Oklahoma building scrapped due to budgetary problems



Florida building never got past the planning stage, but Florida did provide a motion picture exhibit that was placed in the Palace of Education.

National Air Races – Special Extension of CAM 13 September 4th thru September 11th.

Special arrangements were made to temporarily include flights to and from New York City as part of the established CAM 13 route, to connect with the regular Transcontinental Air Mail service
TWO flights a day were scheduled. A special rate of 8 cents was charged for mail to and from New York City.



The first flight was southbound, leaving New York City at 5 AM on September 4th. Mail was backstamped Philadelphia at 8:30 AM. James D. Hill was the pilot, with approximately 7 pounds of mail carried. New York Post Office applied cachet to both flights in black, both read 5:00 AM



Philadelphia backstamp
8:30 AM arrival

New York Morning Dispatch to Philadelphia



New York Post Office used the flight cachet as a cancelling device on most all mail



17 pounds of mail carried on both morning and evening flights to Philadelphia

Philadelphia return -- morning flight to New York City



Philadelphia Cachet, applied only to morning flights, used as cancelling device



New York City backstamps, morning flight usually backstamped at 2 – 2:30 PM, Air Mail Field backstamp at 10 AM

New York evening dispatch to Philadelphia



Posted at City Hall Station, NYC, dispatched on second flight to Philadelphia using same 5:00 AM flight cachet

Philadelphia receiving backstamp timed at 8 PM. This is only way to identify 2nd. flight mail

This cover also received Model Post Office backstamp dated September 5th, 9 AM



Philadelphia Evening Flight to New York City



Philadelphia did not apply the inaugural cachet to the evening mail.
This cover, sent to New York via CAM 13 extension, met up with the regularly scheduled Transcontinental flight to Chicago.

USS Los Angeles visits during the National Air Races -- Sept. 10, 1926



CAM 13 Extension Flight Covers – September 10

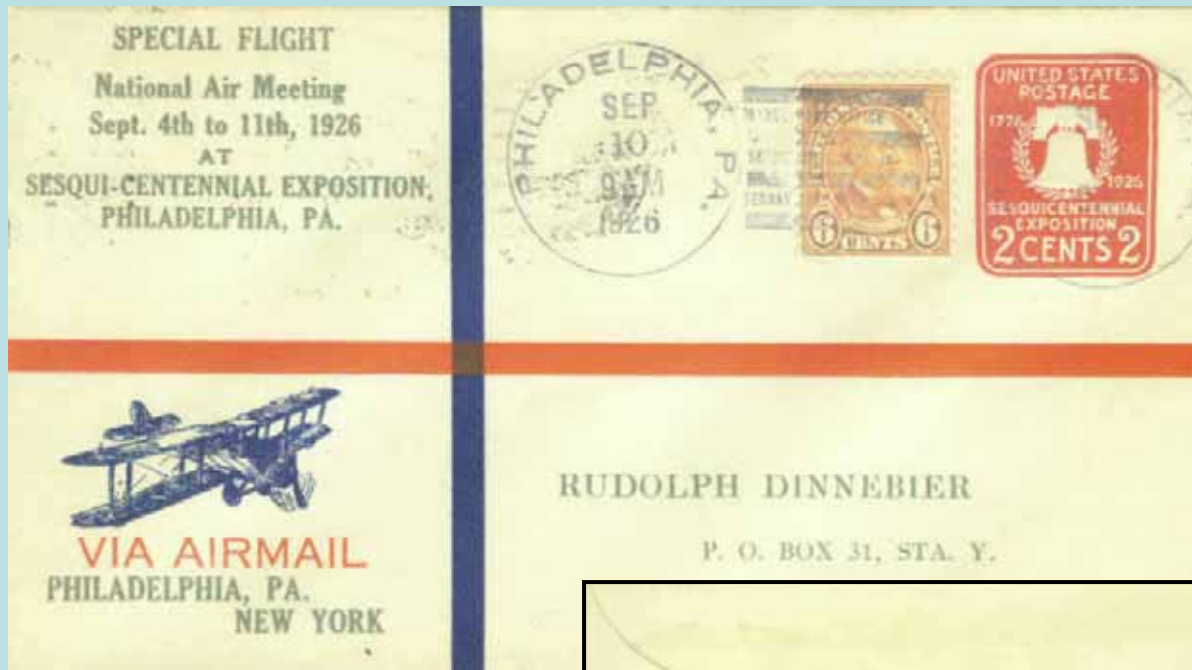


September 10 dispatch
on CAM 13 extension
New York to
Philadelphia
AM flight.

Philadelphia received
backstamp from Model
Post Office Sept. 10.
Last Known Date listed
is September 9
in catalogue.



CAM 13 Extension Flight Covers – September 10

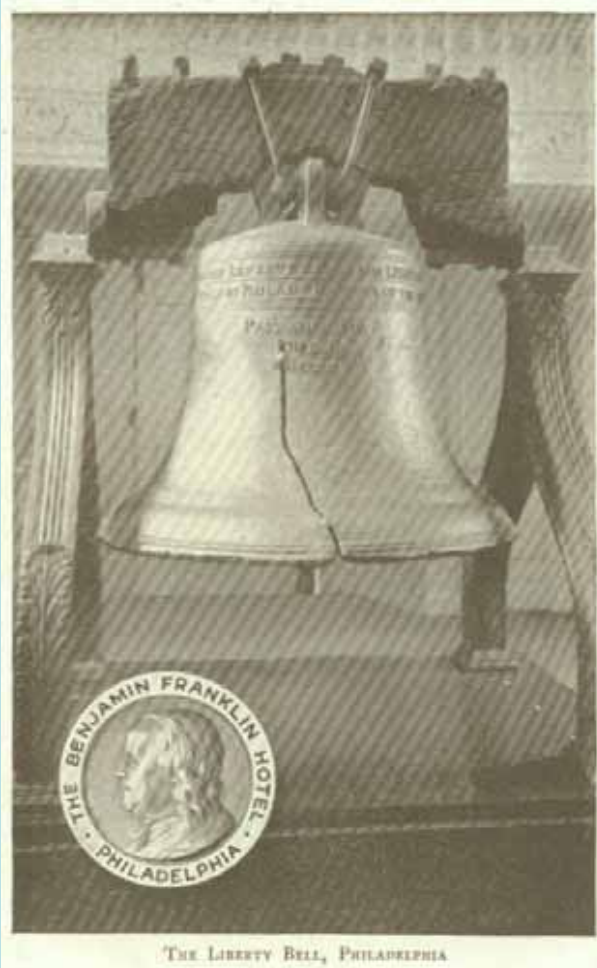


September 10 dispatch
on CAM 13 extension
Philadelphia to
New York, AM flight,
with Model Post Office
Cancel

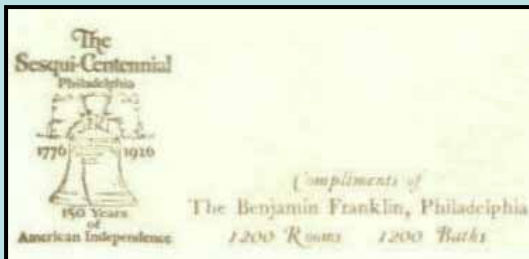
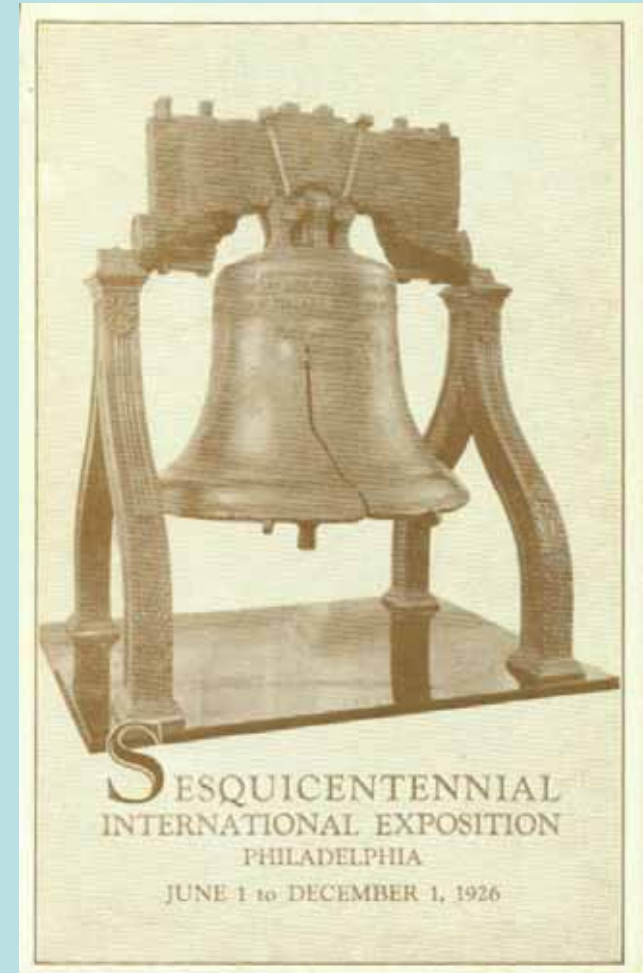
September 10 dispatch
on CAM 13 extension
New York backstamp
morning flight from
Philadelphia



Commercial Advertising Post Cards



Many Organizations
and Companies
utilized the
Liberty Bell
and the
Sesquicentennial
Exposition
in advertising
media.



Benjamin Franklin
Hotel

West End
Trust Company



Commercial Advertising Post Cards



The "Broadway Limited", operated by the Pennsylvania Railroad ran overnight between Chicago / Philadelphia / New York City. Special excursion tickets were sold to the Sesquicentennial

Commercial Advertising Post Cards

Series of 6
cards
produced



THE LIBERTY BELL—EMBLEM OF FREEDOM

This famous bell hangs in Independence Hall. It called the people together for the reading of the Declaration, it announced its adoption, celebrated the end of the struggle for freedom, tolled over our illustrious dead.

THE SESQUI-CENTENNIAL INTERNATIONAL EXPOSITION

Celebrates the 150th Anniversary of American Freedom and brings from the four corners of the earth Art, Music, Science, Industry, Sports. Philadelphia invites you. There is also an Exposition of Woman's Freedom from wash-day drudgery—LA FRANCE—which makes any soap (bar, flakes or powder) clean quicker and better, because it thoroughly dissolves all grease and dirt without rubbing. It blues the clothes at the same time, and makes them snowy white and sweet-smelling. Ask your grocer for



La France Blues as it Cleanses



BETSY ROSS

This little building birthplace of our flag who

THE SESQUI-C

Celebrates the 150th the four corners



INDEPENDENCE

Here the Declaration of Independence brought, our country bell is housed

THE SESQUI-C

Celebrates the 150th the four corners

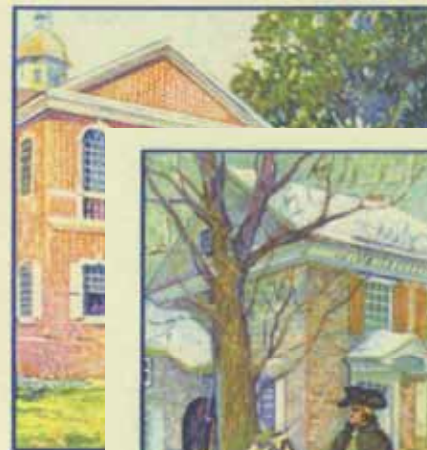


OLD CHRIST

One of the oldest churches in Philadelphia, where the First and Second Continental Congresses met.

THE SESQUI-C

Celebrates the 150th the four corners



At the end of a Third and Fourth where the First Guild built this

THE SESQUI-C

Celebrates the 150th the four corners



WASHINGTON'S HEADQUARTERS AT VALLEY FORGE

Valley Forge, scene of the historic privations of Washington's Army, where Washington's headquarters and some of the original earthworks can be seen, besides the interesting Museum and Memorial Chapel.

THE SESQUI-CENTENNIAL INTERNATIONAL EXPOSITION

Celebrates the 150th Anniversary of American Freedom and brings from the four corners of the earth Art, Music, Science, Industry, Sports. Philadelphia invites you. There is also an Exposition of Woman's Freedom from wash-day drudgery—LA FRANCE—which makes any soap (bar, flakes or powder) clean quicker and better, because it thoroughly dissolves all grease and dirt without rubbing. It blues the clothes at the same time, and makes them snowy white and sweet-smelling. Ask your grocer for



La France Blues as it Cleanses

La France Laundry Additive
Makes any soap (bar, flakes or powder)
clean quicker and better.
“Blues as it Cleanses”

Cards depict historical
colonial events

League Island Navy Base



At the very south end of Broad Street, the League Island Navy Yard is situated. The original Navy Base was on an island, hence the name League Island. The water on the left has since been filled. The Naval Base was to be part of the Exhibition, with Congress allocating \$250 K for repair and upgrade to the facility. The Navy displayed the USS Constellation (now in Baltimore) and the USS Olympia (still in Philadelphia) as historic ships open for visitation.

League Island Navy Base



After World War I, the Navy Yard hosted a large reserve fleet. The reserve basin on the west side of the Naval Base was home to over 100 destroyers. "Dogs of War at rest"

The Navy spruced up its grounds and buildings, building a new gatehouse and entrance. Beautifully manicured lawns and flower beds greeted visitors as they made their way to see many exhibits and displays.



League Island Navy Base

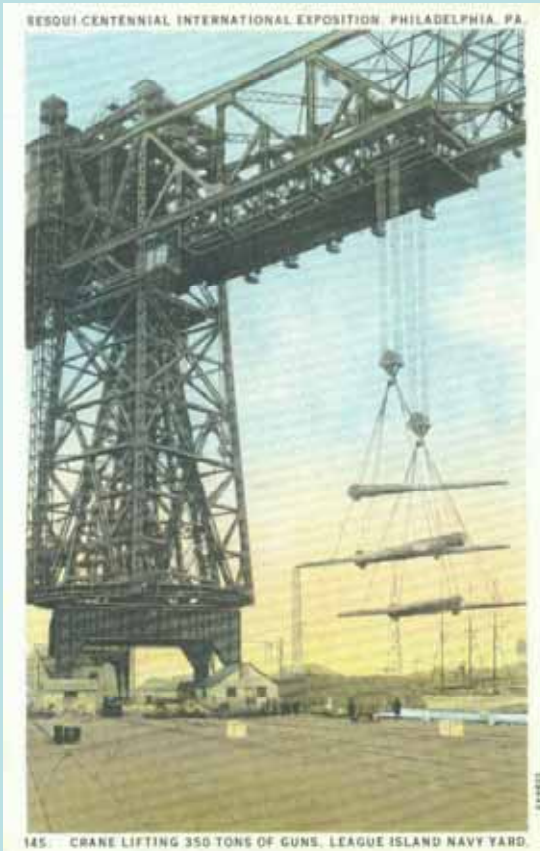
The Marine Barracks, Bldg. 100 was used to house the US Marines stationed at the Navy Yard. A prime example of Georgian Revival design. At the front was a large parade ground where the Marines drilled. Building still stands.



The Naval Hospital, built during World War I to accommodate the large number of wounded military personnel. After the war, the facility provided care to those stationed at the Naval Base.

No longer standing

League Island Navy Base



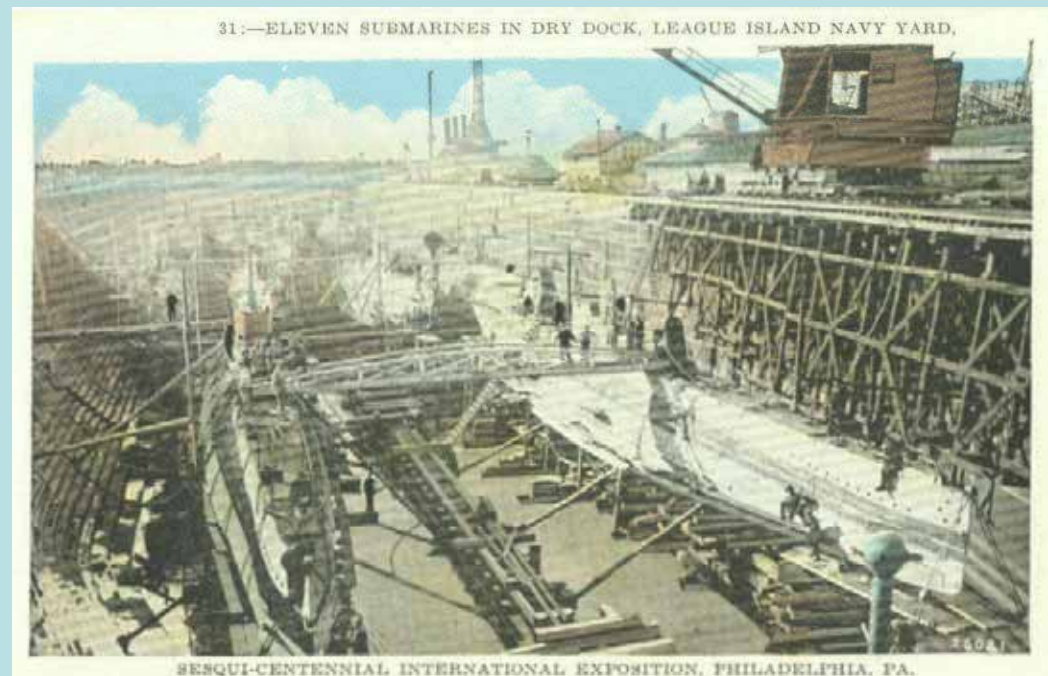
Hammerhead Crane
erected in 1917
was a long time
symbol of the Navy
Yard at Philadelphia

Capable of lifting
350 tons

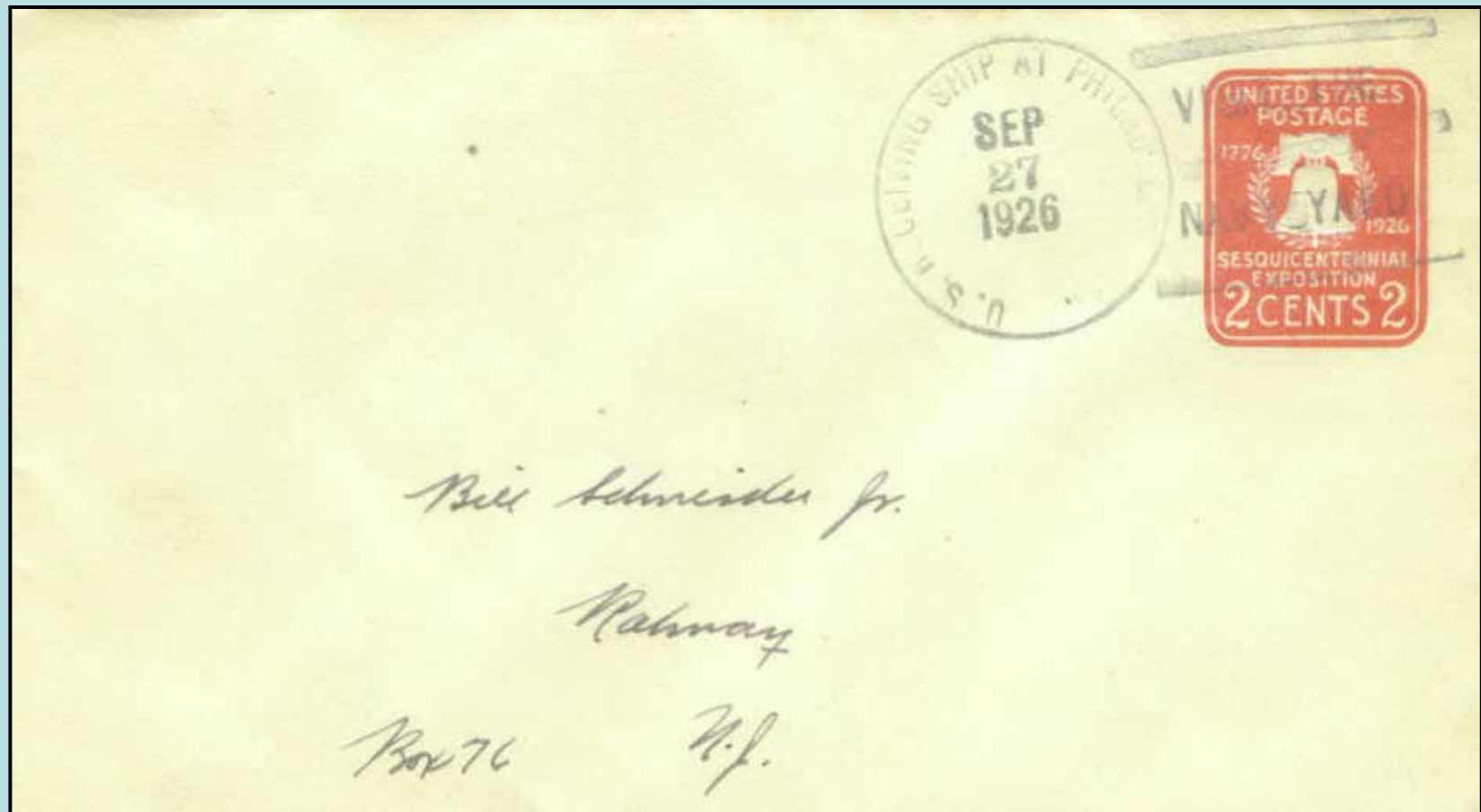
Demolished in 1996



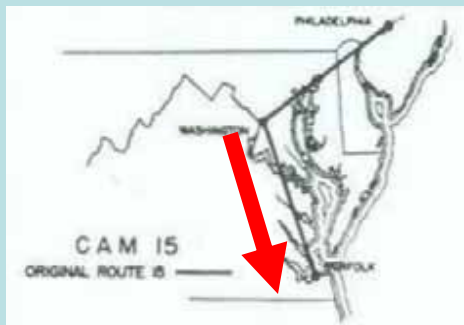
The Navy Yard had 5 drydocks
and was well suited for repairs
on all types of vessels.
Here, 11 Submarines are being
modified at the same time



League Island Navy Base



“Visit the Navy Yard” in the killer bars of cancellation used
by the USN Receiving Ship at Philadelphia



CAM route 15 was original CAM 13, extended to Norfolk in hopes to bring in heavier revenue.



October 10, 1926

Philadelphia,
Washington,
Norfolk

Philadelphia Rapid
Transit, Inc.

Pilot:

Alton N. Parker

(all flights)



Southbound Philadelphia
flight to Washington
arrival 10 AM



Pilot Alton Parker

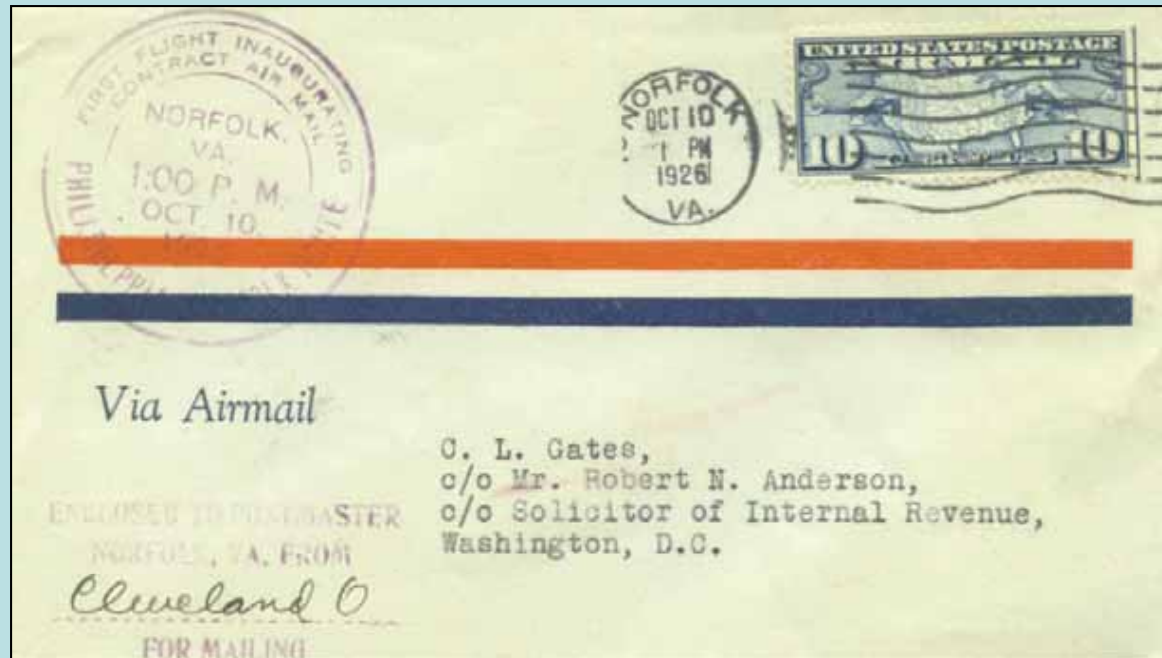
Southbound Washington
flight to Norfolk – arrival
noon



Pilot Alton Parker



Northbound Norfolk
flight to Washington
arrival 4 PM



Northbound Norfolk
flight
To Philadelphia
arrival 7:00 PM





Addressed to
General Delivery at
Model Post Office

Northbound Washington flight
to Philadelphia
arrival 7:30 PM

Receiving cancel at air field,
Model Post Office backstamp

CAM 15 operated at a loss,
operations discontinued on
November 30, 1926.



The final story – a great visit

As the end of the 1926 Sesquicentennial International Exposition neared, things were not looking good. The Philadelphia Rapid Transit Co., operated the CAM route at a loss, and operations were discontinued on November 30. December 1 the Expo officially closed, and the Philadelphia Post Office stopped using the machine slogan cancellation.



A “Last Day” Cover

– we hope you enjoyed the Expo !

Out of 184 days of operations, it rained on 107 days

Of the 36 million visitors expected only 6.5 million showed up

In early 1927 the Sesquicentennial Commission declared Bankruptcy



The mammoth Liberty Bell, constructed at a cost of over \$100,000 and weighing in at 42 tons – with its 26,000 light bulbs

On the bright side the City gained a Sports Stadium, and the reclamation of the swampland used for the Expo venue made future development of that area of the City possible. A whole new neighborhood – “Packer Homes” was constructed

was sold at auction as scrap for the sum of \$60.00
It remained standing until finally being dismantled in August of 1927

Thanks for your attention.

Prepared for the
Hamilton Township
Philatelic Society
April 19, 2011



Presented by Henry J. Applegate
Member APS, AAMS, HTPS and MSC
Zeppelin Collectors Club
Navy Lakehurst Historical Society