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Stamp Theft Reported in Sacramento, California

2/24/2021

On Wednesday, February 17, 2021, a book of United States stamps was stolen from Ed Dimmick's stamp shop located in Sacramento, CA. The stamps were housed in a single dark blue or black 8 ½" x 11" binder. There were between 200 and 250 mint and used U.S. stamps which ranged between Scott # 1 through Scott # 178 with a total value of approximately \$5,000. The stamps were mounted on DS02 pages and the letters "ED" were written on the lower right corner of each page. The spine of the binder was labeled "1 US".

The theft was perpetrated by an African American male and white female posing as husband and wife. She stated that she wanted to purchase stamps for her 95 year old father's birthday. While examining some stamps, the female faked an asthma attack and ran from the store apparently with the binder.

The Sacramento County Sheriff's Department is investigating the theft. The **case number is 21-49485** and their phone number is 916-874-5115.

Should you encounter this stolen property, please contact:

- Your local law enforcement agency
- The Sacramento County Sheriff's Department at 916-874-5115
- [Ed Dimmick](#) at 916-571-5884
- The [APS Stamp Theft Committee](#).

San Jose Stamp Club

APS Chapter 0264-025791

Founded 1927, Club show since 1928

March 2021

Table of Contents

Page

- 3 Jane Addams: Social Scientist and "Postmistress"
8 Picture Postcards and Medicinal Marketing
13 St Patrick's Day Postmark

Club Blog & Website

Blog Updates No Activity

Website Updates

February 2021 newsletter uploaded

Remember the dates!

President's Message

We've got exciting times ahead of us. It looks like the vaccines will get control of Covid and we can start meeting in person again in a few months. The outlook is optimistic enough that we are very near to signing a contract to host our annual show, Filatelic Fiesta.

Our show is planned for November 13-14th at Napredak Hall. We are using this venue as the Elk's Lodge is still closed and the Santa Clara County Fairgrounds is shut-down for all of 2021. This our club's biggest event of the year and we need everyone helping. I am confident that we can find a way for everyone to contribute while respecting whatever limitations you may have. Nobody is asked to anything beyond their abilities. Let's talk to find how you are going to contribute. A very simple way to contribute is "work" at the hospitality table. Everyone can sit, sip coffee, and eat donut holes while greeting show guests. A second tough job is register guests. Ask people to fill out a registration ticket, smile and thank them for coming – who cannot do that? One big relief is that we won't be having exhibits (and hence no awards) this year.

Plans are being made to host a few society meetings on Saturday, and a club auction on Sunday. I am

looking at the opportunity to have club members sell their own material for their own gain. Watch your email for details. We also plan to host a US Post Office table.

On a different and exciting news: let me introduce our club's newest member: Ryan Yacono, he is 16 years old and earned the stamp collecting merit badge 2 years ago in one of my classes. He is interested in collecting stamp of the US and has some First Day Covers. Please join me in welcoming Ryan to the club.

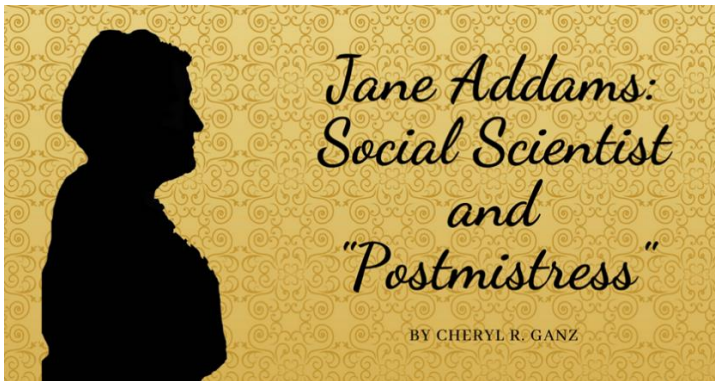
Regarding new members, I still hope to get onto the San Jose's library's schedule to do a presentation on the joy of stamp collecting. I'd like to do this after we're able to gather in-person. The biggest challenge is to create presentation materials that present the hobby in the fun and creative way I would like to evangelize. I welcome assistance from anybody who would like to contribute this project. I'm optimistic that if we do a good job, we should be able to get people started collecting stamps when they realize the fun and rewards.

A significant benefit of joining the SJSC is access to the club's incredible inventory. Many thousands of stamps have been soaked and sorted by country and topic. Looking to fill-in a few spots in your album? Try looking here. Yes, you probably need to see a professional dealer for rare and hard to find issues, but you might be surprised by what you find in the club's boxes.

There are lots of opportunities to help and get benefits from your club membership. Please be in touch and we'll find to make it work for you.

Regards,

Brian



Jane Addams: Social Scientist and “Postmistress”

3/11/2020 - Member Only Exclusive

In Chicago, 1889, Jane Addams co-founded Hull-House, a settlement house in a Near West Side neighborhood (**Figure 1**). Impoverished immigrant populations dominated the neighborhood, where they suffered the ill effects of urban industrialization. In response, young, educated reformers lived together at Hull-House, providing social, cultural, and educational services to the immigrants. The reformers also investigated and recorded local sanitary, labor, and social conditions. First Eastern European and Jewish immigrants predominated the neighborhood, and during the 1920s, Mexican and African-American migrants moved nearby. Its many success stories during these decades boosted Hull-House's stature into a national model for social science (**Figure 2**).

Jane Addams gained national and international prominence as a pioneer in the realm of social science during America's Progressive Era and beyond. Her leadership in the American Woman's Peace Party, the first congress of the Women's International League, and Women's International League for Peace and Freedom exposed her to criticism but also earned her the Nobel Peace Prize in 1931, the second woman to be so recognized.

A lesser-known part of Addams' public life was her nearly four decades as a Chicago post office substation postmistress.



Figure 1. Jane Addams (1860 -1935) was a prolific writer of correspondence, speeches, and books. 1912 photo. *Courtesy Library of Congress.*

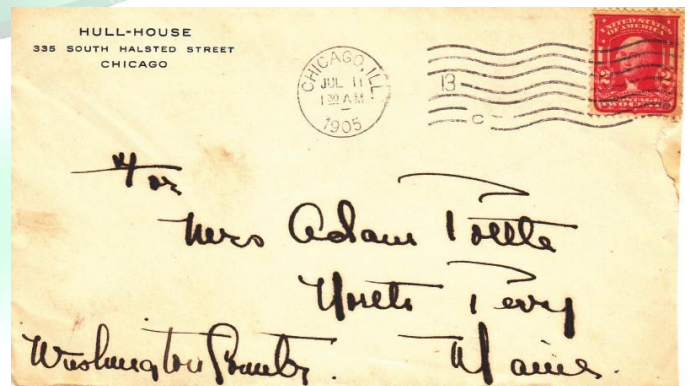


Figure 2. 1905 envelope with Hull-House corner card, addressed in Jane Addams' handwriting. The main Chicago post office processed the cover before transport to North Perry, Maine. Addams often summered at Halls Cove near Bar Harbor, Maine.

The Hull-House Post Office Substation

Post Office substations, often called contract offices, were not on postal property and Post Office Department personnel did not operate the substations. The loss of their neighborhood postal substation forced West Side area residents to travel a distance for mail services. They successfully campaigned for another, nearby office. Chicago's West Side Post Office Substation No. 10 opened on September 9, 1897, at 335 South Halsted in the Hull-House settlement complex. The substation served reformers and neighbors in the community with the sale of stamps, money orders, and registered letters, but did not have a first class postmark device.

The Hull-House Postal Substation 10 was inside the newly-constructed children's building, located at the corner of Halsted and Polk Streets on the first floor, with an entrance on the Polk Street side (**Figures 3 and 3a**). Named for donor Charles Mather Smith, the building also provided meeting rooms, kindergarten, a nursery, a music room, and an art studio. The Hull-House substation functioned under carrier station H, located at 543 Blue Island Avenue, and after 1900, under the Pilsen Station, both southwest of Hull-House.

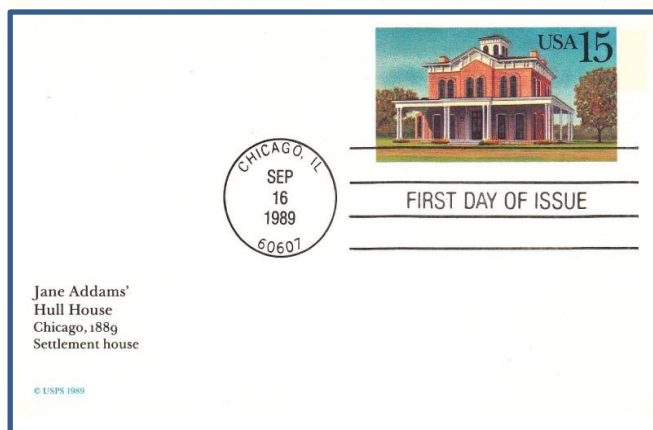


Figure 3 and 3a. Curt Teich linen postcard of the Hull-House complex with the Smith building at the corner of Halsted and Polk Streets in Chicago, 1950. Note the mail collection box on Polk Street near the entrance to the building and postal substation. All but two of the Hull-House buildings were torn down in the 1960s to clear

land for the University of Illinois at Chicago. Today, the surviving buildings (the original Hull-House and Dining Hall) house the Jane Addams Hull-House Museum. USPS featured the renovated Hull House on a 15¢ postal card in 1989 to honor the centennial of Jane Addams' Hull-House settlement house, below.

Chicago postmaster Charles Ulysses Gordon appointed Jane Addams to head the substation as its "postmistress." While Hull-House residents and press frequently used the title Postmistress, the official post office title was "Clerk in Charge." Gordon told the press that "Miss Addams did not ask for this appointment, but I asked her, and I am glad to know she finally consented." By 1909, the Post Office Department paid an annual salary of \$800 (equivalent in purchasing power to over \$22,000 today) to Addams, which she used to compensate clerks and pay for operations.

So why would the busy Addams, who also served as the ward's garbage inspector, accept such an appointment? As with other Hull-House government-improvement initiatives, from playgrounds to industrial reforms, Addams sought to collect information and create a replicable model for the Post Office Department. She was also determined to provide services that her neighbors needed. Her dedication helped provide a safe, educational environment at Hull-House, open daily (except for Sunday) from 8 a.m. to 6 p.m. Biographer Jean Bethke Elshstain noted, "for Addams, democracy was a form of public action making possible the doing of simple tasks in peace." She held the position of postmistress, or clerk in charge, for the rest of her life.



Figure 4. Hull-House Substation No. 10, inside the Smith building with Elisabeth McManus as clerk. The sign above the postal station window states, "Original & Permanent Location of Post Office Contract Station No. 10, Founded September 9th 1897 by Jane Addams."

Courtesy Hull-House Digital Image collection neg. 1403, Special Collections and University Archives, University of Illinois at Chicago.



Figure 5. Registered money order from Substation No. 10 mail with receipt, 1897. Courtesy Post Mark Collectors Club.

Substation 10 simplified the task of sending a money order or writing to loved ones. Many Eastern European immigrants wanted to send money orders to their families in Europe. The substation helped the immigrants avoid unauthorized agents and money brokers, who often exploited them through high commissions. Addams ensured that Hull-House postal clerks spoke multiple languages and could guide neighbors through the process of sending money orders and verifying that addresses would be legible. Only a few clerks operated the substation during its years of operation, including: Amelie Valerio, who spoke five languages; Miss Le Fevre; Mr. and Mrs. A. Vincent; Hull-House accountant Elisabeth McManus; and her sister, Winifred McManus (Figure 4).

Hull-House residents collected data from postal operations and soon realized that immigrants from Europe expected postal savings. In 1899, a branch savings bank of the Chicago Penny Savings System was added to Substation 10, with the postal clerk also serving as banker. By 1913, the substation sent \$600–1500 a day in foreign money orders

(Figure 5). In 1916, the substation offered parcel post services (Figures 6 and 7).



Figures 6 and 7. Registered Substation No. 10 mail with backstamp, 1934. Courtesy Jim Williamson.

Jane Addams 10¢ Postage Stamp

Following Jane Addams's death on May 21, 1935, citizens began writing letters to the postmaster general and leaders of the Post Office Department to propose an Addams postage stamp. It seemed appropriate to many that the United States honor Addams and her achievements in human welfare, modeling the Martha Washington and Susan B. Anthony stamps. The executive board of the Women's International League for Peace and Freedom and members of its branches wrote in support of a government issue, as did Robert Hutchins, the president of the University of Chicago.

Many women also wrote to Eleanor Roosevelt at the White House for her support. Unknown to them, Eleanor had already lobbied for the stamp. Only a couple months after Addams' death, Eleanor wrote her husband, avid stamp collector and president of the United States, a note requesting the stamp's issue. Franklin D. Roosevelt replied on White House stationery, "A Stamp is impossible because it violates all plans and precedents but I hope we can devise some other practical memorial. F.D.R." Five years later (1940), while the Roosevelts still lived in the White House, the Addams stamp became reality (Figures 8, 9, and 10).



served as the source image and was flopped for the stamp design so that Addams faced left. *Courtesy Library of Congress.*

Issued as part of the Famous Americans series for scientists, the brown Addams 10¢ stamp, known to collectors as Scott 878, depicts the only woman scientist in the series and only the eighth woman portrayed on a U.S. postage stamp. Addams was also the first Chicago resident honored on a postage stamp. A 1914 photographic profile portrait by Moffett Studios in Chicago, held by the Library of Congress, served as the source artwork. At the Bureau of Engraving and Printing, designer William A. Roach flopped the portrait so that Addams would face left. J.T. Vail and Carl T. Arlt engraved the vignette and W.B. Wells engraved the lettering. Although ten cents did not represent a postage rate at that time, the stamp sold well.

Several sites campaigned to hold the first day ceremonies, including Cedarville, Illinois, Addams' hometown. Charlotte Carr, director of Hull-House, also sought the ceremony; Harold Ickes, Secretary of the Interior, wrote a letter of support for Carr. She wanted a date change for the issue to coincide with the settlement's 50th anniversary founding celebrations. She also sought a special first day postmark that would include "from Hull-House" in the text. She succeeded in hosting the ceremony, but did not manage to change the date or obtain a non-traditional postmark device.

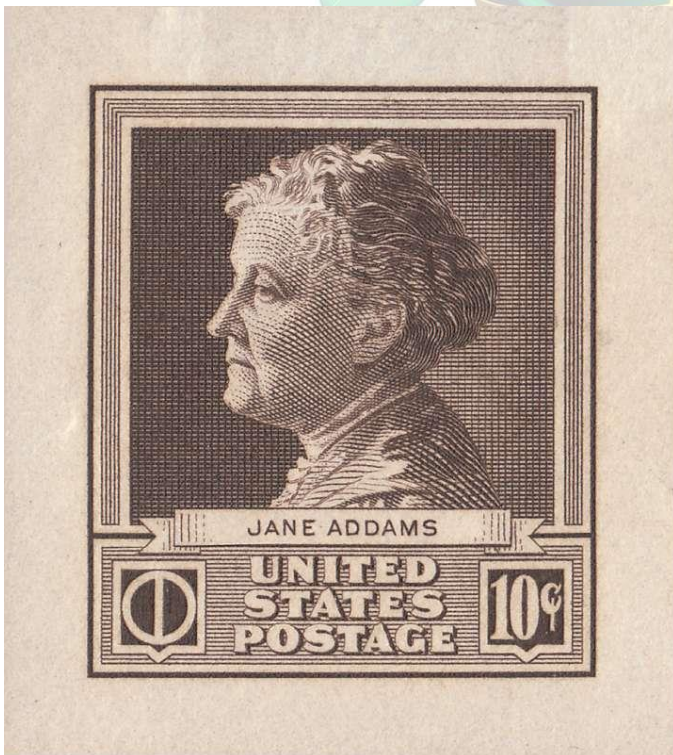


Figure 11. Sale of the first sheets of Jane Addams postage stamps on April 26, 1940. Left to right: Chicago postmaster Ernest J. Kruetgen, Jane Addams Freeman (daughter of former secretary to Addams), Jane Addams Allen (great-grandniece of Addams), and Elisabeth McManus, clerk and postmistress at Hull-House for 35 years.

Figures 8, and 10. 10¢ Jane Addams small die proof, approved on February 9, 1940. The 1914 photographic portrait of Jane Addams by Moffett Studios of Chicago

The first day events took place April 26, 1940, in the Benedict Art Galleries, named for Enella Benedict, the first art director of Hull-House. The space at Postal Substation 10 was insufficient to handle the crowds, so the Chicago post office set up a special Exhibition Postal Unit in the larger gallery room. Carr hosted a homecoming tea for former residents who had worked with Addams. An exhibition honoring Addams and the anniversary opened in the gallery. Portraits of Addams, pictures of friends, scenes of her activities, and documents of her work and Hull-House lined the walls and filled exhibit cases.

Elizabeth McManus, who succeeded Addams as clerk in charge, opened the substation's postal counter at 9:30 a.m., selling the first stamps to two four-year-old namesakes (**Figure 11**). In the next thirty minutes, McManus and a postal employee who was sent by Chicago postmaster Ernest J. Kruetgen to assist her sold 6,000 stamps. All together, the Chicago post office reported 294,000 stamps sold for the first day, with 132,375 pieces of mail receiving the first day of issue postmark (**Figures 12 and 13**).

The Addams stamp ignited two controversies: first, some debated whether Addams was a scientist; and second, some questioned the shield-shaped panel at lower left with an unknown symbol. Social science was an emerging field at the time and was not yet recognized by some in the basic sciences as a true science, and therefore there was no scientific symbol to represent the discipline. When letters arrived questioning this symbol, postal officials scrambled to find an answer.

Hull-House. This example is autographed by Hull-House director Charlotte Carr and Hull-House postmistress and clerk Elisabeth McManus. Norah Hamilton's sister Alice was honored on a 55¢ postage stamp in 1995.

Robert P. Lang, a reference librarian at Oberlin College Library, wrote, "None of the faculty members in the Sociology Department here are acquainted with the symbol." He requested references and the origins of the design, and inquired how it represented the idea of sociology.

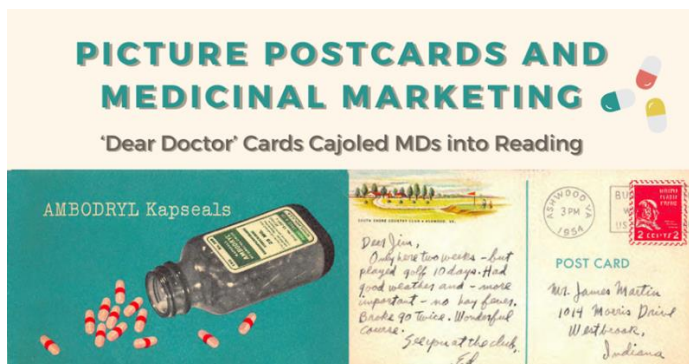
Initially, Post Office responses to similar queries were vague, until finally postal officials answered simply that the symbol represented "unity and social science." Using artistic license, the Bureau artists had created the symbol of a circle with an upright connecting line. It was the only symbol created for the American Scientists series.

Dr. E.D. Skeen of Gary, Indiana, was one of many who questioned Addams' qualifications as a scientist, and suggested that maybe her settlement house was a laboratory. Forest Ray Moulton, an astronomer and secretary of the American Association for the Advancement of Science, also questioned Addams as a scientist. He wrote, "This is undoubtedly the only time she has been classed among scientists, having never had any education as a scientist, having never been engaged in scientific work and having never belonged to a scientific society or been listed in such directories of scientists as American Men of Science." To many of these inquiries, the third assistant postmaster general replied, "While there may be some question regarding this classification when viewed from the general construction placed upon the word 'Scientists,' recognition was granted Jane Addams in this series for her achievements in the field of social science."

When Jane Addams established Hull-House as a social experiment, there were no "social workers" in America and no departments of sociology at universities. Today, Addams is honored as one of the trailblazers of the social sciences in the United States. She used Substation 10 as a model postal operation for the neighborhood and nation. The Post Office Department used her image on a postage stamp to advance women's achievements in the sciences as part of America's national identity.



Figures 12 and 13. Jane Addams first day cover with Hull-House's official cachet featuring an original sketch of the Hull-House courtyard by settlement artist and teacher Norah Hamilton. The Jane Addams Memorial Medal, designed by Nancy V. McCormick and produced by Medallie Art Company of New York, c. 1935, is depicted in the cachet with the medallion portrait image flopped to face right. The franked envelope sold for 25 cents and included an insert about Jane Addams and



Picture Postcards and Medicinal Marketing

5/12/2020 - Member Only Exclusive

‘Dear Doctor’ Cards Cajoled MDs into Reading

As America continues to wrestle with opioids and the shameful role of some private firms in promoting their sale, use and deadly abuse, we once again examine the ethics of marketing pharmaceuticals, a trade that has a long, interesting philatelic history.

This form of “junque” mail, as I like to refer to it, is highly collectible and has become increasingly popular in recent years. The goal of all those who use “junque” mail is to keep it out of trash cans as long as possible and in the hands of potential customers. To avoid the dustbin and make the sale, of course, it needs to be eye-catching and (usually) appealing.

Without a doubt, the best-known of these efforts is the highly successful “Dear Doctor” postcard ad campaign waged by Abbott Laboratories from roughly 1954 to 1968. Even among pharmaceutical companies, Abbott was far from the first to utilize postcard marketing, which has left a fascinating philatelic footprint. The concept is simple and effective: a preprinted promotional message is mailed on a picture postcard from some exotic location to catch and hold the attention of the recipient until the message has been read.

Although there are many avenues of postcard marketing to explore, let’s start with the popular “Dear Doctor” cards, which have been studied extensively compared to the others. The moniker comes from the fact that virtually all of the cards open with the greeting “Dear Doctor.”

Abbott Laboratories was the inventor of Sodium Pentothal (their brand name for thiopental sodium), a powerful and fast-acting injected anesthetic that essentially replaced ether as a means of putting surgery patients “under” before beginning general anesthesia. This form of barbiturate was pioneered during the early 1930s by Ernest H. Volwiler, who worked for Abbott. First used on humans in 1934, I believe it was patented in 1939.

As a side note, in small doses, Pentothal leaves the recipient groggy and with lowered inhibitions (much like a few drinks). This led to limited and not particularly effective use as a so-called truth serum. While it is only one of several drugs tried for that purpose, it captured the imagination of Pop Culture and was identified by name as truth serum in everything from TV sitcoms and soap operas to movies and even in comic books.

During the early 1950s, with the patent for Sodium Pentothal due to lapse, according to several sources Abbott executives were keen to find some way to keep the name relevant and promote its use. Several have claimed credit for the idea of utilizing postcards, but suffice it to say Abbott tried the method and it took off like a rocket.

Tom Fortunato maintains a website about the cards (www.deardoctorpostcards.com), and may have studied them more closely than anyone else. He has identified at least 150 face-different cards mailed from 120 different countries, in at least nine different languages (although most are in English).

Figure 1 shows the address side of a Dutch card. The other side of the card is a photo of a narrow old Dutch street. The approach with each was similar: find an exotic location or image; create a message that tied in locally; and deliver the pitch that Pentothal is well-known and used worldwide.

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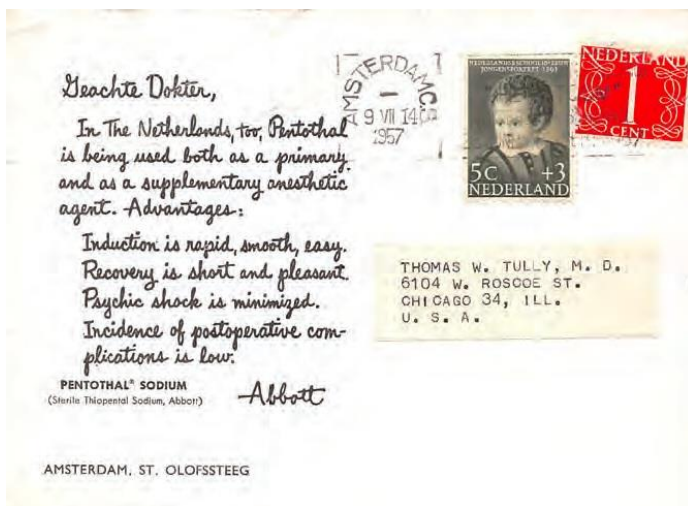


Figure 1. Abbott Laboratories' "Dear Doctor" postcard campaign mailed countless millions of cards to medical professionals during the 1950s and '60s. Shown here is an unusual example printed in Dutch.

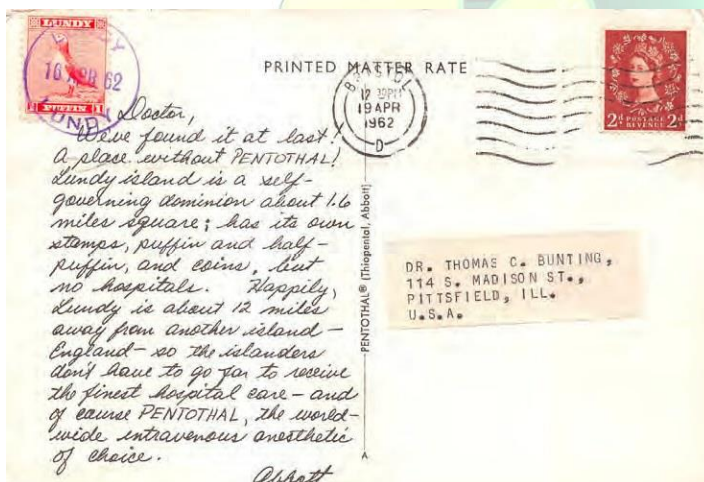


Figure 2. This 1962 "Dear Doctor" card, mailed from Lundy Island, exclaimed that the firm had finally found a spot on earth without Sodium Pentothal.

Each was simply signed by "Abbott." One exception is the 1964 card in **Figure 2** from the United Kingdom's Lundy Island (with stamps from both, and a bucolic scene on the picture side of three horses grazing with a lighthouse in the distance). The card reads as follows:

Dear Doctor,

We've found it at last! A place without PENTOTHAL! Lundy Island is a self-governing dominion about 1.6 miles square; has its own stamps, puffin and half-puffin, and coins, but no hospitals. Happily, Lundy is about 12 miles away from another

island – England – so the islanders don't have to go far to receive the best hospital care – and of course PENTOTHAL, the worldwide intravenous anesthetic of choice. Abbott.

In each mailing, many thousands of cards (usually about 250,000) were prepared and sent out to medical professionals. Due to the nature of these cards, they were not mailed out at airmail rates, but rather at surface and other discounted rates. In a few cases, the cards are the only known mail pieces representing these rates. In other cases, they serve as first day covers for some issues.

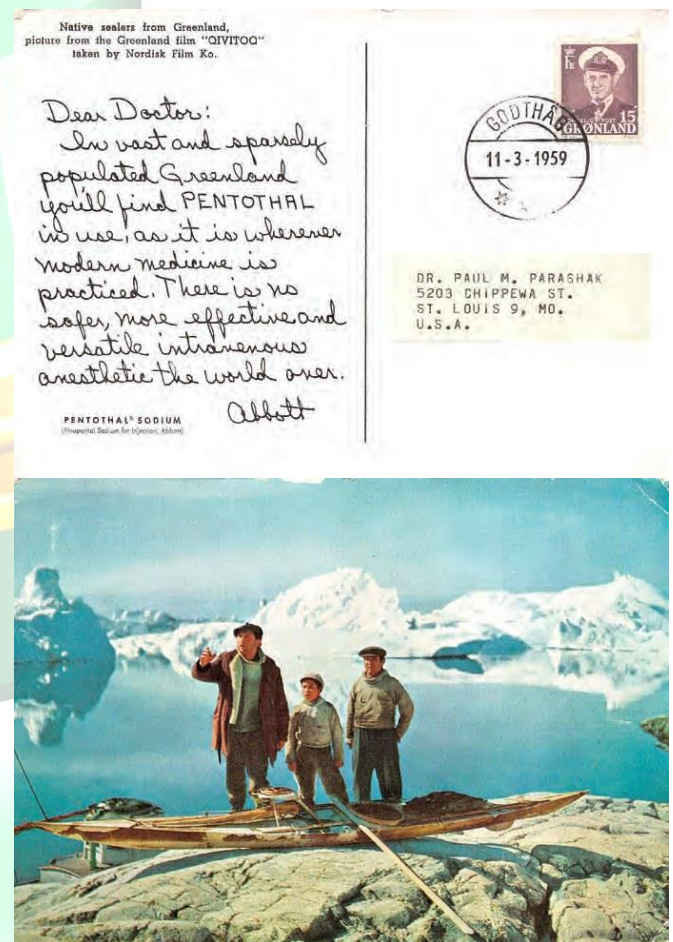


Figure 3. Since most of the Abbott cards were mailed using printed-matter surface rates, some, such as this 1959 Greenland hunting kayak card, display hard-to-find frankings.

Figure 3 shows the front and back of a Greenland "Dear Doctor" card representing a difficult rate.

From a philatelic market standpoint, most "Dear Doctor" cards sell in the \$5 to \$15 range, although

some sell for much, much more. I've seen them sell for more than \$100 and at least one of which I'm aware sold in 2012 for \$298 on eBay.

In tracing the history of "Dear Doctor" cards, the earliest example I've found is on a pioneer postal card mailed April 4, 1898, from St. Louis, Mo., to London, England. Shown in **Figure 4**, the card (Scott UX14) is additionally franked with a 1¢ Trans-Mississippi stamp to meet the overseas rate and bears an April 14 London receiving mark.



Figure 4. The earliest "Dear Doctor" marketing card the author has been able to locate is this 1899 Antikamnia card, mailed from St. Louis, Missouri, to London, England.

The reverse of the card (addressed to "Dear Doctor") is an illustrated notification of the mailing of an Antikamnia Chemical Co. "Foetal Chart and Parturition Calendar." Antikamnia was an early pain reliever, taking its name from two Greek words that, combined, means "opposed to pain." The company was one of the early pharmaceuticals to realize the value of advertising via direct mail.

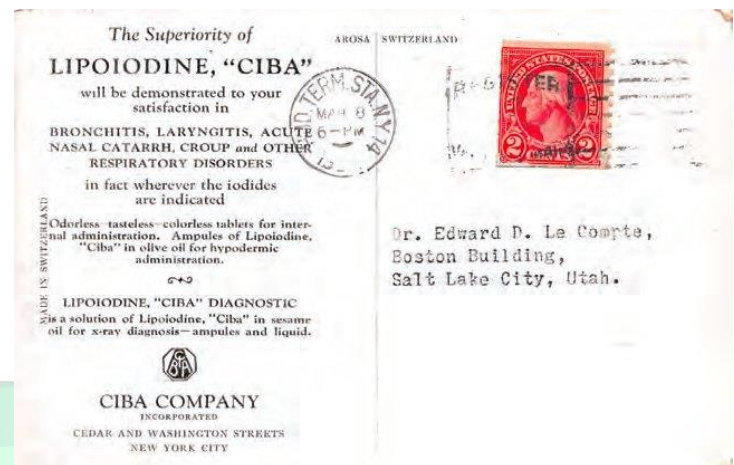
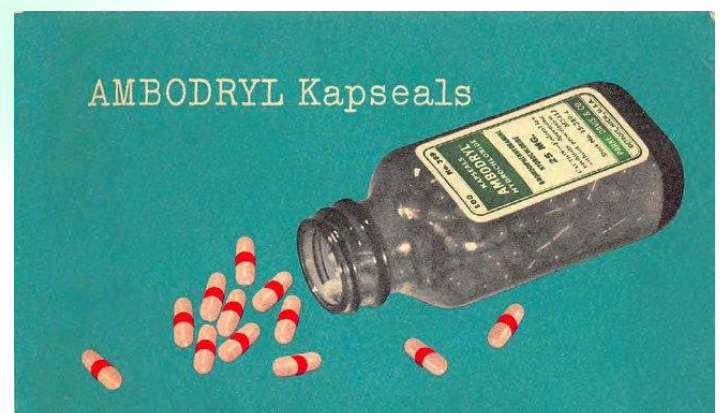


Figure 5. Mailed within the U.S., this 1928 promotional postcard for "Lipoiodine" shows a view of the Alps of Switzerland, home of the drug maker's parent company in Basel.

Of course, not all "Dear Doctor"-style drug marketing cards used that specific salutation. A number of pharmacies and drug companies from the early 20th century through the 1950s utilized mailings that featured picture postcards addressed to doctors or other medical professionals and served as drug advertisements. Among the earliest of these that were philosophically nearly identical to the Abbott cards is one shown below in **Figure 5**.

That card, from the Ciba Company in New York City, a U.S. office for "Chemische Industrie Basel" (Chemical Industries Basel), pictures the Swiss Alps and is addressed to a physician in Salt Lake City, Utah. Mailed March 8, 1928, the ad is for Lipoiodine, supposedly suitable for various "respiratory disorders." Aside from being mailed in the United States, all other aspects are very similar to the later Abbott cards.



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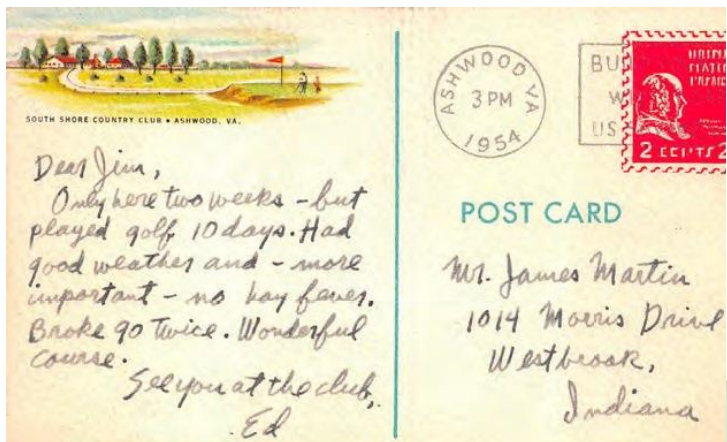


Figure 6. This 1954 “postcard” above — actually the front of a pharmaceutical brochure—has a near-counterfeit 2¢ Prexy, fabricated cancel and a printed handwritten-looking message on the address side at right.

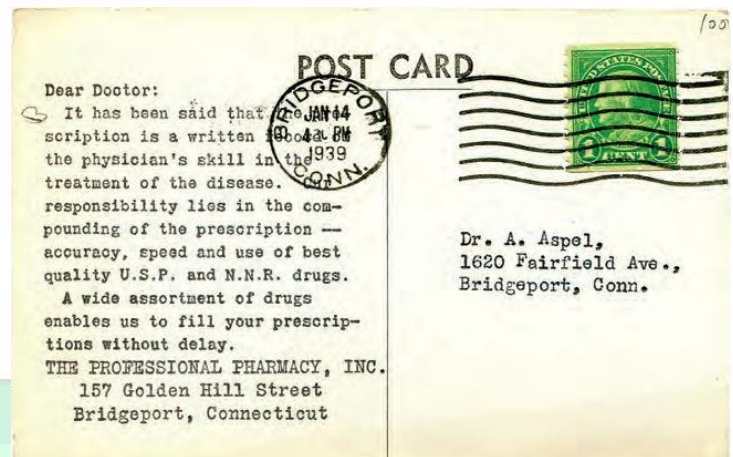


Figure 7. This 1939 “Dear Doctor” card promotes a local pharmacy, not a specific drug.

A very unusual but related item appears in **Figure 6**. “Mailed” in 1954, the entire card—picture, message, stamp and postmark—are fabrications. The card was the cover of a pharmaceutical company’s promotional brochure and would have been mailed under separate cover. The “stamp” is such a close match to the then-current 2¢ Presidential series stamp (Scott 806), that it could have been considered a form of counterfeit. The address and message are printed as well and serve as a not-so-subtle advertisement for the pictured drug Ambodryl, an allergy medicine developed by Parke, Davis & Co.

“Ed” (the card’s fictional writer) wrote that he “Broke 90 twice” on the golf course because he wasn’t suffering from hay fever. (Of course, whomever Ed beat might insist that Ed won because Ed had been taking “performance-enhancing drugs!”)

Figure 7 shows a 1939 card mailed to promote a specific pharmacy in Bridgeport, Connecticut, rather than a specific drug. The message (addressed to “Dear Doctor”), is about choosing the right pharmacy, noting that while a physician’s skill lies with the treatment of disease, the pharmacist’s responsibility is in the accurate compounding of the prescription using ingredients of the highest quality, as shown on the picture side.



Figure 8. This 1950s “Dear Doctor” card, mailed by Frederick Stearns & Co. rather than by Abbott Laboratories, is a cypocat card.

Inevitably, after the Abbott campaign became such as success, many cypocat campaigns followed. For example, the **Figure 8** card (with an unreadably faint postmark) was mailed from Sudan bearing a Camel Post definitive, using virtually the same approach as Abbot. In this case, the card picturing three “women outside Omdurman” was promoting a pharmaceutical sales agent from Stearns (Frederick Stearns & Co.), a Detroit pharmaceutical company whose heyday was in the early 20th century. The card would have likely been mailed no later than early 1955, as the physician to whom it is addressed to died suddenly on March 28 of that year.

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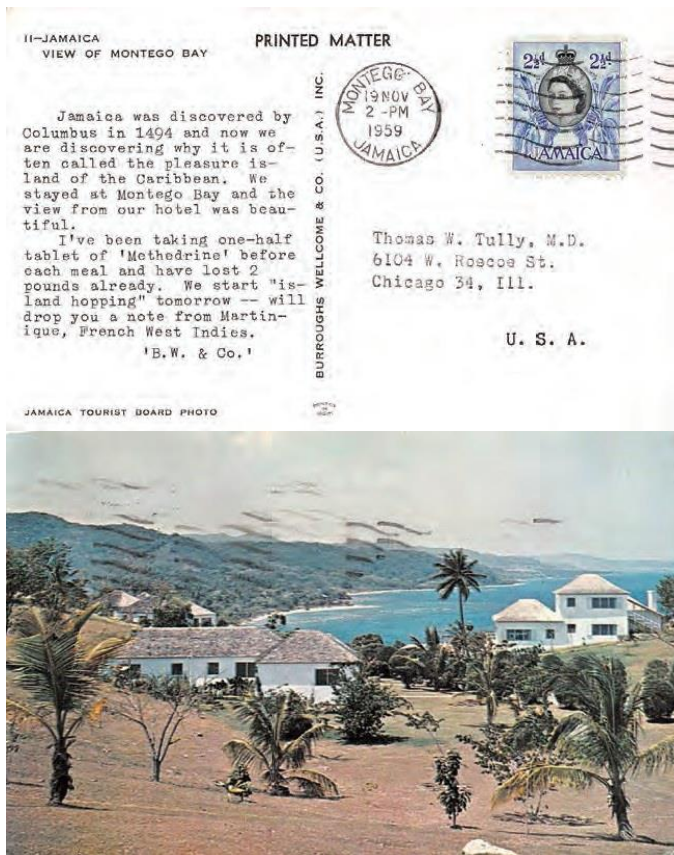


Figure 9. Mailed from Montego Bay, Jamaica, the 1959 card above (one of a pair) extols the virtues of the miracle weight-loss drug Methedrine (which had plenty of problems all its own as we now know).

The **Figure 9** card is one of two different I've seen from 1959. The Montego Bay card shown was mailed from Jamaica on November 19, 1959, the other from Martinique on November 25, bearing a definitive from France. Both cards promote a nasty little weight-loss drug created by Burroughs Wellcome & Co. called "Methedrine" (methamphetamine hydrochloride).

Yup, it is that "meth." Methedrine could not only help with weight loss, but it also could give you more energy and create 'the right attitude.' Optimism and cooperation are encouraged by Methedrine," according to at least one magazine advertisement — not to mention the Rolling Stones' 1966 hit, "Mother's Little Helper."

The follow-up card from Martinique not only promoted Methedrine, but also Marezine (cyclizine), which is still in use to treat motion sickness and other forms of nausea.

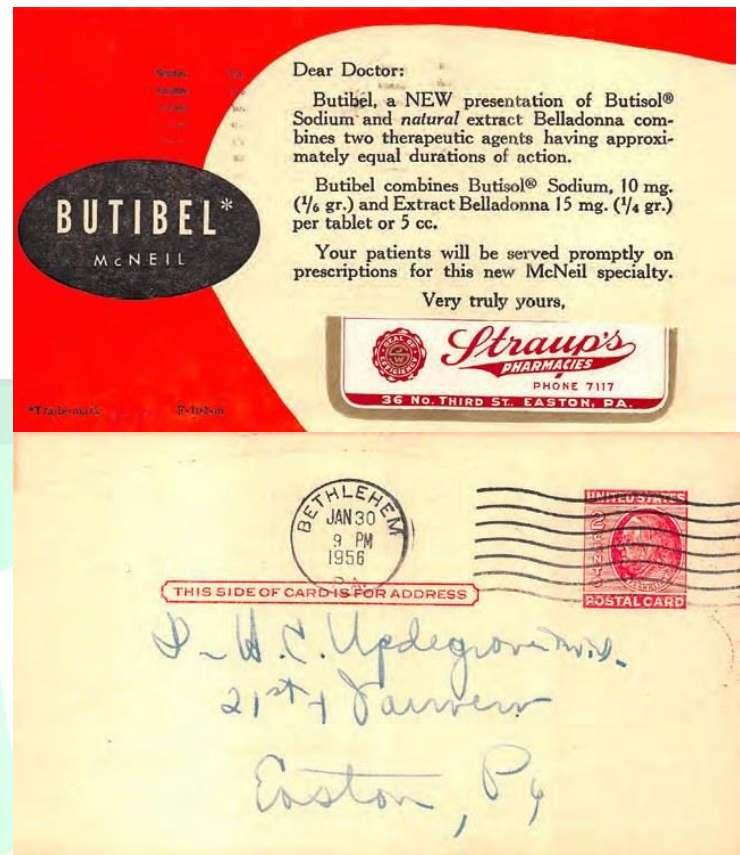


Figure 10. Not all "Dear Doctor" cards were exotic. This pill postcard relied on local pharmacies to mail it to local physicians they knew.

However, not all "Dear Doctor" cards were as exotic as Abbott's or some of the others shown here. Some were purely functional. The 2¢ postal card shown in **Figure 10** is a simple printed card promoting McNeils' then-new drug Butibel. Rather than mass mailing to thousands of doctors across the country, this "Dear Doctor" card apparently was sent to pharmacies, which would then attach their own names to them and mail the cards to local doctors they knew.

With an increased focus during the 1960s and '70s on medical journal advertising and pharmaceutical "detail men" who visited physicians' offices with samples and other literature (before direct-to-consumer ads took over during the 1980s), the need for direct mail drug marketing dwindled. The "Dear Doctor" card approach eventually died, leaving us with a fertile area of mail marketing that is ripe for additional research.

St. Patrick's Day Postmark

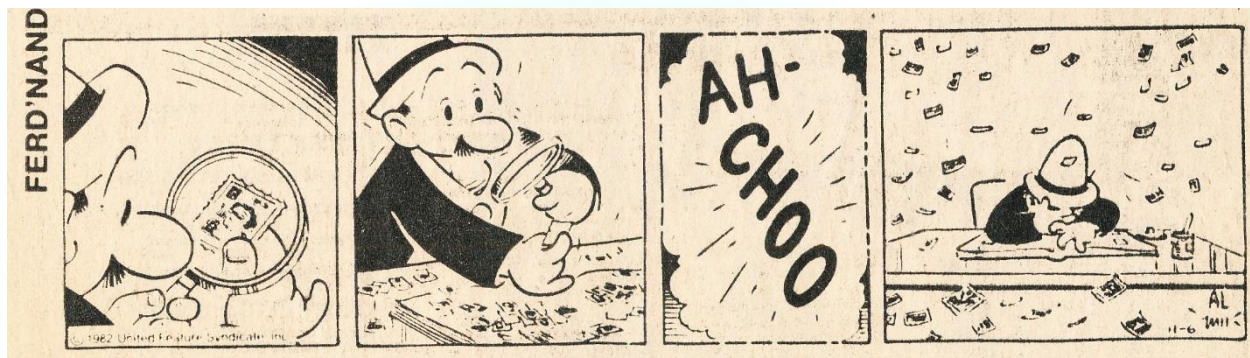


This elegant St. Patrick's Day pictorial postmark for 2020 hails from Kinkaid Station in O'Neill, Neb.

Postmark Pursuit by Molly Goad

If you collect St. Patrick's Day postmarks, one to seek is the Nebraska cancel with shamrocks and greenery pictured here.

The postmark is sponsored by the Holt County Historical Society located in the Moses P. Kinkaid Law Office Museum in O'Neill, Neb.



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