

St. Paul's first post office, 1846, which sat on a counter in postmaster Henry Jackson's general store

A COLLECTION OF MINNESOTA PEOPLE, PLACES, AND EVENTS

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DAY OF ISSUE

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In "Winter Dreams," F. Scott Fitzgerald writes of a sad but successful man who "had gone away and could never go back any more." If Fitzgerald could have returned to St. Paul in September of 1996, he would have found his home town eagerly celebrating his one-hundredth birthday. A parade, tours, and a literature festival held in the recently renamed Fitzgerald Theater in the city's downtown helped mark the event. Enduring long after the festivities are the bronze statue of the writer in Rice Park and a new 23-cent postage stamp. These are

Moira F. Harris

Dr. Harris began accumulating stamps as a child. During a decade of residence in the Washington, D.C., area, she often attended first-day ceremonies. Among her recent publications is an article on Curt Teich postcards of Minnesota in the Fall 1995 issue of Minnesota History.

significant tributes to an author who left home in search of literary fame and, like the hero of his story, "glittering things."¹

The Fitzgerald commemorative is the latest in a long list of United States postage stamps honoring Minnesota history—people, places, arts, and events.² Occasionally designed or based on work created by Minnesota artists, these stamps are small, collectible invitations to explore the state's past, each with its own tale of origins, occasional controversy, and celebration.

Unlike many stamps commemorating the state's achievements, the Fitzgerald one was not issued at the urging of Minnesotans. It had already been approved for inclusion in the postal service's Literary Arts series when Garrison Keillor and other members of the committee planning the St. Paul Fitzgerald festival learned of it. They were told that the commemorative stamp might be dedicated in Hollywood (where Fitzgerald died), Maryland (where he is buried), South Carolina (where a biographer lives), or Princeton, New Jersey, which was also planning a centennial festival. "Write your congressman or the Postmaster General-write early, write often" became the order of the day, and Minnesotans did. Deluged with mail, the United States Postal Service (USPS) finally announced that the stamp would be dedicated in St. Paul on September 27, 1996.³

Fitzgerald was often called the chronicler of the Jazz Age for his short stories and novels celebrating the flapper years of the 1920s. Two other Minnesotans who have graced U.S. postage stamps also gained their fame in that decade: Sinclair Lewis and Charles A. Lindbergh. In May 1927 Lindbergh flew his small Ryan monoplane, *The Spirit of St. Louis,* from New York to Paris in 33.5 hours, the first pilot to solo across the Atlantic Ocean. While his journey made the record books, Lindbergh was not yet

to be pictured on a stamp. According to postoffice custom, that honor cannot be granted to any living—or even recently deceased—individual. Accordingly, the 10-cent blue airmail stamp issued on June 18, 1927, shows the plane, not the pilot. The Spirit of St. Louis is depicted in flight; a small dotted line indicates its route from New York to Paris. Above the plane are the words "Lindbergh Air Mail." Lindbergh received copies of the new stamp from Postmaster General Harry New during the first indoor public ceremony for him, a meeting of the National Press Club, attended by six thousand spectators. First-day cancellations were available in St. Louis, Detroit, and Little Falls as well as Washington, D.C.⁴

Lindbergh's achievement spurred an avalanche of postal history. After he landed safely in France, Americans were encouraged to send him preprinted "Welcome Home" letters. Deluged with more than 2 million letters and several hundred thousand telegrams, he issued a press statement saying that he could not respond to all the greetings but appreciated them deeply, "for my heart is in the 'air mail' service and I would like to help keep alive the air-consciousness of America which my good fortune may have helped to awaken."⁵

Later in 1927 Lindbergh made goodwill flights to various American cities, sponsored by the Daniel F. Guggenheim Fund for the Promotion of Aeronautics. Huge crowds greeted him, and envelopes with commemorative cancellations were prepared for each stop. His Minnesota visits included the Twin Cities and, most tumultuously, his home town of Little Falls, where ecstatic residents were eager to make their welcome loud and clear. As the local newspaper reported: "A salute of twenty-one bombs will be fired at the landing field. . . . Following the salute at the [Morrison County] fairgrounds

⁴ United States Post Office Dept., *Postage Stamps of the United States* (Washington, D.C.: Government Printing Office, 1968), 55–56. For the first-day ceremony and Lindbergh's speech in support of air flight and airmail, see Charles A. Lindbergh, "We" (New York: G.P. Putnam's Sons, 1927), 283–96.

⁵ Lindbergh, "We", 316; Sister M. Fidelma and Walter Curley, comps., *Catalog of the Charles A. Lindbergh Collection of Cardinal Spellman Philatelic Museum, Inc.* (Weston, Mass.: Regis College, 1968), 6, B-1.

¹ F. Scott Fitzgerald, "Winter Dreams," in *The Stories of F. Scott Fitzgerald*, ed. Malcolm Crowley (New York: Macmillan, 1987), 145, 130. The author gratefully acknowledges the help of stamp collectors John L. Norbeck and Floyd E. Risvold, Kelvin Miller of the local Fitzgerald celebration committee, and Ruth Howell-Weller and Barry Ziehl of the United States Postal Service.

² See listing, p. 116; James Taylor Dunn, "Minnesota's Story on Stamps," *Gopher Historian*, Winter 1955–56, p. 4–6.

³ St. Paul Pioneer Press, Dec. 16, 1995, p. 3C. Commemorative postage stamps are usually issued in the denomination of the current first-class postal rate. The Fitzgerald stamp, however, was issued at the supplemental rate of 23 cents because, according to a USPS spokesman, using a "pretty" stamp gives a bit of prestige to that rate category; Barry Ziehl, telephone conversation with author, Mar. 26, 1996.

twelve American flag bombs and a welcome bomb will be fired, followed by twenty-four novelty bombs. As he leaves the fairgrounds several special farewell bombs will be fired."⁶

Other stamps or cancellations were issued in honor of Lindbergh's 1927 and 1928 goodwill flights in the United States and Central and South America by Costa Rica, Panama, Cuba, and Spain. In 1988 images of *The Spirit of St. Louis* and its pilot, pictured in his well-known leather helmet with earflaps, appeared on a Swedish stamp commemorating the founding of New Sweden.

By the fiftieth anniversary of *The Spirit of St. Louis's* flight, Lindbergh (1902–1974) was too recently deceased to qualify for a portrait, so once again his plane soared postally over the ocean. This time it graced a 13-cent stamp, issued on May 20, 1977, at Roosevelt Field Station in New York near his original point of departure. Not until 1993 was the aviator himself pictured on a U.S. stamp. Shown wearing his familiar, flapped pilot's hat, Lindbergh finally appeared on a 29-cent stamp, one of a set of four honoring the National Postal Museum, issued on July 30 in Washington, D.C.

The birthdates of states and territories are regularly observed on American postage stamps, but commemoration of other events, people, or places is not so easily arranged. After World War II collectors severely criticized the post office for issuing too many stamps honoring what seemed, to them at least, trivial subjects. In response, a Citizens' Stamp Advisory Committee (CSAC), composed of collectors, graphic designers, and philatelic journalists, was established in 1957. The committee's duty was to scrutinize the thousands of ideas submitted for future stamps and recommend the most important proposals to the postmaster general.⁷

CSAC guidelines mandate that stamps feature Americans or American-related subjects with widespread national appeal and that no living person should appear on a stamp. Furthermore, with the exception of presidents, who are pictured immediately after death, a decade should elapse before a stamp is issued. The guidelines promote the centennial of a birth as an appropriate time for a commemorative issue. They suggest that anniversaries of educational institutions be commemorated on the Historic Preservation postal-card series. Organizations, events, and themes of regional or local importance may be honored by special postal cancellations rather than stamps.

Minnesotans have learned that the stamp committee regularly exercises its right to reject proposals. Preparing for a major regional stamp exhibit to be held in the Twin Cities in 1959, a group began working to obtain a stamp in honor of the sesquicentennial of Fort Snelling in 1970. Its members, including stamp collectors Floyd E. Risvold and Arthur W. Thom, artists Leslie Kouba and Leonard Fellman, architect Francis K. Meisch, newspaperman Wayne Hassell, state Senator William G. Kirchner, and stamp dealer Lester G. Brookman, worked quietly for years. In 1969 the group submitted to postal authorities a request for the commemorative, several designs, and a copy of a resolution of the Minnesota state legislature to President Richard M. Nixon. But the first response was negative. "Why a fort? If we do one, we'll have to do them all."8

Undaunted, the committee continued garnering prime political support to present at CSAC's meeting in January 1970. Letters endorsing the stamp were sent to Postmaster General Winton M. Blount by governors, senators, and congressmen from Minnesota, Iowa, Wisconsin, and the Dakotas; posts of the American Legion and Veterans of Foreign Wars; five state historical societies; and important Minnesotans such as former vice-president Hubert H. Humphrey and Secretary of Commerce Maurice H. Stans. By May 1970 the postmaster general had come to understand the importance of a Fort Snelling stamp and announced that one would be issued.

Risvold was invited to Washington, D.C., to see the design by David K. Stone of New York. It

⁶ Here and below, Fidelma and Curley, comps., *Catalog of the Lindbergh Collection*, 10; *Little Falls Herald*, Aug. 19, 1927, p. 1. On May 26, 1928, the post office issued the 10-cent airmail stamp in booklet form (two sheets of three stamps each) with first-day cancellations in Washington, D.C., and Cleveland, Ohio. The Swedish stamp was one of a set of four including Carl Sandburg and Jenny Lind.

⁷ Here and below, "Criteria for Stamp Subject Selection," American Philatelist, Jan. 1996, p. 66–67.

⁸ Here and two paragraphs below, Belmont Faries, "Fort Snelling 6-cent Commemorative Postage Stamp Issued Oct. 17, 1970, at Fort Snelling, Minn." in Floyd E. Risvold, *The Minnesota Territory in Postmarks, Letters and History* (Chicago: Collectors' Club, 1985), 316–28; *St. Paul Sunday Pioneer Press*, Nov. 1, 1970, leisure sec., 5; Floyd Risvold, interview by the author, Feb. 12, 1996, Edina.

For Beginning Philatelists

Regular-issue series stamps, or definitives, such as Sinclair Lewis and Hubert H. Humphrey, are all small size, printed in limited colors, and may come in any denomination in use—from 1¢ to \$5. They have large initial print runs and are reprinted if needed. New stamps may be added to the series over time; for example, the Great Americans series was issued between 1980 and 1986 and again from 1986 to 1993.

Commemorative stamps, larger than the regular-issue series, may be multicolored and either horizontal or vertical in format. Usually priced at the first-class rate, they have limited print runs and are not reprinted. Commemoratives may be part of a category such as Literary Arts or Country Musicians. A sheet of older commemoratives, like regular issues, had the same image on every stamp; however, all 50 state flags appear in one sheet, as do the state birds and flowers. Recently, the USPS has been issuing small sets—such as the American Folk Heroes group of four—in small sheets with all images present, se-tenant as collectors term this arrangement.

First-day (dedication) ceremonies usually involve short speeches by a representative of the USPS, a member of the stamp- organizing committee, and important local celebrities or political figures. President Calvin Coolidge journeyed to Minnesota for the Norse-American issue of 1925, for example. Speakers and notable guests receive small albums containing the newly issued stamp, as do the postmaster general and U.S. president.

Covers (first-day covers) are envelopes bearing a new stamp canceled on the first day of issue at the officially designated post office. Postcards, air letter sheets, and stamped envelopes also receive first-day-of-issue cancellations.

Cachets are the designs—engraved, hand painted, rubber stamped, or drawn—that appear on the left side of the first-day cover. They may be prepared by commercial companies, individual artists, or members of stamp committees that promoted a particular issue. The Minnesota Historical Society sponsored official cacheted envelopes for both the territorial and statehood centennial stamps.

depicted the fort as seen from below, with a keelboat passing in the river. Risvold and his committee were puzzled because no extant nineteenth-century images show a keelboat at Fort Snelling. Since such vessels were in use elsewhere on the Mississippi, however, the design was deemed acceptable. Other flaws, such as errors in perspective and the location of the flagpole, led Meisch, Kouba, and Fellman to make an overlay with their corrections. The post office agreed to revise the design, but alterations delayed production, and the stamp was not ready on the actual 150th anniversary of the cornerstone laying. Instead, the 6-cent, 6-color stamp was unveiled at Fort Snelling on September 10, 1970, and the first-day-of-issue ceremony was held there on October 17, with Congressman Clark MacGregor of Minneapolis, who had aided the committee, as main speaker. Kouba designed the official first-day cover cachet—the design on the left side of the envelope or cover—for the Fort Snelling stamp.

Other significant Minnesota buildings that have appeared on stamps include Louis Sullivan's National Farmers' Bank in Owatonna, an 18-cent stamp issued in a set of four stamps celebrating architecture in 1981, and Split Rock Lighthouse, one of a set of four 32-cent lighthouse stamps issued in June 1995. Besides Fort Snelling and Split Rock Lighthouse, a third historic site operated by the Minnesota Historical Society, the Oliver H. Kelley farm near Elk River, was peripherally honored on the 5-cent National Grange stamp of 1967. he guidelines for selecting an individual to honor on a stamp make for a rigorous screening process. As Postmaster General John A. Gronouski said when dedicating a commemorative stamp in Rochester, Minnesota, in 1964, "Only people, places, and events of the highest cultural and historical significance appear on our stamps. . . . We reserve our stamps for men and events that have left an imprint on our society. . . . Certainly the Drs. Mayo have done this. . . . Moslems look toward Mecca for their spiritual health. People who are ill or in pain look toward Rochester."⁹

It had been 100 years since William W. Mayo had begun his medical practice in Rochester and exactly 25 years since the death of his sons William J. and Charles H., founders of the famed Mayo Clinic. A stamp committee headed by Clarence Stearns, a local photographer, had lobbied for five years to obtain a stamp of the Mayo brothers in time for the town's Mayo Centennial Year celebration. Their joint postal portrait on the surgical-green 5-cent stamp was based on James Earle Fraser's over-lifesize bronze statue located in Mayo Park.

Just as there was no doubt about the importance of the Doctors Mayo, the choice of the next Minnesotan to appear on a stamp could not be argued, except perhaps in his home town of Sauk Centre. Sinclair Lewis, winner of both the Pulitzer and Nobel prizes for his novels, deserved the honor of being included in the Great Americans series of regular postage stamps.

During the first week of February 1985, Sauk Centre hosted what was termed a "downhome" celebration for the author's one-hundredth birthday. While an academic conference assessing his place in literature took place at St. Cloud State University, in Sauk Centre there were speeches, a short-story writing contest, a cake-decorating contest (the winner managed to stand life-sized, iced shapes representing *Main Street, Babbitt,* and *Elmer Gantry* upright in the icing), and a play.¹⁰

There was a glitch, however. The stamp should have been released amid the other festivities on February 7, 1985, the centennial of Lewis's birth. But the USPS had changed postal rates, and the 14-cent stamp would not be available until late March.

Making the best of the situation, the post office unveiled the stamp design at the City Hall celebration on February 7. A bronze bust of Lewis by sculptor Joseph Kiselewski of Browerville was also dedicated, friends and family spoke, and, as the local newspaper reported, "the world came to Sauk Centre" in the shape of reporters from the New York Times, USA Today, *Time*, the *Star Tribune*, and local and national radio and television stations. Finally, on March 21, the first-day-of-issue ceremony for the new stamp was held at the Sauk Centre public elementary school. Residents who still resented the portrait Lewis had written of the small Minnesota town of Gopher Prairie had to endure a double dose of Lewisiana stretched over two months.11

Sets of stamps devoted to books and movies have also included well-known Minnesotans. Among the classic films noted in a 1990 set of four 25-cent stamps issued in Hollywood was *The Wizard of Oz.* Grand Rapids native Judy Garland played what many people say was her greatest role as Dorothy in that movie. On the stamp her smiling, pigtailframed face appears just above that of her dog, Toto. A 1993 set of 29-cent stamps honoring famous books for children included a scene from *Little House on the Prairie* by Walnut Grove's Laura Ingalls Wilder.

Fans of the writing and illustrations of Wanda Gág had hoped that there would be a stamp in her honor in 1993, the centennial of her birth, but such was not to be. Residents of New Ulm, Gág's birthplace, began their writing campaign three years before the anniversary, as CSAC's guidelines suggest. Schoolchildren, teachers, and librarians added their support to the request. By the time she had finished contacting people throughout the country who were eager to help, Charlotte Anderson of the Gág stamp committee thought that her longdistance telephone bill approached the limit on the national debt. Despite all of the documentation and support letters, the committee had

⁹ Here and below, *Rochester Post-Bulletin*, Sept. 11, 1964, p. 1, 12, Sept. 12, 1964, p. 3; Victor Cohn, "The Mayo Centennial," *Minneapolis Tribune*, Sept. 13, 1964, Picture Magazine (entire issue); 36th annual Trans-Mississippi Philatelic Society convention, Rochester, Minn., Sept. 27–29, 1968, unpaged program, in author's collection.

¹⁰ Here and below, *Sauk Centre Herald*, Feb. 7, 1985, p. 1, 13, 18; Feb. 14, 1985, p. 6.

¹¹ Sauk Centre Herald, Feb. 21, 1985, p. 12, 16; Jan O'Reilly, "In Minnesota: Birthday Bash for a Native Son," *Time*, Mar. 18, 1985, p. 16–17.

Some Minnesota Postage Stamps and Places of Issue

- 1. Centennial of Norse-American Immigration, 2 and 5 cents. May 18, 1925; St. Paul, Minneapolis, Benson, and Northfield; Algona and Decorah, Ia., Washington, D.C.
- 2. Flight of *The Spirit of St. Louis*, 10 cents. June 18, 1927; Washington, D.C., Detroit, St. Louis, Little Falls
- 3. Swedish Pioneers, 5 cents. June 4, 1948; Chicago
- 4. Minnesota Territorial Centennial, 3 cents. March 3, 1949; St. Paul
- 5. Minnesota Statehood Centennial, 3 cents. May 11, 1958; St. Paul
- 6. Doctors Mayo, 5 cents. September 11, 1964; Rochester, Minn.
- 7. Great River Road, 5 cents. October 21, 1966; Baton Rouge
- 8. 50th Anniversary of Finnish Independence, 5 cents. October 6, 1967; Finland, Minn.
- 9. National Grange, 5 cents. April 17, 1967; Washington, D.C.
- 10. Fort Snelling, 6 cents. October 17, 1970; Fort Snelling
- Seafaring Traditions (150th anniversary of Norwegian immigration), 10-cent envelope. October 13, 1975; Minneapolis
- 12. Minnesota Flag (one in a sheet of 50 state flags), 13 cents. February 23, 1976; Washington, D.C.
- 13. 50th Anniversary of Lindbergh Flight, 13 cents. May 20, 1977; Roosevelt Field Station, N.Y.
- National Farmers' Bank of Owatonna (set of four architectural stamps), 18 cents. August 28, 1981; New York City
- 15. Minnesota State Bird and Flower (one in a sheet of 50), 20 cents. April 14, 1982; Washington, D.C.
- 16. Sinclair Lewis, 14 cents. March 21, 1985; Sauk Centre
- 17. The Wizard of Oz (Judy Garland, set of four movies), 25 cents. March 23, 1990; Hollywood
- 18. Hubert H. Humphrey, 52 cents. June 6, 1991; Minneapolis
- 19. Charles Lindbergh, National Postal Museum (set of four honoring museum's collections), 29 cents. July 30, 1993; Washington, D.C.
- 20. *Little House on the Prairie* (set of four children's books), 29 cents. October 23, 1993; Louisville, Ky.
- 21. Split Rock Lighthouse (set of four lighthouses), 32 cents. June 17, 1995; Cheboygan, Mich.
- 22. Paul Bunyan (set of four folk heroes), 32 cents. July 11, 1996; Anaheim, Calif.
- 23. F. Scott Fitzgerald, 23 cents. September 27, 1996; St. Paul









trouble learning whether there would be a Gág stamp in 1993. Finally a helpful postal employee divulged that the request had advanced from "under consideration" to "accepted without a date." There would be a stamp in the future, but whether it would be a single commemorative or part of a series on art, children's literature, or women artists had not been determined. All that the Gág committee could do was request a commemorative pictorial postmark for the birth centennial. On March 11, 1993, the New Ulm postmaster set up a temporary station at the Wanda Gág house. During that one day more than 5,000 cards and envelopes received the special cancellation.¹²

In 1991 Hubert H. Humphrey joined the ranks of postally noted Great Americans when the USPS issued a 52-cent stamp (the rate from the U.S. to Canada) honoring the Happy Warrior. There was a problem, however. The design by John Berkey of Excelsior was based on a photograph that the Humphrey family liked, and that part was fine. But in an effort to provide more information to consumers, the USPS in 1990 had begun printing minibiographies on the margins of stamp sheets, and Humphrey's contained a mistake. The Minnesotan had served as vice-president from 1965 until 1969, not from 1964 to 1968, as the margin text read. After debating whether to destroy and reprint 300 million stamps-at an estimated cost of more than \$580,000-the postal service followed the advice of Minnesota Congressman Gerry Sikorski and decided to live with the error. As the Humphrey stamp was part of a definitive or regular postage series, the margin text was simply corrected when the stamp was reprinted. The first-day ceremony was held at the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota, Minneapolis, on June 3, 1991.13

While no Minnesota artists have yet been pictured on U.S. postage stamps, their work does appear on various issues. Portions of sculptures by James Earle Fraser were used for the Doctors Mayo stamp of 1964, the ½-cent Benjamin Franklin and 30-cent Theodore Roosevelt stamps of 1938, and the 5-cent stamp honoring Swedish-born engineer John Ericsson of 1926. Other artists have designed stamps. Leonard Fellman of Edina drew the sorrowful soldier seen on the 5-cent Appomattox commemorative in the Civil War series of 1965. In addition to the Humphrey stamp, John Berkey designed the two smiling Santa Claus figures issued for Christmas use in 1983 and 1991. Sculptor Paul Manship of St. Paul was commissioned to design the 1-cent Four Freedoms stamp of 1943, intended to "impress upon the public the necessity of spreading the Four Freedoms throughout the world." It replaced three National Defense stamps from 1940, which had featured the Statue of Liberty, an anti-aircraft gun, and a torch. Manship's design showed Liberty's head in profile with a torch, both set inside a circle. Below this image were the words "Freedom of Speech and Religion, From Want and Fear."14

In addition to generic subjects such as dairying and farming or the memorial sets for veterans, battles, and wars, there are many stamps that honor Minnesota people, places, and events. Shortly before the Fitzgerald issue, a hero of legendary fame and his faithful ox made their appearance on a 32-cent stamp issued at a national stamp exhibit in July 1996. Paul Bunyan and Babe alternate in the small sheets with images of Casey at bat, John Henry, and Pecos Bill.

Communication may now be faster by telephone, fax, or e-mail, yet stamps continue to offer us more than just the simple ritual of paying for the post. They introduce us to history, geography, and celebrated citizens. As Israeli author Amos Oz recently commented about his childhood, "I knew about the world through my stamp collection."¹⁵ For decades, stamps have provided an easy way for Minnesotans to learn about their immediate world—and many other places as well.

The Fitzgerald design, p. 113, is courtesy the U.S. Postal Service; the Lindbergh stamps, p. 113, Fort Snelling cover, p. 114, lighthouse stamps and Grange cover, p. 115, Humphrey and Mayo stamps and Gág cover, p. 116, are from the author. All others are in the Minnesota Historical Society collections.

¹² Charlotte Anderson, conversation with author, Jan. 11, 1996; New Ulm Journal, Mar. 7, 1993, p. 1A.

¹³ Star Tribune, Apr. 26, 1991, p. B1, B4.

¹⁴ U.S. Post Office Dept, Postage Stamps, 103, 107.

¹⁵ Amos Oz, "Chekhov in Hebrew," New Yorker, Dec. 25, 1995, p. 50.



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