

Love



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Love

Love may be a universal theme, but the first U.S. stamp to commemorate this basic human emotion didn't appear until January 1973. The design was based on the iconic LOVE sculpture by Robert Indiana (born 1928), today one of the most well-known works in the pop art movement. The artist had played with the design for a number of years and in a variety of formats. He first used the concept in 1958 for a series of poems that employed the iconography of a stacked LO and VE. When Indiana was commissioned to design a Christmas card for the Museum of Modern Art in New York he made three paintings of the word LOVE in red, blue and green. First printed in 1965, it remains the most popular card ever published by the Museum.

The first LOVE sculpture was carved from a single block of unpolished aluminum in 1966. Over the years numerous editions of the sculpture have been created, including versions in red and blue, blue and green, and red, white and blue. International language editions can be found in Italian and Hebrew. The image has appeared on t-shirts, mugs, posters, paperweights, and many other collectibles.

Although the first LOVE stamp was enormously popular, it would be eight years before the LOVE theme was repeated. Finally, following numerous requests, in 1982 the USPS released a floral tribute with the word "LOVE" spelled out in a variety of flowers. Two years later, a third LOVE stamp was issued, this one showing five repetitions of the word "LOVE" with a different colored heart replacing the "V" in each.

Like the 1982 release, the 1984 LOVE stamp was considered a special rather than a commemorative; that is, it was available in larger quantities and for a longer period of time than a commemorative. According to USPS press releases, the new LOVE stamp was intended for use "not just for Valentine's Day but for special occasions throughout the year, such as weddings, birthdays, anniversaries and letters to loved ones."

A generic LOVE stamp appeared in 1985 and 1986. Picking up a color scheme begun with the 1984 issue — and would continue pretty consistently for the next ten years — the 1985 stamp one that featured bold slashes of primary and secondary colors above a purple "LOVE," red "USA," and green "22." The 1986 stamp featured a whimsical cartoon puppy with a hopeful expression.

The 1984 through 1986 issues coincided with the phasing out and retirement of "Mr. ZIP," the ambassador of the Postal Service's ZIP Code system since 1964. The American public found the "friendly little salesman in blue" enormously appealing, with his theme song of "Zip-a-dee-doo-dah" (sung by Ethel Merman). He appeared on several stamps himself, as well as on post office collectibles and the selvage of various stamps, including the 1984, 1985, and 1986 LOVE stamps. Mr. ZIP was officially retired in 1986.



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In 1987 the postal announcement was made that “in recognition of the universal nature of the theme” a new LOVE stamp would continue to be issued annually. Although Mr ZIP had disappeared, the 1987 stamp selvage continued to promote use of the ZIP Code.

By 1988 the annual production of the popular series was approaching one billion stamps, and the USPS decided to offer something more. For the first time there would be *two* LOVE stamps: one for the standard one-ounce first class postage rate and the other for the two-ounce rate. This reflected the popular use of the stamp on wedding invitations. Although the stamps were released a month apart, the intent was create complementary stamps that would pay the postage on wedding invitations (as well as for large greeting cards) and their enclosed RSVP envelopes. Previously, a wedding party had to combine a LOVE stamp with another issue in order to meet the two-ounce rate, or else over-pay the postage by using two LOVE stamps.

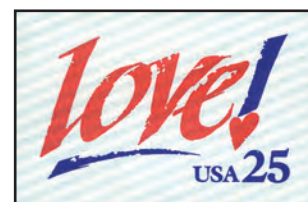
The 25-cent stamp (issued July 4, 1988) featured a single pink rose; the 45-cent stamp (issued August 8, 1988) featured a bouquet of pink, red, and yellow roses.

First Day ceremonies for the 45-cent stamp were held at the American Rose Center in Shreveport, Louisiana, national headquarters of the American Rose Society. More than 20,000 varieties can be found growing in the Center’s 118 acres of flower gardens. There was no LOVE stamp in 1989, but there *was* a 25¢ stamped envelope issued in September. The indicia shows a red “love” in lower case letters underscored by a bright blue slash and followed by a blue exclamation point with a red heart. It was described as “designed to provide household mailers with an attractive envelope for personal correspondence.”

There have been only a few stamped LOVE envelopes over the years and they are not easy to find. Still, a small auxiliary collection of cut squares or whole envelopes could be assembled:

- 1989 — Scott U616 (25¢), designed by Tim Girvin and described above
- 1991 — Scott U621 (29¢) features a script “Love” on a bright pink background and available in sizes 6¾ and 10; designed by Salahattin Kanidine.
- 1995 — Scott U637 (32¢) features a red spiral heart without words; nevertheless, it was the official LOVE envelope for 1995; designed by Uldis Purins.
- 1999 — Scott U644 (33¢) features a violet script “Love” with pendant hearts; designer and calligrapher Julian Waters.
- 2001 — Scott U647 (34¢) features a stylized drawing of facing dull purple lovebirds that forms a heart; designed by Robert Brangwynne and released in Lovejoy, Georgia.
- 2003 — Scott U651 (37¢) is titled “Nurturing Love.” The olive green design features a bending figure watering a vine that is growing into the shape of a heart; artist Craig Frazier.

In 1990 the USPS offered something new. That year’s LOVE stamp appeared in both a pane and a booklet format. The design was the result of a USPS-sponsored project for Yale University graduate students; the winning design was based on a lovebird motif prevalent in early twentieth century New England and Pennsylvania folk art. In addition, the first day ceremonies were held at a location deemed particularly suitable for a LOVE stamp release: Romance, Arkansas. This deliberate attempt to find suitably romantic location for first day ceremonies was repeated in 1992 when the LOVE stamp was released in Loveland, Colorado in time for Valentine’s Day. Volunteers needed to be called in to help cancel the thousands of stamps that passed through Loveland for this romantic holiday. LOVE stamps also have been released at Loveland, Ohio and Lovejoy, Georgia.





The next major event was the 1995–1996 series of releases of two “cherub” LOVE stamps. The two designs each featured a cherub from Raphael’s Renaissance masterpiece *The Sistine Madonna*, now in Dresden, Germany. Raphael (1483–152) painted *The Sistine Madonna* 1513–14 for the Benedictine Monastery Church of San Sisto in Piacenza, Italy. The oil painting shows life-sized portrayals of Saint Sixtus (who may be Raphael’s patron Pope Julius II) and Saint Barbara worshipping the Virgin Mary and Christ Child. The figures stand on a bed of clouds framed by heavy curtains. The two *putti* (cherubs) whose portraits appear in the LOVE stamps, lean on a balustrade below the clouds gazing upward. *The Sistine Madonna* appears on East Germany Scott 277 (1955), Italy Scott 1571 (1983), Nevis Scott 32C (1983), and Nicaragua Scott 1289 (1983).

The 1999 1-oz. and 2-oz. complementary LOVE stamps were the first U.S. self-adhesives to be die-cut to the shape of the images depicted. The fancy cut lace and floral heart design for the 1-oz. stamp also was released on a postal card, Scott UX300.

In 2001 the USPS released another series of stamp releases that began with a non-denominated version in January: the love letters of John Adams (U.S. President 1797–1801) and his future wife Abigail Smith.

Abigail and John were married October 25, 1764 and remained together until her death in 1818. Their correspondence can be read online at the Massachusetts Historical Society’s website at www.masshist.org/.

An interesting partnership arose with the release of the 2004 LOVE stamp, which featured a candy heart with the message “I [heart] YOU,” in first day ceremonies at the New England Confectionary Company (NECCO) in Revere, Massachusetts. The tiny heart candies with a stamped message (known as “conversation candies,”) invented by Daniel Chase in 1866 were an instant success. Daniel’s brother Oliver had invented and patented the first American candy machine in 1847, founding the nation’s candy industry and beginning the commercial manufacture of sweet treats. Chase and



Company was the pioneer member of the NECCO family, which now makes 8 *billion* of the candy hearts annually; the entire run of approximately 50,000 tons of candy hearts sells out in just six weeks. For the 2004 production the company added the postage stamp message, “I [heart] YOU,” on a special run to be included in that year’s sales.

The USPS continued to issue “paired” LOVE stamp designs — one paying the 1-oz. first class rate, the other paying the 2-oz. first class rate — on and off until 2006, when the first specifically designated “Wedding” stamps appeared. Although only a few of these sets have appeared to date, they can certainly form a part of a LOVE stamp collection.

The first set of the “Our Wedding” special stamps were released during a fashion show at Kleinfeld’s, New York City’s premier wedding and bridal store for more than sixty years. A live model was in the window to unveil the stamps, which featured a white dove — a time-honored symbol of peace, love, and fidelity — and a heart. Reminiscent of a bygone era when letter writing was a form of art, the stamp design is based on Spenserian script, an elegant mid-nineteenth century form of cursive writing.

In another candy-inspired partnership, the USPS issued the Hershey’s Kiss LOVE stamp in 2007 to commemorate the 100th anniversary of the chocolate candy “kiss.” The stamp was released in Hershey, Pennsylvania, where the street lamps are shaped like the famous candy even to the inclusion of their iconic paper tag. So popular was the candy that, in 1942, production was halted to save foil for the war effort. For the 2007 birthday



celebration, “100 Years of Kisses,” the company created a 30,540-lb. chocolate kiss, doubling the old world record for a single chocolate candy.

The final LOVE stamp in the album is the 2010 LOVE stamp with its cart of purple pansies. The design has a story all its own. The image is a detail from a watercolor created by the late Dorothy Maienschein, an employee of Hallmark Cards, Inc. First introduced as a Mother’s Day card in 1939, Hallmark reissued the design as a friendship card in 1941. Since Hallmark began tracking design sales in 1942, almost 30 million cards with the pansy cart image have been purchased, more than any other card in the company’s history.

A final cache of “loving” stamps could be added to an album. These are the Special Occasion stamps that have appeared both as sets and as single issues. The concept of stamps carrying personal greetings from the sender was introduced by the USPS in 1987 with a booklet of eight different messages: Congratulations!, Get Well!, Thank You!, Love You, Dad!, Best Wishes!, Happy Birthday!, Love You, Mother!, and Keep in Touch! Based on consumer response, the second Special Occasions set, issued in 1988, only contained the most popular sentiments: Happy Birthday, Best Wishes, Thinking of You, and Love You.

Following the 1988 release there have been only two Special Occasion designs issued, “Happy Birthday” (2002, 2006) and the ambiguous “Celebrate” (2007, 2008, 2009). But who knows what the future will hold.

The Valentine in America

Esther Howland received her first English valentine in 1847 when she graduated from Mount Holyoke College in Massachusetts (a classmate of Emily Dickinson). Paper valentines had become extremely popular in England by the early 1800s and cards with simple black-and-white images were starting to be mass produced. Fancier versions (such as the one sent to Esther) were made with real ribbons, lace, and colored pictures.

Her family operated the largest book and stationery store in Worcester, Massachusetts and, certain that she could make superior valentines herself, Esther convinced her father to order appropriate supplies for her to try her hand. In 1849 she made up a dozen samples and sent them along with her brother on his next sales trip, hoping for a modest order, perhaps as much as \$200. He came home with advance orders for \$5,000 worth of handmade lace valentines. A stunned Esther frantically recruited female friends and family, and set up what is widely regarded as the first assembly line production in America. For more information on the love stamps and valentines, see “Postal Love in the USA”, by Bonny Farmer in the February 2011 issue of *The American Philatelist*.



Esther Howland's first Valentine (center). Today she is known as "The Mother of American Valentines." Illustrations courtesy of the Postcard & Greeting Card Museum at Emotions Greeting Cards & Fine Prints (www.emotionscards.com).



Love

LOVE Sculpture • Scott 1475

Stamp design is based on the 1966 sculpture “Love” by Robert Indiana, one of the most well-known works in the pop art movement.

Floral LOVE • Scott 1951

Designed by Mary Faulconer, the word “LOVE” is written in flowers: “L” miniature red poppies, “O” painted daisies and miniature pansies, “V” cornflowers (bachelor’s buttons), and “E” coral bells.

Stacks of LOVE • Scott 2072

Designed by Bradbury Thompson, the stamp has five repetitions of the word “LOVE” with a different colored heart replacing the “V” in each. Copyright and ZIP Code slogans, as well as a running Mr. ZIP, appear in the selvage of full panes.

Colorful LOVE • Scott 2143

Designed by Corita Kent, the stamp features six bold slashes of color with a purple “LOVE”, red “USA,” and green “22.” Full panes carry 6-digit plate numbers, copyright and ZIP Code slogans, and a running Mr. ZIP in the selvage.

Puppy LOVE • Scott 2202

Cartoon puppy with its hopeful expression was created by Saul Mandel. The selvage on full panes includes a U.S. Postal Service copyright notice and “Use Correct ZIP Code.”

Quilted Heart LOVE • 2248

Graphic artist John Alcorn created a large, multicolored heart patterned with images reminiscent of Pennsylvania Dutch folk motifs used in quilting. It was his first accepted stamp design.

Pink Rose LOVE • Scott 2378

Intended as a complementary design to the 2-oz. stamp issued later that year, the 1-oz. stamp features a single pink rose (the national flower of the United States). Both stamps were designed by Richard Sheaff.

Rose Bouquet LOVE Scott 2379

First Day ceremonies for the 2-oz. stamp with its bouquet of pink, red, and yellow roses were held at the American Rose Center in Shreveport, Louisiana, headquarters of the American Rose Society.

Lovebirds & Heart LOVE Scott 2440–2441

The cut-paper design of blue lovebirds facing each other above a pink heart with a decorative green garland is the work of Jayne Hertko and is based on the lovebird motif prevalent in early 20th century New England and Pennsylvania folk art. Issued as pane and booklet.



Love



"LOVE" Sculpture
by Robert Indiana (1972)
8¢ • Scott 1475



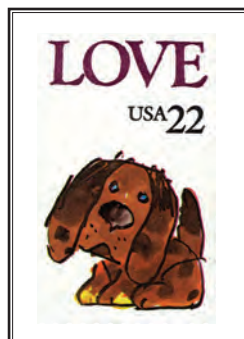
Floral LOVE (1982)
20¢ • Scott 1951



Stacks of LOVE (1984)
20¢ • Scott 2072



Colorful LOVE (1985)
22¢ • Scott 2143



Puppy LOVE (1986)
22¢ • Scott 2202



Quilted Heart LOVE
(1987)
22¢ • Scott 2248



Pink Rose LOVE
(1988) • 25¢
Scott 2378



Rose Bouquet LOVE
(1988) • 45¢
Scott 2379



Lovebirds & Heart LOVE
(1990) • 25¢ • Scott 2440



Lovebirds & Heart LOVE
(1990) • 25¢
Scott 2441 (booklet)

Love

Heart-Shaped World LOVE Scott 2535–2536

The heart-shaped world against a starry sky was designed by Harry Zelenko. Issued as pane and booklet.

Tropical Lovebirds LOVE Scott 2537

A pair of brightly colored Fischers lovebirds (*Agapornis fischeri*) perched on a palm frond paid the 2-oz. first class rate. Designed by Nancy L. Krause.

Envelope Heart LOVE Scott 2618

The traditional red heart tucked into an envelope, designed by Uldis Purins, was issued in Loveland, Colorado in time for Valentine's Day.

Rising Sun Heart LOVE Scott 2813

Peter Goode created a stamp design that featured a red heart as a rising sun with yellow rays against a blue sky and green grass. Issued in Loveland, Ohio.

Rose Heart LOVE Scott 2814

A heart of roses with a white dove nestled in its center was issued February 14 in the honeymoon city of Niagara Falls, New York. Designed by Lon Busch.

Flower Basket LOVE Scott 2815

Paying the 2-oz. first class rate, the stamp features a basket of pastel flowers with two white doves. Also designed by Lon Busch, it was released on Valentine's Day in Niagara Falls, New York.

Cherub on Elbow LOVE Scott 2948–2949

Cherub from Raphael's Renaissance masterpiece *The Sistine Madonna* (1513–14). First Day ceremonies were held in Valentines, Virginia, a quaint family-oriented community established in 1887 by William H. Valentine, a prominent citizen who later became the town's first postmaster. The non-denominated 32¢ stamp was issued in pane and booklet form

Cherub on Elbow LOVE Scott 2957, 2959

Cherub from Raphael's Renaissance masterpiece *The Sistine Madonna* (1513–14) paid the 1-oz. first class rate. Released in ceremonies at Caesar's Cove Haven Resort, Lakeville, Pennsylvania. Apparently the main connection to romance was that the founder of the Caesar's resorts, Morris Wilkins, had invented the heart-shaped bathtub in the 1950s.

Folded Arms Cherub LOVE Scott 2958, 2960

Cherub from Raphael's Renaissance masterpiece *The Sistine Madonna* (1513–14) paid the 2-oz. first class rate. Released in ceremonies at Caesar's Cove Haven Resort, Lakeville, Pennsylvania. In addition to the heart-shaped bathtub, Wilkins later invented a 7-foot-tall champagne glass whirlpool bath for couples.

Cherub on Elbow LOVE Scott 3030

Cherub from Raphael's Renaissance masterpiece *The Sistine Madonna* (1513–14); new printing with a date change from 1995 to 1996. A number of varieties exist for this issue.



Love



Heart-Shaped World
LOVE (1991)
29¢ • Scott 2535



Heart-Shaped World
LOVE (1991) • 29¢
Scott 2536 (booklet)



Tropical Lovebirds
LOVE (1991)
52¢ • Scott 2537
(booklet)



Envelope Heart
LOVE (1992)
29¢ • Scott 2618



Rising Sun Heart
LOVE (1994)
29¢ • Scott 2813



Rose Heart LOVE
(1994) • 29¢
Scott 2814 (booklet)



Flower Basket LOVE
(1994) • 52¢ • Scott 2815



Cherub on Elbow
LOVE (1995) •
(32¢) • Scott 2948



Cherub on Elbow
LOVE (1995)
(32¢) • Scott 2949
(booklet)



Cherub on Elbow
LOVE (1995)
32¢ • Scott 2957
(booklet)



Cherub on Elbow
LOVE (1995)
32¢ • Scott 2959



Folded Arms Cherub
LOVE (1995)
55¢ • Scott 2958



Folded Arms Cherub
(1995) • 55¢
Scott 2960 (booklet)



Cherub on Elbow
LOVE (1996)
32¢ • Scott 3030
(booklet)



Love

Two Swans LOVE Scott 3123

Two swans face one another with their bowed necks forming a heart; vertical presentation against a shaded lavender to purple background. Designed by Marvin Mattelson, and issued in convertible booklet form.

Two Swans LOVE Scott 3124

The 2-oz. first class rate stamp features the two swans in a horizontal format against a shaded yellow to orange background. Issued in convertible booklet form.

Cut Lace Heart LOVE • Scott 3274

The floral heart was based on a Victorian Valentine's Day greeting card attributed to an unknown German artist, c1895, and the background design is derived from an American chocolate or biscuit paper-lace box liner.

Cut Lace Heart LOVE • Scott 3275

The background lace design is based on English Valentine lace paper, c1885. Designs for both stamps created by John Grossman and Holly Sudduth.

Rose Letter by John Adams LOVE • Scott 3496

April 20, 1763 love letter from John Adams to Abigail Smith, his future wife. Photograph of letter with a single red rose superimposed. Non-denominated 34¢ stamp released in booklet form at ARIPEX/Nordia 2001 Stamp Show in Tucson, Arizona. Design by Lisa Catalone; photograph by Renée Comet.

Rose Letter by John Adams LOVE • Scott 3497

April 20, 1763 love letter from John Adams to Abigail Smith, his future wife. Booklet pane of 20 released at Lovejoy, Georgia. Design by Lisa Catalone; photograph by Renée Comet.

Rose Letter by John Adams LOVE • Scott 3498

April 20, 1763 love letter from John Adams to Abigail Smith, his future wife. Booklet in two sizes 4-stamp pane and 6-stamp pane. Design by Lisa Catalone; photograph by Renée Comet.

Rose Letter by Abigail Adams LOVE • Scott 3499

August 11, 1763 love letter from Abigail Smith to John Adams, her future husband and second president of the United States. Photograph of letter with a single pink rose superimposed. Stamp paid the 2-oz. first class rate and was issued in a pane format. Design by Lisa Catalone; photograph by Renée Comet.

Rose Letter by Abigail Adams LOVE • Scott 3551

August 11, 1763 love letter from Abigail Smith to John Adams, her future husband and second president of the United States. Issued to reflect 2-oz. rate change. Design by Lisa Catalone; photograph by Renée Comet.



Love



Two Swans LOVE
(1997)
32¢ • Scott 3123



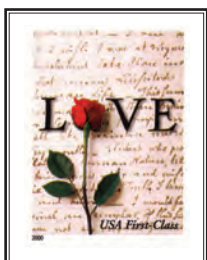
Two Swans LOVE (1997)
55¢ • Scott 3124



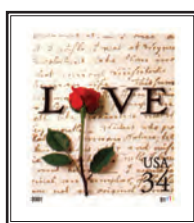
Cut Lace Heart LOVE
(1999) • 33¢
Scott 3274 (booklet)



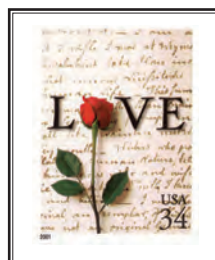
Cut Lace Heart LOVE
(1999) • 55¢
Scott 3275 (booklet)



Rose Love Letter by
John Adams
April 20, 1763
LOVE (2001)
(34¢) • Scott 3496
(booklet)



Rose Love Letter
by John Adams
April 20, 1763
LOVE (2001)
34¢ • Scott 3497
(booklet)



Rose Love Letter
by John Adams
April 20, 1763
LOVE (2001) • 34¢
Scott 3498 (booklet)



Rose Love Letter by
Abigail Adams
April 20, 1763 • LOVE
(2001) • 55¢ • Scott 3499



Rose Love Letter by
Abigail Adams
April 20, 1763 • LOVE
(2001) • 57¢ • Scott 3551



Abigail Adams



John Adams



Love

Geometric Shapes LOVE • Scott 3657–58

Abstract design composed of multicolored geometric shapes, stylized block letters, and a red heart. Designed by Michael Osbourne and issued in booklet format. Offered in different colors and in a horizontal format, the 60-cent stamp paid the 2-oz. first class rate and was issued in pane format.

Candy Heart LOVE • Scott 3833

Pastel candy hearts with the message “I [heart] YOU” provided an updated take on the “conversation candies” invented by Daniel Chase in 1866. Designed by Michael Osbourne, the stamp was released in first day ceremonies at the New England Confectionary Company (NECCO) in Revere, Massachusetts.

Garden Bouquet LOVE • Scott 3836

The art for the Garden Bouquet stamp — a bouquet of white lilacs and pink roses — is a reproduction of a chromolithograph probably printed in Germany ca1880–1890. The artist and engraver are unknown.

Garden Botanical LOVE • Scott 3837

The 2-oz. first class stamp — a botanical illustration of different varieties of single-petal pink roses — is a reproduction of a chromolithograph created from a drawing by English artist Anne Pratt taken from a 5-volume book of her illustrations published in England between 1850–1866.

Hand & Bouquet LOVE • Scott 3898

Released during APS AmeriStamp Expo in Atlanta, Georgia, the 2005 LOVE stamp features a hand extending a bouquet of red-hued flowers, symbolic of the warmth, hope, and happiness of love and friendship. Artist Vivienne Fleisher used chalk pastels to create a design on a cheery yellow-gold background.

Blue Lovebirds LOVE • Scott 3976

Non-denominated 39¢ stamp showing two blue lovebirds sitting on a branch was first released in Washington, DC without ceremonies. The design was created by Craig Frazier who arranged paper cutouts into a composition depicting two birds perched on a branch, then created a digital file of the artwork and applied color.

Blue Lovebirds LOVE • Scott 4029

The denominated blue lovebirds stamp was released in booklet form during the American Stamp Dealers Association Spring Postage Stamp Mega Event in New York City. Note that the space between the two birds forms a heart, similar to the swan LOVE stamps of 1997.

Hershey’s Kiss LOVE • Scott 4122

A foil-wrapped Hershey’s Kiss is set against a deep red background with a red heart. The stamp helps commemorate the candy’s anniversary, “100 Years of Kisses.” And in case you’ve ever wondered, it takes 95 “kisses” to fill a pound box of chocolates.

All Heart LOVE • 4270

Designed by Paul Zwolak, the stamp focuses on an oversized bright red heart that is being transported by its owner to an unseen beloved.

King of Hearts LOVE • Scott 4404

Jeanne Greco created the art on her computer for the two stamp designs, one featuring the King and one featuring the Queen of Hearts, using images from 18th-century French playing cards as a reference.

Queen of Hearts LOVE • Scott 4405

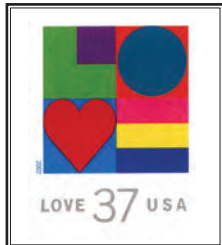
When shown se-tenant, the Queen of Hearts is seen to be offering a small bouquet of flowers to the King. The antique playing cards images pay tribute to the world’s favorite “game.”

Pansy Basket LOVE • Scott 4450

The 2010 LOVE stamp features a white woven cart filled with deep and light purple pansies and green foliage. The word “LOVE” adorns the left side of the stamp.



Love



Geometric Shapes
LOVE (2002)
37¢ • Scott 3657



Geometric Shapes
LOVE (2002)
60¢ • Scott 3658 (booklet)



Candy Hearts LOVE
(2004) • 37¢ • Scott
3833 (booklet)



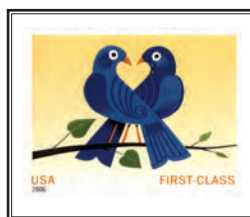
Garden Bouquet
(2004) • 37¢
Scott 3836 (booklet)



Garden Botanical
(2004) • 60¢
Scott 3837 (pane)



Hand & Bouquet
LOVE (2005) • 37¢
Scott 3898 (booklet)



Blue Lovebirds LOVE
(2006) • (39¢) • Scott
3976 (booklet)



Blue Lovebirds LOVE
(2006) • 39¢ • Scott 4029
(booklet)



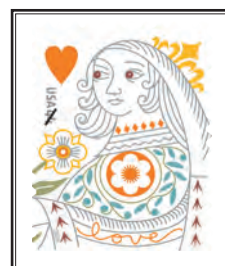
Hershey's Kiss LOVE
(2007) • 39¢ • Scott 4122
(booklet)



All Heart LOVE (2008)
42¢ • Scott 4270 (booklet)



King of Hearts
LOVE (2009)
44¢ • Scott 4404
(se-tenant booklet)



Queen of Hearts
LOVE (2009)
44¢ • Scott 4405
(se-tenant booklet)



Pansy Basket
LOVE (2010) • 44¢
Scott 4450



Wedding

Wedding Dove Scott 3998

Designed by Michael Osbourne, the 1-oz. first class stamp features a white dove facing left below a small heart, both surrounded by calligraphic flourishes set against a lavender background.

Wedding Dove Scott 3998

The 2-oz. first class stamp features a white dove facing right below a small heart, both surrounded by calligraphic flourishes set against a pale green background.

Wedding Heart Scott 4151

Released without ceremony in Washington, DC, the 1-oz. first class stamp features white vines that form the shape of a heart set against a lilac background. Designed by Nancy Stahl.

Wedding Heart Scott 4152

Released without ceremony in Washington, DC, the 2-oz. first class stamp features white vines that form the shape of a heart set against a pink background. Designed by Nancy Stahl.

Wedding Heart Scott 4271

Reissue of the 2007 design, but set against a light green background and with a new denomination.

Wedding Heart Scott 4272

Reissue of the 2007 design, but set against a buff background and with a new denomination.

Wedding Rings Scott 4397

The 1-oz. first class stamp features two gold wedding rings resting on a small white pillow, bound together with a slender ribbon of white. Photographer Renée Comet.

Wedding Cake Scott 4398

The 2-oz. first class stamp features a three-tier wedding cake topped with white flowers. Photograph by Renée Comet.



Wedding



Wedding Dove (2006)
39¢ • Scott 3998
(booklet)



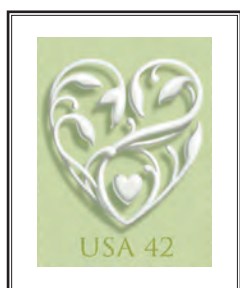
Wedding Dove (2006)
63¢ • Scott 3999
(booklet)



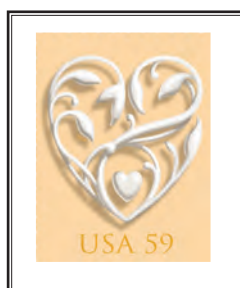
Wedding Heart (2007)
41¢ • Scott 4151
(booklet)



Wedding Heart (2007)
58¢ • Scott 4152
(booklet)



Wedding Heart (2008)
42¢ • Scott 4271
(booklet)



Wedding Heart (2008)
59¢ • Scott 4272
(booklet)



Wedding Rings (2009)
44¢ • Scott 4397 (pane)



Wedding Cake (2009)
61¢ • Scott 4398
(pane)



Special Occasion

The 1987 Special Occasion stamps were issued as a “Message” booklet of ten stamps (eight designs) commemorating the various special occasions for which a card might be sent.

Congratulations! **Scott 2267**

The 4th of July style fireworks display is certainly celebratory enough for any occasion for which congratulations might be tendered.

Get Well! **Scott 2268**

Flowers are a traditional gift when a friend is ill or just feeling down and out. The purple iris also speak to the hope of spring.

Thank You! **Scott 2269**

A bouquet of mid-tone balloons offers a neutral thank you.

Love You, Dad! **Scott 2270**

Father's Day as a special occasion did not hit the greeting card market until 1972, but the U.S. celebration began in Spokane, Washington in 1910 by a young woman attending special Mother's Day church services, who reflected that her widowed father had raised six children alone, sacrificing so that they could have a better life. Local churches supported her proposed Father's Day, and national newspapers picked up the story. President Woodrow Wilson and his family celebrated the day personally in 1916 and in 1924 President Calvin Coolidge recommended to the nation's governors that their states should hold their own celebrations. However, official recognition of a special day for fathers everywhere did not occur until it was established by President Richard Nixon in 1972.

Best Wishes! **Scott 2271**

Featuring the “good luck” emblem of a four-leaf clover, the Best Wishes stamp was another design intended to be a neutral concept.

Happy Birthday! **Scott 2272**

The only design of the set that was truly popular was the Happy Birthday stamp with its cake and lit candle.

Love You, Mother! **Scott 2273**

An attractive floral design wasn't enough to make the stamp a permanent fixture, but the occasion for sending Mother's Day greeting cards remains a major holiday. First proposed by Julia Ward Howe (who wrote the words to the “Battle Hymn of the Republic”) in the 1870s as an appeal for peace throughout the world, the holiday was formally recognized through the efforts of Anna Jarvis, whose mother Ann had organized Mother Friendship Clubs after the American Civil War to teach the basics of nursing and sanitation. In honor of Anna's mother, the first Mother's Day was celebrated in Grafton, West Virginia in May 1908. It was proclaimed a national holiday by President Woodrow Wilson in 1914.

Keep in Touch! **Scott 2274**

Stamp collectors everywhere should honor the concept behind the stamp design — write letters!



Special Occasion



Congratulations! (1987)
22¢ • Scott 2267 (booklet)



Get Well! (1987)
22¢ • Scott 2268
(booklet)



Thank You! (1987)
22¢ • Scott 2269
(booklet)



Love You, Dad! (1987)
22¢ • Scott 2270 (booklet)



Best Wishes! (1987)
22¢ • Scott 2271
(booklet)



Happy Birthday!
(1987) • 22¢
Scott 2272 (booklet)



Love You, Mother! (1987)
22¢ • Scott 2273 (booklet)



Keep in Touch!
(1987) • 22¢
Scott 2274 (booklet)

Special Occasion

A second Special Occasions booklet was issued in 1988, this time in two panes of six stamps each, featuring the four most popular occasions requested by consumers.

Happy Birthday

Scott 2395

No cake, just candles in 1988. Make a wish and blow them out!

Best Wishes

Scott 2396

A rainbow in a blue sky, and maybe a pot of gold just waiting to be found.

Thinking of You

Scott 2397

A bouquet of bright, stylized flowers sends a cheerful message.

Love You

Scott 2398

A lovebird waits in a mailbox to be delivered to the one you love.###

Happy Birthday

Scott 3558

"Happy Birthday" is spelled out in green, blue, purple, red, orange, and yellow letters and sprinkled with confetti. Designed by Harry Zelenko, the colorful stamp was released at the APS winter show, AmeriStamp Expo, held in Riverside, California.

Happy Birthday

Scott 3695

Reissue of the 2002 stamp to reflect rise in first class postage rate recognizes the tradition of sending special birthday greetings to family and friends.

Happy Birthday

Scott 4079

Reissue of the 2002 stamp to reflect rise in first class postage rate.



Special Occasion



Happy Birthday (1988)
25¢ • Scott 2395 (booklet pane)



Best Wishes (1988)
25¢ • Scott 2396 (booklet pane)



Thinking of You (1988)
25¢ • Scott 2397 (booklet pane)



Love You (1988)
25¢ • Scott 2398 (booklet pane)



Happy Birthday (2002)
34¢ • Scott 3558



Happy Birthday (2002)
37¢ • Scott 3695



Happy Birthday (2006)
39¢ • Scott 4079



Special Occasion

Celebrate Scott 4196

This special occasion stamp shows twelve colorful “alphabet blocks” arranged in four horizontal rows of three blocks each. Each block in the top three rows contains a single letter of the alphabet in a different type font. Together the blocks spell out “Celebrate.” The bottom row contains an exclamation point, a star, and the denomination. Artist Nicholas Wilton.

Celebrate Scott 4335

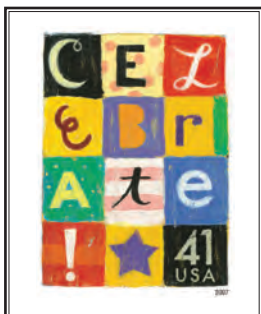
Reissue of the 2007 stamp to reflect rise in first class postage rate.

Celebrate Scott 4407

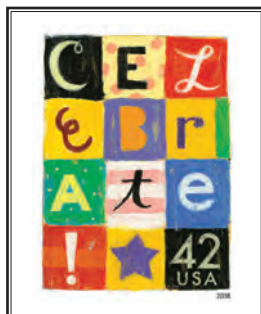
Reissue of the 2007 stamp to reflect rise in first class postage rate.



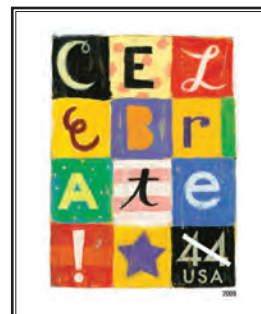
Special Occasion



Celebrate (2007) • 41¢
Scott 4196



Celebrate (2008) • 42¢
Scott 4335



Celebrate (2009) • 44¢
Scott 4407



Love



Wedding



Special Occasion







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