



# POSTAL NEWS

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CONTACT: Robin Wright (303) 313-5129  
or Ernie Swanson (206) 442-6239

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## **POSTAL SERVICE UNVEILS SCOUTING STAMP AS PART OF CELEBRATE THE CENTURY PROGRAM**

Stamps commemorating the 1900s and 1910s unveiled one per day  
over 30 days in cities across the United States

SEATTLE -- The U.S. Postal Service today unveiled the design of its new Scouting stamp in a ceremony at the Seattle Center Pavilion.

The twenty-ninth of 30 stamps to be unveiled over 30 consecutive days, the Scouting stamp is part of the "Celebrate the Century" program, an unprecedented commemorative stamp and education program that will honor the most memorable and significant people, places, events and trends of each decade of the 20<sup>th</sup> Century.

"The Boy Scouts and Girl Scouts both introduce our nation's youth to a variety of outdoor activities, and they both promote self-reliance and resourcefulness," said USPS Western Area Vice President Craig Wade. "Those ideas and concepts, developed back in the 1910s, are as strong today as they were at the turn of the last century."

The Scouting stamp honors the scouting movement, which began in England in 1907, the result of an idea had by Robert Baden-Powell, an officer in the British Army. It didn't take long, however, for the program to catch on in the United States.

In 1910, scouting came to American soil when Ernest Thompson Seton was chosen as the first Chief Scout of the Boy Scouts of America (BSA). Seton's many volumes of Scoutcraft became an integral part of Scouting, and his enthusiasm helped turn an idea into reality. Since 1910, more than 90 million boys have been members of the BSA, with recent records reflecting a current membership of more than 5.3 million.

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Baden-Powell also influenced Juliette Gordon Low, who returned from England to make an historic phone call to a friend, saying, "I've got something for the girls of Savannah, and all America, and all the world, and we're going to start it tonight." Thus, on March 2, 1912, Low gathered together 18 girls to organize the first two American Girl Guide troops. The name of the organization was changed to Girl Scouts the following year.

From the original 18 girls, Girl Scouting has grown to nearly 3.3 million members in the 1990's. It is the world's largest voluntary organization for girls and has influenced the lives of more than 50 million girls and adult women and men who have belonged to Girl Scouts.

The Postal Service has partnered with Microsoft Encarta for today's unveiling of the Scouting stamp. During the month of January, Scouts nationwide were invited to enter the USPS/Microsoft Encarta Online History Sweepstakes and play an online history game incorporating questions using subject matter drawn from the Celebrate the Century program. The two Grand Prize winners each receive a trip for a family of four to Washington, D.C.

Scouting has been a popular subject with the Postal Service in the past, with stamps commemorating the Boy Scouts of America issued June 3, 1950 (3-cents), Feb. 8, 1960 (4-cents) and Oct. 7, 1985 (22-cents). The Girl Scouts of the USA were commemorated on stamps July 24, 1962 (4-cents), and on March 12, 1987 (22-cents), while Juliette Gordon Low was honored with a stamp of her own on Oct. 29, 1948 (3-cents).

The 30 stamps commemorating the years 1900-1909 and 1910-1919 are being unveiled one per day – Jan. 5 through Feb. 3 – in cities across the United States. All 30 stamps will be issued February 3 at a special ceremony in Washington, D.C., and will be available at all post offices on two collectible sheets of 15 commemorative stamps each – one honoring the 1900s and one honoring the 1910s.

## **BACKGROUND ON CELEBRATE THE CENTURY**

For the first time, the public, including school children, will be invited to put their own stamp on history by voting on subjects that will be featured on stamps. Spanning a two-year period, the Postal Service will issue sheets of commemorative stamps heralding the most significant occurrences of each decade of the 20th century.

"Through *Celebrate the Century*, Americans can save the past as they look toward the future," said Runyon. "U.S. postage stamps have long been integral to the fabric of American life and they continue to be a source of learning and pride for all Americans. Capturing history on stamps is a part of the Postal Service's proud heritage.

"What makes *Celebrate the Century* such a unique continuation of this heritage is that, for the first time, the public will play a major role in determining the stamp subjects that will become a permanent record of the passing millennium," he said.

### **Selecting the stamps**

Stamps representing the years 1900-1949 have already been recommended by the Citizens' Stamp Advisory Committee, a group of citizens appointed by the Postmaster General to review all stamp suggestions and make recommendations for future stamps. However, stamp subjects representing the years 1950-1999 will be voted on by the public. Each decade ballot, beginning with the 1950s, will be divided into five voting categories from which the public will be invited to choose up to three specific subjects. The categories are: People & Events, Arts & Entertainment, Sports, Science & Technology and Lifestyle. The top 15 vote-getters will be commemorated on that decade's sheet of commemorative stamps.

### **Casting your vote**

Ballots for each decade will be available at all post offices and special *Celebrate the Century* events, as well as via a planned Web site. Everyone is invited to vote. Voting periods for each decade will last about one month, beginning with 1950s voting on Feb. 3. Independent accounting firms Booz Allen and Gallup will tabulate votes.

### **A history lesson from stamps**

The Postal Service, working in cooperation with the U.S. Department of Education and 10 of the nation's leading educational associations, has developed one of the largest-ever independent cross-curricular programs. The *Celebrate the Century* Education Series is expected to involve more than 300,000 classrooms of students across the U.S. in a comprehensive, in-class curriculum program that will take students on a field trip through the decades of the 20th century.

Designed primarily for students grades 3-6, the *Celebrate the Century* Education Series is available to teachers free of charge. It includes in-school balloting for students as well as take-home projects for children to discuss with their parents.

## THIRTY STAMP UNVEILINGS IN THIRTY DAYS

To kick off the *Celebrate The Century* program, the 1900s and 1910s stamps will be unveiled over a 30-day period -- Jan. 5 - Feb. 3, 1998 -- in cities across the U.S.

<u>Date</u>	<u>Event (Decade)</u>	<u>Location</u>
<u>Jan.</u>		
5	Ellis Island (1900s)	<i>Great Hall - Ellis Island, New York, N.Y.</i>
6	Ash Can School (1900s)	<i>Cleveland Museum of Art, Cleveland, Ohio</i>
7	John Muir (1900s)	<i>John Muir National Historic Site, Martinez, Calif.</i>
8	WEB Du Bois (1900s)	<i>WEB Du Bois Library, U. of Mass., Amherst, Mass.</i>
9	Model T (1900s)	<i>Detroit International Auto Show, Detroit, Mich.</i>
10	St. Louis World's Fair (1900s)	<i>Missouri Historical Museum, St. Louis, Mo.</i>
11	First Flight (1900s)	<i>Wright Brothers Memorial, Kill Devil Hills, N.C.</i>
12	Robie House (1900s)	<i>Frank Lloyd Wright Robie House, Chicago, IL</i>
13	Teddy Bear (1900s)	<i>Bose Elementary School, Kenosha, Wis.</i>
14	First World Series (1900s)	<i>Baseball Hall of Fame, Cooperstown, N.Y.</i>
15	Pure Food & Drug Act (1900s)	<i>Hook's Drugstore Museum, Indianapolis, Ind.</i>
16	Gibson Girl (1900s)	<i>Fashion Institute of Technology, New York, N.Y.</i>
17	Crayola Crayons (1900s)	<i>Crayola Interactive Museum, Easton, Pa.</i>
18	Theodore Roosevelt (1900s)	<i>Mt. Rushmore National Park, Keystone, S.D.</i>
19	Great Train Robbery (1900s)	<i>Tampa Theater, Tampa, Fla.</i>
20	Federal Reserve (1910s)	<i>Federal Reserve Building, Washington, D.C.</i>
21	Woodrow Wilson (1910s)	<i>Woodrow Wilson Museum, Staunton, Va.</i>
22	Armory Show (1910s)	<i>Philadelphia Museum of Art, Philadelphia, Pa.</i>
23	George Washington Carver (1910s)	<i>Main Post Office, Tuskegee, Ala.</i>
24	Grand Canyon (1910s)	<i>Grand Canyon National Park, Grand Canyon, Ariz.</i>
25	Construction Toys (1910s)	<i>Gilbert House Children's Museum, Salem, Ore.</i>
26	Child Labor (1910s)	<i>TBD, Washington, D.C.</i>
27	Jack Dempsey (1910s)	<i>Manassa Opera House, Manassa, Colo.</i>
28	Panama Canal (1910s)	<i>Museum of History-Balboa Park, San Diego, Calif.</i>
29	Transcontinental Phone Line (1910s)	<i>Elementary Schools, S.F., Calif. and New York, N.Y.</i>
30	Jim Thorpe (1910s)	<i>State Capitol Building, Oklahoma City, Okla.</i>
31	Charlie Chaplin (1910s)	<i>Los Angeles County Museum of Art, L.A., Calif.</i>
<u>Feb.</u>		
1	Crossword Puzzle (1910s)	<i>New York Times Crossword Section, New York, N.Y.</i>
2	Scouting (1910s)	<i>Seattle Center, Seattle, Wash.</i>
3	World War I (1910s)	<i>TBD, Washington, D.C.</i>