

# Celebrating 100 Years of American Culture and Achievements

## The Turning of the Century

The main event at the July 1996 Citizens' Stamp Advisory Committee (CSAC) meeting was the discussion of an important new series. This major project — a set of 15 stamps for each decade of the twentieth century — would be called Celebrate the Century™. The stamps would commemorate five broad aspects of American culture: People & Events, Science & Technology, Arts & Entertainment, Sports, and Lifestyle. Working from a list of hundreds of topics compiled by experts in each field, the Committee selected 75 topics to represent and commemorate the first five decades of the century.

## Designing an Encyclopedia of History Through Stamps

In August, a small group met and began to address the many complex issues confronting them as they approached this enormous undertaking. The group included: Terry McCaffrey, the Senior Art Director for the U.S. Postal Service, who would oversee all aspects of stamp design and text; Phil Meggs, a Senior Member of the CSAC Design Subcommittee, who would share the Committee's vision; Art Directors Howard Paine and Carl Herrman, who, using their extensive knowledge of the complexities of stamp design, would guide the stamp designers and artists; Dennis Lyall and Richard Waldrep, the artists who would create the first 30 stamps for the series, the 1900s and the 1910s; and Sidney Brown and Louis Plummer from PhotoAssist, Inc., who would provide the picture and text research.

This meeting was fruitful. The group tackled major design issues—the format of the stamps, placement of stamps on the sheet, the function of the selvage, size and style of type, length of stamp titles, and more. The group decided to include at least one photograph, one fine-art reproduction, and one engraving on each sheet of stamps, a first in U.S. Postal Service history.

The next step was to provide the artists with lively, evocative, and accurate picture reference for the 1900s and 1910s subjects — mainly in the form of photocopies

of images depicting each topic. During the image selection process, artistic and historical issues were weighed; the goal was to create an exciting graphic that strongly evoked the subject. The 15 art reference choices for each decade were then viewed with an eye to the balance of the overall sheet in regard to the mix of portraits, scenes, events, and objects.

## Producing the Stamp Art

The artists produced preliminary sketches quickly, and in October 1996 the Postal Service design group was able to present finished art on several of the stamp subjects. The overall series approach was approved, and by January 1997 the art for both decades entered the historical review/verification process. This process requires a rigorous questioning of every feature of the stamp art: Is the clothing correct for the period? Was the building brown? Was the automobile of that year manufactured in that color? Consultants, experts on everything from fashion to aerodynamics, played an enormous role in this stage of the work. Everything was checked and checked again.

David Wallechinsky agreed to write the text on the backs of the stamps, called the verso text, and the selvage text on the face of the stamp sheet. His texts also underwent a rigorous review and fact-checking process involving more than 20 consultants.

Once all of this work on the 1900s and 1910s was well underway, visual research for each of the 1920s and 1930s subjects was initiated. This time, Davis Meltzer would paint the 1920s. Paul Calle

would paint the 1930s. The CTC Stamp Development Team met again. Together they reviewed each subject, each reference image, and came up with a plan for each sheet. The 1920s and 1930s were underway. Howard Koslow began working on 15 different designs for the 1940s several weeks later.

Rights for each of the subjects for the first two decades were exhaustively researched, and proprietary rights language for each stamp subject was negotiated by the Postal Service's licensing coordinators, Kelly Spinks and Nigel Assam. This work was supported by external legal counsel from Potter & Thorelli of Chicago, Illinois,





and Brown & Wood of New York, New York. Simultaneously, the same lawyers began negotiating permissions for the second phase of CTC, the ballot.

Tom Mann and Sharon Mann merged the text and the art for the 1900s and 1910s, producing computer disks that went to Dodge Color in Bethesda, Maryland for pre-print production. In July 1997 the first 30 stamps, text and art, were turned over to Ashton-Potter (USA) Ltd., of Williamsburg, New York. Without pausing, the Manns started to work on the 1920s and the 1930s, and will proceed to the 1940s.

### **"Put Your Stamp On History™"**

All stamp subjects after 1949 will be selected by the American public. The Citizens' Stamp Advisory Committee selected an initial list of 30 possible subjects for each of the subsequent decades: the 1950s, the 1960s, the 1970s, the 1980s, and the 1990s. A design group in Chicago, Lee Hill, Inc., designed the ballot for the 1950s. This ballot, and similar ones for later decades, will be in the post offices for one month. Once the results are tabulated, the Postal Service will begin producing designs for the winning subjects.

Through the Celebrate the Century Education Series, the Postal Service is providing teachers and students with a creative and fun way to talk about the significant people and events of the twentieth century. Students will be encouraged to become educated voters, and over 300,000 school children are expected to participate in the balloting process.

In October 1998 youngsters around the world will be invited to submit designs for the Stampin' the Future stamp issue. Winning designs will be issued as stamps in the childrens' country of origin in April 2000.

### **The Printing Process**

The stamp sheets are produced by a combination offset/intaglio web printing press that prints four colors offset, applies selective phosphor tagging, prints the back of the stamp sheet with inscriptions, and then prints one stamp image per sheet using the intaglio printing process. Gum is then applied over the printing on the back. This process is unusual as most gummed stamps are printed on paper that has already been coated with adhesive prior to printing.

The rolls of stamps are then perforated with a specially designed perforation pattern, developed specifically for the CTC stamp issues. The perforating tool allows the stamps to be placed in 15 of 20 different positions on each stamp pane. Consequently, all of the CTC issues will display a different stamp arrangement using the same perforating tool layout.

After completion of examination and accountability, the stamp sheets are each individually packaged with a preprinted backer card using automated flow-wrap packaging lines. The CTC stamps represent the first time that every stamp sheet has been individually packaged for sale.

## **CTC Commemorative Stamp Team**

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### **Terry McCaffrey**

**Senior Art Director, U.S. Postal Service**

Terry McCaffrey has coordinated every element of the stamp design process, from original concept to final approval of the printing proofs for Celebrate the Century. Since Terry McCaffrey joined the Postal Service in 1970, he has designed over 300 lobby posters, promotional materials for services such as Express Mail, philatelic products, employee magazines, newsletters, and slide shows.

He joined the office of Stamp Services in 1990 as part of the design team and assumed responsibility for all philatelic products. In 1992, he was made head of the Stamp Design group, and since then has been responsible for all stamp and stationery designs. When he isn't working on the CTC stamps, he's managing the Annual Commemorative Program.

### **Carl T. Herrman**

**Art Director (1900s, 20s, 40s, 60s, 80s)**

With over 260 awards for design and design programs, including gold medals from the N.Y. Art Directors Club and the Society of Illustrators, Carl Herrman brings a fresh perspective to the art of stamp design. Volunteering for the CTC project, Herrman waxed poetic over the importance of the 150 yet to be determined stamp subjects. The challenge of conveying the most important moments in history in a one-inch square seemed to bring him great professional and personal joy. Former director of Creative Services and an adjunct professor at the University of North Florida, Herrman recently relocated to southern California where he can indulge his love of surfing and ocean kayaking.



## Howard E. Paine

### Art Director

(1910s, 30s, 50s, 70s, 90s)

Howard Paine helped to define the overall structure of CTC, and is currently working on the remaining decades. After 33 years designing books, atlases, museum exhibitions, and National Geographic Magazine, Howard Paine has managed to reduce the icons of American history to a one-inch square format. He has directed the art for over 400 stamp designs (including Elvis). He has lectured on printed ephemera at the National Gallery of Art, on typography at the Smithsonian Institution, and on magazine design at Radcliffe, Yale, New York University, and George Washington University. After *Celebrate the Century*, he'll also be able to lecture on 100 years of American history.

## David Wallechinsky

### Author

Author David Wallechinsky, a nationally recognized expert in popular culture and history, worked with the U.S. Postal Service to develop the selvaige text and the verso text for each stamp sheet. Mr. Wallechinsky is the author of *David Wallechinsky's 20th Century: History With the Boring Parts Left Out*. His other works include: *The Peoples' Almanac*, *The Book of Lists*, *The Complete Book of the Winter Olympics*, *The Complete Book of the Summer Olympics*, and *What Really Happened to the Class of '65?* Mr. Wallechinsky is a contributing editor to *Parade* magazine. He also lectures on "21st Century Democracy: Updating America's Political System."

## Richard Waldrep

### Artist, 1900s

Nationally acclaimed for artistic versatility, Richard Waldrep designed the stamps for the 1900s sheet. The stamps bear testimony to his great ability. In addition to the CTC stamp designs, Mr. Waldrep has designed stamps for the 1992 Summer Olympics, the 1993 Country and Western issue of the American Music series, and the 1996 Centennial of Olympic Games. He has won numerous awards from Graphis, the Society of Illustrators, and others. "Being a student of history, I found working on the *Celebrate the Century* series opened an era that I had previously neglected. These images, people, and accomplishments of the early 1900s are extraordinary. I also learned how thorough the Postal Service is in accurately depicting history on their stamps."

## Dennis Lyall

### Artist, 1910s

Dennis Lyall has worked for 29 years as a professional illustrator. He has illustrated for many of the country's largest advertisers and publishers, including Reader's Digest, General Electric, Random House, National Geographic Society, the Franklin Mint, and the U.S. Postal Service. He says about his work on stamp designs:

"The story a stamp will tell is limited by its size. I must use my skills to produce an image that is dynamic, attractive, and instantly recognizable ... and not much larger than a person's thumbnail. The working scale can be very demanding. The paintings I produce are, of course, done larger than stamp size before reproduction, but they are still very small paintings ... the paintings in the CTC series, for example, were about the size of an adult's fist."

## Davis Meltzer

### Artist, 1920s

Davis Meltzer has worked as an illustrator for his entire career starting out in advertising and moving into magazine and book illustration. The National Geographic has given him many challenging assignments to illustrate topics in the areas of science and space exploration. The National Wildlife Federation, Newsweek, and Time-Life Books are among the many other publishers of his work. He has produced postage stamps on such varied subjects as prehistoric animals, balloons, and Eddie Rickenbacker.

## Paul Calle

### Artist, 1930s

Paul Calle has attained a unique mastery of both oil painting and pencil drawing. A book about him, *The Pencil and Paul Calle: An Artist's Journey*, won the Benjamin Franklin Award for Fine Arts. His oil paintings are in major collections including the National Portrait Gallery and the National Air and Space Museum. He has the honor of having been selected by NASA to record the early space flights and astronauts. He has designed 27 postage stamps on such varied topics as carousel animals, the moon landing, and a portrait of Pearl Buck.

## Howard Koslow

### Artist, 1940s

Howard Koslow has been commissioned to do paintings that can be seen at the U.S. Air Force Academy, the National Air and Space Museum, the NASA Art Gallery, and the Kennedy Space Center. The National Park Service has also commissioned him to create paintings for its historical art collections. He has designed many postage stamps; among them are five portraying Great Lakes lighthouses and four portraying jazz/blues singers. He has also designed several postal cards.

## PhotoAssist, Inc.

### Photo Researchers

Lead by Louis Plummer, the PhotoAssist research team obtained photo reference for each subject selected by CSAC for inclusion in the 1900s and 1910s stamp sheets. Mr. Plummer, the President of PhotoAssist, Inc., is also the regional President of the American Society of Picture Professionals. He has more than 17 years of photo research experience. In addition to its work for



the U.S. Postal Service, PhotoAssist provides photo research services to the National Geographic Society, Encyclopedia Britannica, Vanity Fair, Time-Life Books, and many other publishers across the country. Recent projects have included photo research for the Korean War Memorial, the Newseum, and Discovery Communications Online Magazine.

### **Mann & Mann Graphics** **Typographers, Designers**

Tom Mann and his business partner/wife Sharon Mann have done all typography and design work for the CTC stamp sheets. They have worked with both Howard Paine and Carl Herrman. Tom Mann also designed the recent Breast Cancer Awareness stamp (1996) and the AIDS Awareness stamp (1993). Their design firm has been working with the Postal Service on stamp designs for 12 years. The Manns are constantly on the move, living in Massachusetts, Maryland, Virginia, American Samoa, Colorado, and are now "settled" in Vancouver, Washington, with three of their children.

### **Ashton Potter, (USA) Ltd.** **Printers**

Ashton-Potter (USA) Ltd., (APU) of Williamsburg, New York has been producing postage stamps for the U.S. Postal Service by the offset and offset/intaglio printing methods since 1992. Notable stamp issues include Wildflowers, Kids Care, Carousel Horses, American Indian Dances, Endangered Species, Breast Cancer Awareness, and the recent, Dinosaurs stamp sheet. Since Ashton-Potter (USA) Ltd., has been producing stamps for the USPS, they have been recognized with two Quality Supplier of the Year Awards.

## **Citizens' Stamp Advisory Committee**

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