

The Cover Story

by Stephen L. Strobel

Do You Need Diversity in Your Life? -- Part 4

One of the most frequently asked questions regarding first-day covers is a basic one: Who made the cachet? It can be noted that there are several tips to help determine the maker of the cachet. Common traits are a blessing for figuring out who produced certain cachets: Trademarks, Names or Initials, Addresses, Borders, Advertisements and Reference works.

Ads in the philatelic press also can be an excellent way to identify the maker of a cachet. Harry Ioor's cachets and first-day cover business were well advertised. Placing large ads in the philatelic periodicals, including Linn's, Mekeels, Stamps and Stamps & Cover Collecting, he listed his FDCs and detailed the cachets.

Similarly, George Linn used his weekly newspaper, Linn's Stamp News, to promote his FDCs. In the paper, he often devoted large space ads to feature pictures of the cachets. By carefully combing through old philatelic publications, you can unearth a mountain of information about the older United States FDCs. And it is a useful exercise for gathering information about currently released first-day covers as well.

Having been bolstered by my minor success, I continued researching and looked for 'National Parks' and 'Philatelic Exhibitions', 'Cachet search'. I got a hit from jamesmccusker.com. There were two listings for '750 3c American Philatelic Society sheet, Planty #15, Harry Ioor cachet, purple and black, Atlantic City, N. J. cancel, catalog value \$75.00'

Prior to the 1970s, information about the identity of cachets was sketchy and widely dispersed. At about that time, Dr. Earl Planty began to codify FDCs from the classic period. In 1974, he published his U.S. First Day Cover Catalogue of Classic Cachets, 1923-1933. Planty's catalog was the first basic reference for classic cachets. When published, it was the written record, an inventory of all the known designs on the FDCs from this era. And the Planty catalog provided an excellent beginning for the enlightened collecting of classic FDCs.

Since I was not familiar with the name, Harry Ioor, more research. In the 2005 Edition First Day Covers True Market Prices, edited by Ralph B. Dinwiddie, I got another hit confirming the Ioor cachet. Yeah!!

Now I found out that a leading cachet maker was discontinuing a popular line -- ArtCraft FDCs. After more than 76 years, Washington Stamp Exchange discontinued producing its ArtCraft first-day covers. According to a statement, the company "concluded that the decreasing volume of sales could no longer sustain the high costs of production."

ArtCraft was possibly the oldest continuing cachet line. Fleetwood sometimes has claimed its lineage extends to Harry Ioor's cachets in the early 1930s: Fleetwood founder Milnor Peck married Ioor's sister, who had finished the FDCs for a series of stamps for Ioor after he died in 1940. ArtCraft was certainly the oldest cachet line still being operated by the same family or company, because Fleetwood has been sold several times.

At iHobb: First Day Covers, it was revealed that Ioor was an Indianapolis chiropractor who also owned a stamp shop with his sister. According to Stanley H. Fryczynski Jr., writing in the March-April 1961 issue of First Days, the shop contained a "printery," and that is where his cachets were printed. This Harry C. Ioor cachet uses two colors – Ioor was partial to purple – and the black printed scene of the Nisqually Glacier. Ioor designed and produced his own cachet covers!

The website FindAGrave.com, lists his birth as unknown but he was buried Feb 19, 1940 in Crown Hill Cemetery Indianapolis, Marion County, Indiana sec: 96, Lot:308; (**Figure 4, on front cover**).

Now at this point, you probably think that I would be all done. But as luck would have it, I researched ‘Harry Ioor Catalog’ and got a hit for a ‘First Edition Photo Cachet Catalog Harry Ioor by Dr. Douglas Parks’. (June 1976, **Figure 5, on front cover**) I ordered the catalog and upon receiving, I quickly found the listing for the ‘750 APS Parks Sheet 8/28/34’ (**Figure 6, on front cover**) Actually, there were two listings: ‘OR1a 77 plum, black on standard size envelope and OR1b 77 plum, black on monarch size envelope.’ Yeah!!

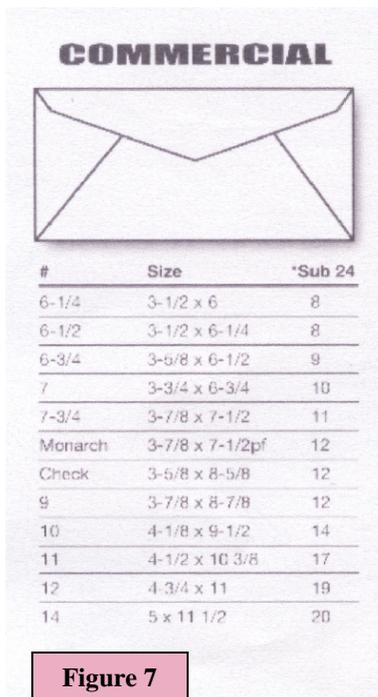


Figure 7

Not knowing what a ‘monarch size envelope’ was – more research. I did find an Envelope Size Chart (**Fig. 7**) that had six different classifications, including several Standard Window Sizes and positions available and indicating that Special Window Sizes and Positions were available Upon Request.

Although the categories were Announcement, Baronial, Remit, Catalog, Booklet and Commercial, it is the Commercial category where we find ‘Monarch 3-7/8 x 7-1/2pf.’ This is the envelope that I do have. Yeah!!

There are eleven other sizes in the Commercial category indicated. It may be subjective as to what a ‘standard size envelope’ is, as it may or may not be the familiar #10.

As some of you may have noticed, this article was noted as ‘Part 4’. The first two parts were on another interest of mine, the Florida State revenues pertaining to the citrus industry [See note below]. And that is an active demon as well. I have recently acquired two pieces of citrus revenue stamp ephemera found on

the ‘net’ along with an extremely rare Prorating issue.

I recently attended a Florida Citrus Crate Label show (a semi-related collecting interest). I did acquire a couple of new labels, but I saw some usages of the revenue stamps that I had not seen before. I have yet to acquire these items. LOL But regarding the most recent Farley finds, that demon may be easing back into slumber, not knowing when it may reawaken.

And I have other demons as well and most likely, there are some that have not yet discovered me! I may reveal some of them latter as they decide to stir again. So as they say, “Stay tuned!” So at this point, I may have exhausted my research of these current Farley pieces, but it has been a ball doing so. Yeah!!

[Editor’s note: The first and second parts of this on-going series appeared in the June & July 2013 issues of *The Philatelic Missive* and can be found online in the archives. Part 3 appeared in the April, 2017 issue.

In an odd twist on things, I had an indirect encounter with Dr. Planty in late 1971 or early 1972. We lived in the very new town of Coral Springs Florida (near Ft. Lauderdale) as of January 1, 1970. Dr. Planty was the neighbor of an acquaintance of mine. I ended up buying from Dr. Planty, through my acquaintance, for a long forgotten dollar amount, about 200 FDCs from the 1930-1960 time-frame, all housed in a monstrous blue binder about 8 inches thick. I never did meet Dr. Planty as I was told “he did not do personal meetings, because of ill health”. I hauled that binder around for three decades before finally selling it in the late 1990s for about \$200. From what little I can find on the WWW, Dr. Planty lived into his 90s and died in Boca Raton (not far from Coral Springs), in 1994. His age of 91 at his passing, does line up well with my knowledge of him. It is funny how life holds encounters that cause you to look back in time!]