



FLORIDA POSTAL HISTORY JOURNAL

Promoting Philately in the Sunshine State



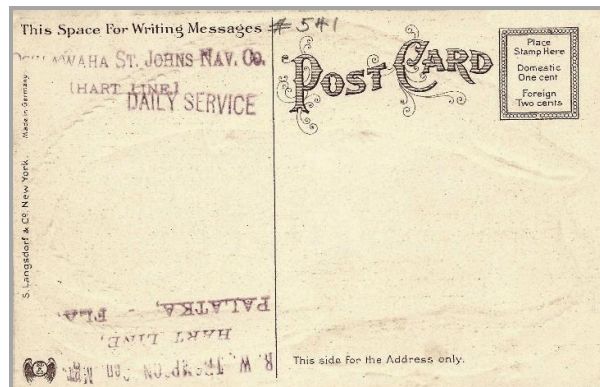
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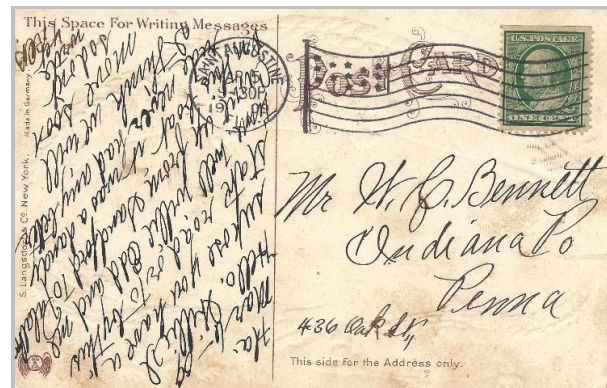
Whole No. 73

Samuel Langsdorff's Alligator Postcards Add to Any Collection, Presentation and Exhibit By Thomas M. Lera

Divided Back Postcards were first permitted in the United States March 1, 1907. The address was to be written on the right side; the left side was for writing messages. It was the golden age of postcards with many millions published. Up to this point, most postcards were printed in Germany, which was far ahead of the United States in the use of lithographic processes. However, circa 1915 at the advent of World War I, postcard production for American consumption switched from Germany to England, then to the United States.



Postcard S541 On the Ocklawaha River, Florida. Reverse: Hart Line Daily Service handstamps.



*Postcard S543 Steamer Fred'k D'Bary on the St. Johns River.
Reverse: Mailed from St. Augustine, March 5, 1909.*

Continued on page 3

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*Learn about our history, see the
Journal, and much, much more!***

Postcards are classified according to the time period when they were printed:

- Pioneer Era (1893-1898)
- Private Mailing Card Era (1898-1901)
- Real Photo Post Cards (1900-1995)
- Undivided Back Era (1901-1907)
- Early Divided Back Era (1907-1914)
- White Border Era (1915-1930)
- Linen Era (1930-1945)
- Photochrome Era (1939 to present)

Around 1908, the New York publisher Samuel Langsdorff issued a series (S500-S664) of 165 Florida postcards decorated with three embossed alligators, which were printed in Germany. These are one of the most sought-after Florida postcards and sell for \$250-300 mint. Most of the scenes are of the biggest cities and tourist attractions of the day, especially St. Augustine and Jacksonville. Twenty-six of them show African American life in Florida, including the picking and processing of cotton and tobacco and daily family life activities.¹



***Left: Postcard S635 Greetings from the Sunny South – Tobacco Sale.
Right: Postcard S653 Greetings from the Sunny South – Cotton Compress.***

Think about your collections, presentations and exhibits. Are there any postcards used to further elaborate your point? If so, have you correctly classified them? All you must do is turn them over and look at what is or isn't printed on the back. Even if you only show the front, by correctly classifying them the reader can better find one to purchase for their collection.

I have used the steamboat postcards in my thematic and display exhibits, St. Johns River presentation and my *2019 Congress Book* article.² I find them an important part of my philatelic portfolio.

Thanks to Deane R. Briggs for allowing me to use several of his postcards to illustrate this article.

Endnotes

¹ <https://hometowncurrency.org/florida-alligator-border-postcards/>. On-line presentation of the 165 Alligator Border Post Cards; *Alligator Post Cards – A Tour of Early Florida and the Sunny South* by John S. Adams. This book is a complete guide to the Alligator Border postcard series printed by the Samuel Langsdorff Company in the early 1900s.

² Lera, Thomas. 2019. "ST. JOHNS RIVER MAIL: STEAMBOATS, ROUTE AGENTS and RAILROAD POST OFFICES." *The 2019 Congress Book*, The American Philatelic Congress, 39-94.

Bogus Stamps of the Confederacy – Florida Express

By Mike Farrell

*Editor's Note: Exhibited in the Court of Honor at the October, 2019 American Philatelic Society's Civil War Symposium and Exhibition, Mike Farrell's **Bogus Stamps of the Confederacy** showcased the history and identification of three well-known and prolific Confederate boguses: Buck's Richmond Express, Blockade Postage and Florida Express. Below is an article crafted from that exhibit highlighting the Florida Express stamps.*



TYPE I



TYPE II



TYPE III



TYPE IV



TYPE V

Florida Express Stamps

The Confederate States of America founded their Post Office Department in February 1861. However, postage stamps were not issued by the Confederacy until October of that year. During the eight months without government issued stamps, some Confederate postmasters printed and sold their own provisional stamps. These provisional stamps were only valid at the offices from which they were issued. Similar to the private local posts, Confederate provisional stamps were not distributed on a large scale and were often produced cheaply with simple designs. This made them ideal for forgers who could easily sell their fakes to collectors who had never seen the genuine examples.

Not only did forgers produce copies of existing stamps, they created stamps for offices that never issued any. These fantasy stamps were complete fabrications, but they were believable to collectors who were unfamiliar with the Confederate postal system. The short-lived, local nature of postmaster provisionals meant that bogus stamps could be sold with little suspicion.

To make fantasy stamps even more believable, they were often based on real towns and services, or accompanied by stories to "prove" their legitimacy. The most popular fakes were convincing enough to be listed in catalogues of the period.

Today these fantasy stamps have become collectable in their own right. The stories of their creation and the printings by multiple forgers make them an interesting area of study to philatelists. They have even seen a resurgence in modern times, with reprints of old designs or new creations being made and sold today.

Florida Express Stamps

While there is no proof or documented information indicating that the Florida Express was ever a real post, the classification of this bogus post has been debated.

First appearing in the early 1860s, collectors have wondered if these should be considered local stamps, express labels, or Confederate issues. These stamps were first listed in 1864, both in the fifth edition of Mount Brown's Catalogue of British, Colonial, and Foreign Postage Stamps; and in Moens' Le Timbre-Paste.



The Florida Express stamps were most likely fantasies inspired by the Wells Fargo & Co. Pony Express stamps [Figure 1], first issued in 1860, only three years before the Florida Express stamps were supposedly issued. Both stamps use an "Express" name and central design of a postman on horseback.

At the start of the Civil War, Wells Fargo & Co. discontinued their southern lines. Although it is possible that a private local service operated in Florida during this time, there is no surviving evidence of it. Florida was nowhere near the start of the Pony Express route and had no connection to the famous route.

Figure 1. 143L9 WELLS, FARGO & CO 25 cents red on white.

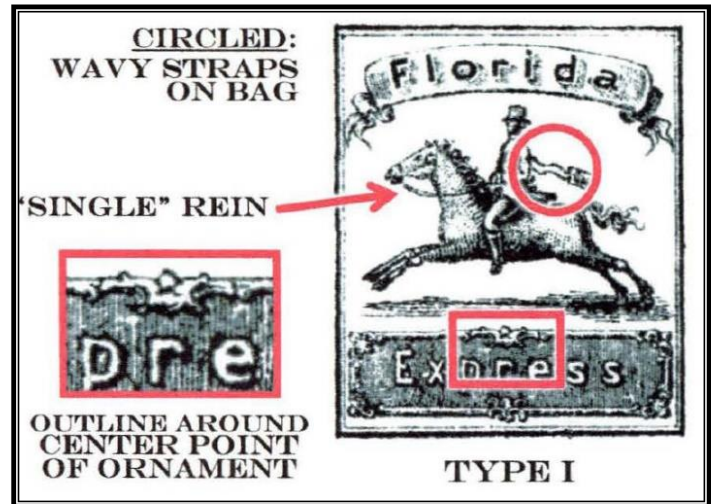
The Florida Express stamps can be separated into several types, which are catalogued differently depending on the authors. My exhibit (and this article) is organized according to the Springer types with listing numbers from Mosher's *Catalog of Private Express Covers, Labels and Stamps*.

TYPE I

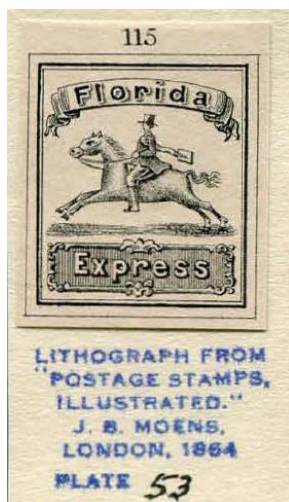
Although it is not certain, it's believed that the TYPE I stamps are the original design. These have the clearest, most finely executed lines of the known designs. The forger is unknown.

On the TYPE I stamps, the scrollwork ornament above the "pre" of "Express" is small and very fine. It is shaped like a wide fleur-de-lis, and is sometimes described as a "jester's hat" shape. In this design, the center point is separated from the rest of the ornament with a thin outline.

Although both the left and right of the horse's reins are visible on close inspection, they are so close together that they appear as only one curved line. The toe of the rider's boot points slightly toward the ground; and the straps on his bag are wavy.



Moens Illustration

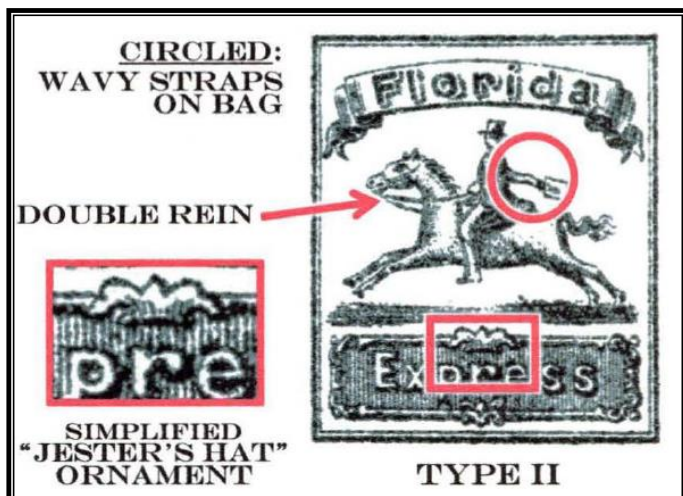


Jean-Baptiste Moens published illustrations of the Florida Express stamp in his philatelic journal, *Le Timbre-Poste*. These were printed on the pages of his catalogues and albums and were not intended to be forgeries. The lithograph for the Florida Express illustration [Figure 2] in Moens' 1864 catalogue was made by F. Deraedemaeker.

This design was very well done, with fine detail in the shading. The ornament over "Express" is simplified to look like a solid "jester's hat" shape. Both the left and the right of the horse's reins are visible, and the toe of the rider's boot is parallel to the ground. The 1864 catalogue listed the stamp in pink, chamois, and blue and claimed it was issued by a local post.

Figure 2. Original illustration cut from Moens 1864 catalogue. Plate 53 – Deraedemaeker.

TYPE II



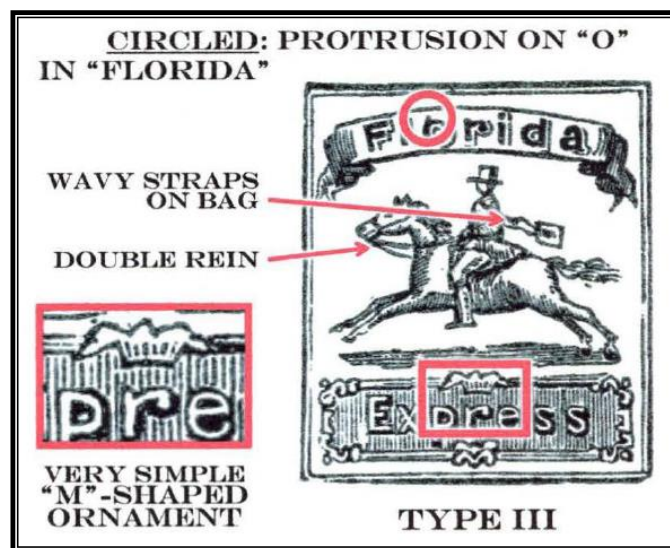
After Moens published his illustration of the Florida Express stamp, copies of the design were printed by forgers. The forgeries based on the first Moens illustration are known as TYPE II.

Although they share the same design characteristics as Deraedemaeker's lithograph, these forgeries are not printed with the same detailed quality.

TYPE III

S. Allan Taylor printed many of these bogus stamps; his version, TYPE III, is the most prolific. It is easy to identify this stamp type by the protrusion on the upper left of the "o" in "Florida."

The Taylor fakes clearly show two reins, and the foot of the rider is perpendicular to the ground. The ornament over "Express" is a solid "jester's hat" shape that is so simplified it is sometimes described as a wide "M".



Like most of Taylor's fakes, these stamps were printed in a wide variety of colors. Taylor's stamps were printed many times, which resulted in wear to some areas of the die. Some of these flaws appear consistently - they are referred to in this exhibit as "states", although the exact order in which these flaws developed is not certain.

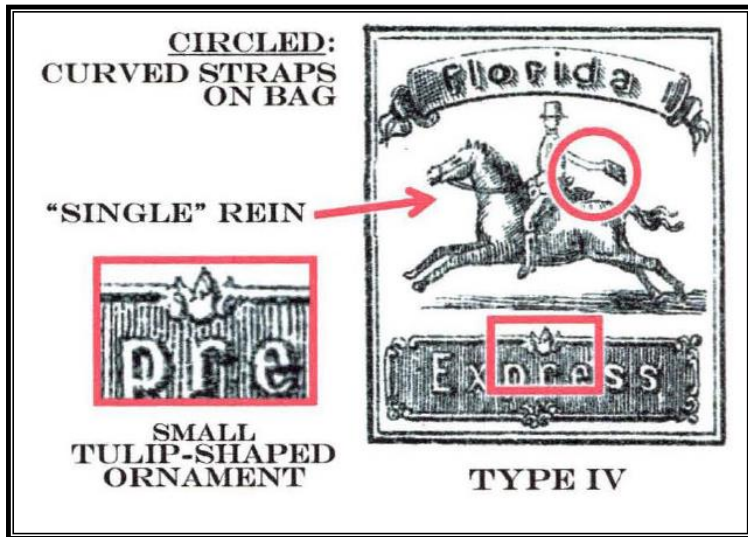


The cover in **Figure 3** was mailed from St. Augustine, Florida to a patient at Bellevue Hospital in New York City.

At some point after its delivery, a creative philatelist affixed the Florida Express bogus in an attempt to pass the cover as a genuine usage of the stamp. The ink used to cancel the bogus stamp does not match that of the genuine handstamps.

Figure 3. FLAX-L3 - TYPE III, blue on white laid (State 4) four-ring target cancel on genuine cover franked with 3-cent Washington issue.

TYPE IV



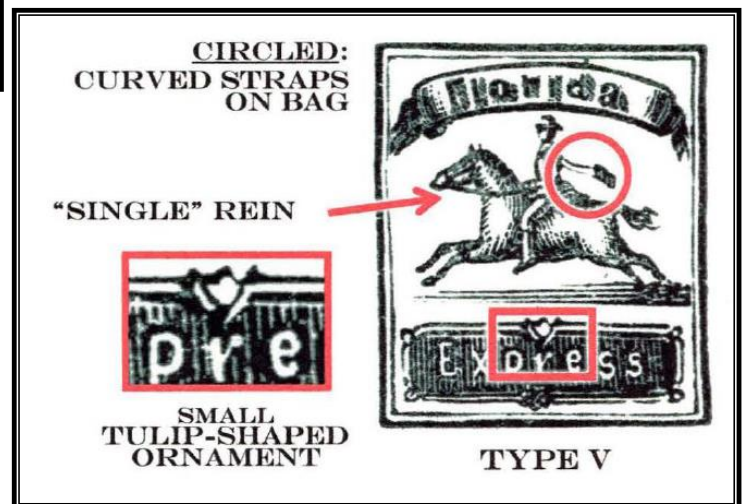
The printer of the TYPE IV Florida Express stamps is unknown. These stamps are printed on similar papers to those used for the TYPE I stamps, indicating that they *may* have been printed by the same person or company. The TYPE IV design shows only one rein and the boot of the rider is pointed downward. The straps of the rider's bag are smooth arcs.

The TYPE IV stamps are identified primarily by the ornament above "Express" which appears as smaller shield or tulip-like shape.

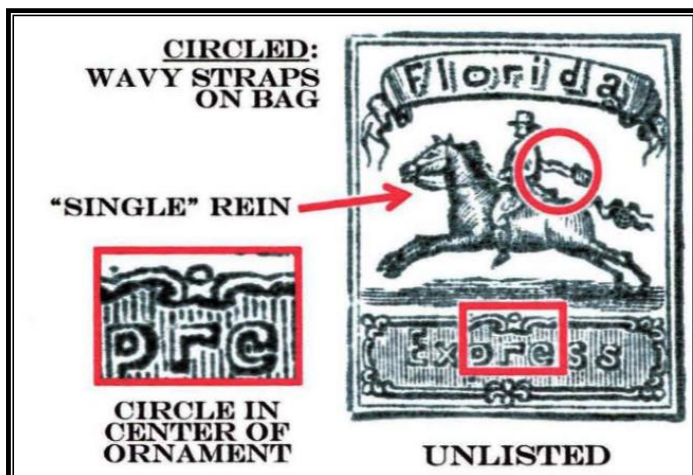
TYPE V

At some point, Moens changed the illustrations in his publications to more closely resemble the TYPE IV design. In the 1883 edition of *Le Timbre-Paste*, the illustration used is the same design as the TYPE V fake.

Although the TYPE V design is based on TYPE IV, the stamps can be easily identified by their cruder printing. The corner ornaments on the panel around the word "Express" are simple circles, and the horse's front legs are curved inward.



UNLISTED TYPE



The bogus featured here is an unlisted variety. It is printed on paper with text on the reverse, likely from some philatelic journal. This illustration is very well done, and appears to copy some of the characteristics of Type I. This is the only type known in which the shadow under the horse extends all the way to both left and right borders.



Editor's Note: An Adobe .pdf file of the full document from which this article was taken is available via the Research tab on the Florida Postal History website at www.fphsonline.com. Numerous images of the five types of Florida Express stamps can be viewed in that document.

Florida Postal History Society Meets at FLOREX

The general membership meeting of the FPHS was held at FLOREX 2019 on December 14, presided by Society President Vernon Morris. Included on the agenda was an acknowledgement of a Large Gold Literature award for *Florida Postal History 1763-1861* by Society members Deane R. Briggs, M.D., Francis Ferguson and Thomas M. Lera. Congratulations to our members on a well-deserved award.



New member specials were announced, including a free Florida cover (valued at \$40) for a new two-year membership and a cover of choice (valued at \$80) for a new three-year membership.

Regarding our journal, Vernon encouraged all members to submit articles to Editor Steve Swain, either brief or lengthy pieces. Francis Ferguson provided updates on the Society's newsletter and website, especially noting the availability on our website of Michael Mahler's one-frame exhibit, "*A Census of Florida Revenue-Stamped Documents, 1862-1872.*"

Meeting attendees included Todd Hirn (left), Tom Lera, Stephen Strobel and A. Stephen Patrick (right front).

Of special note was a unanimous vote by the Society for membership in the Southeast Federation of Stamp Clubs. Complete information about the Federation and benefits for our Society is included as an insert with the mailing of this issue of our journal.

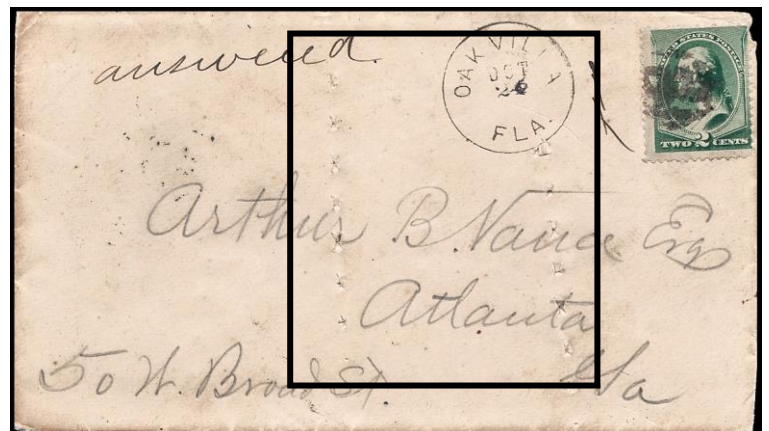
The meeting concluded with a reminder by President Morris of the Society's meeting at the Sarasota Stamp Show, February 8, 2020.

Prior to the membership meeting, Tom Lera gave an exceptional postal history presentation to the United States Philatelic Classics Society titled, "Fever Epidemics and Life Insurance Restrictions in the 1800s." Between 1793 and 1905, yellow fever was responsible for the most severe outbreaks of epidemic disease in the United States.

Among other aspects and consequences of the epidemics, Tom's presentation explored the yellow fever outbreaks in Florida that resulted in the creation of mail fumigation locations such as Key West and La Villa Junction near Jacksonville. The cover shown here was fumigated at the La Villa location.

Note the fumigation perforations (outlined in black) to the left of and through the postmark.

Tom is submitting selected portions of his presentation as an article to be published in *Kelleher's Stamp Collector's Quarterly*.



Burdines: “The Florida Store”

By Juan L. Riera

Burdines was a department store chain founded in Florida that exemplified the Florida lifestyle for a century with a national and international following and impact. From its origins in the very late 19th century, the chain grew in popularity throughout the 20th century as “The Florida Store”, decorated with palm trees in the center of the store usually painted in pink and blue with other tropical colors and motifs [Figure 1]. In 1956, the chain became part of Federated Department Stores, Inc. (now Macy’s, Inc.). In January 2004, it became Burdines-Macy’s. In March 2005 the Burdines name was dropped altogether and Florida lost its characteristic department store.

It all began in 1896 when William Burdine and Henry Payne opened a dry goods store in Bartow, Florida. The next year, Payne moved on from the company after being bought out and Burdine brought his son, John, in as a partner. The company became W.M. Burdine and Son.

In a brilliant move in 1898, Burdine bought an entire square block on South Miami Avenue, one block south of Flagler Street in Downtown Miami and opened the first W.M. Burdine and Son store essentially at the intersection dividing Miami on the North-South and East-West Axis. Officially the address was 22 E. Flagler Street, Miami, FLA.



Figure 1. Burdines: “The Florida Store”.

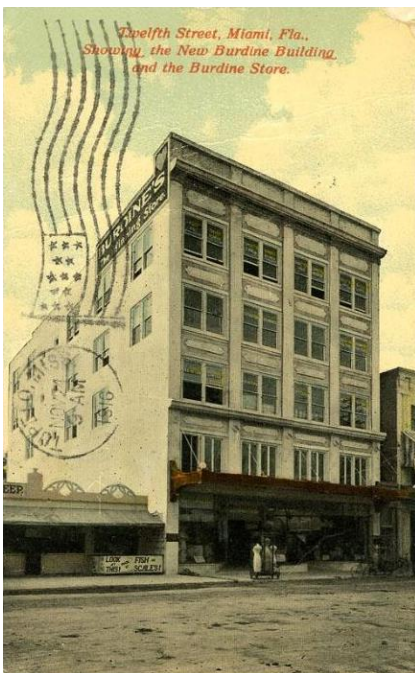


Figure 2. 1916 Burdine Store postcard to Tupelo, Mississippi.

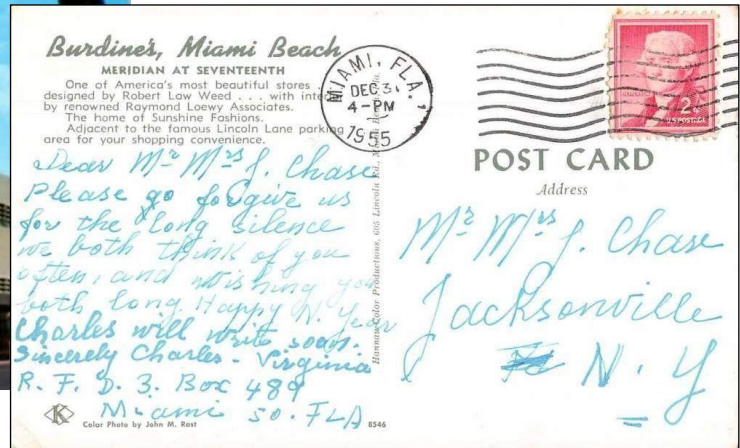
During the 1920s Florida Land Boom, the first branch on Miami beach opened as well as four more branches in the next 30 years. In 1956, Burdines merged with Federated Department Stores leading to expansion northward and westward: Orlando, Tampa, Ft. Myers, Sarasota and St. Petersburg. In 1971, the Burdines store in Dadeland Mall became the largest suburban department store south of New York. Ironically, many old-timers I know in various organizations refer to this mall during this period as “dead land mall” since so few people went to Dadeland Mall in the early 1970s. Following the 1988 merger of Federated with Allied Stores Corporation and bankruptcy reorganization, in 1991 Burdines absorbed Allied’s Tampa based Mass Brothers/Jordan Marsh Florida Division, converting many of the stores to Burdines and closing the rest. As a result, the total number of Burdines stores throughout Florida reached 58.

An entertaining postal history theme associated with Burdines are postcards with images showcasing the various Burdines’ stores, both exterior and interior views. **Figure 2** shows a November 24, 1916 card of the New Burdine Building and Burdine Store.

A more contemporary postcard (1955) in **Figure 3** shows the Miami Beach Burdines located on Meridian at Seventeenth. Note the marketing phrase, “Sunshine Fashions” on the side of the building as well as the description on the address side of the card promoting Burdines as “The home of Sunshine Fashions.” Burdines never adopted “The Florida Store” as a marketing slogan. That was more of a description used by patrons and the press.



Figure 3. December 3, 1955 Burdines postcard.



Research about Burdines and associated postal history inevitably turns to its highly popular spot for lunch or a refreshment called the Hibiscus Tea Room. For a good number of families, various important occasions were shared there, by two or even three generations seated at the same table.

The address side of the 1954 postcard in **Figure 4** proudly describes the Hibiscus Tea Room as “The delightfully air-conditioned place for Florida fare served in tropical setting...Luncheon, Monday night dinner, (and Candlelight Tea during resort season).” And, as a sign of the times, the Tea Room description includes, “With adjacent ‘men only’ grille.”

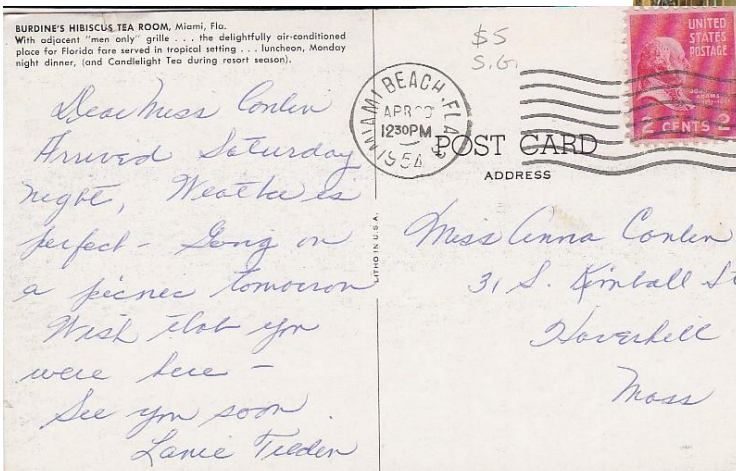


Figure 4. April, 1954 Hibiscus Tea Room postcard.

In the late 1940s, Burdines opened an international mail order program that served Latin America. This resulted in a rise of popularity for the company. Military personnel stationed in Cuba would send a supply ship to Miami every six months with orders for Burdines. In the early 1950s, my mother would come to Miami with her mother, to pick up or make alterations to my grandfather's suits that were custom made at Burdines. It was also an opportunity to visit family as my grandmother's little sister and her family lived at 422 Majorca in Coral Gables at the time.

Given its international mail order program serving Latin America, another intriguing postal history theme associated with Burdines are mailings from Cuba with product orders. The three covers shown here [Figure 5] are examples of such mailings.



Figure 5. Burdines order mailings from Cuba.



For its centennial celebration in 1996, Burdines sold custom-made Fiestaware pitchers by The Homer Laughlin China Co. that stood seven inches tall and held 67.5 ounces of liquid. Ironically Burdines celebrated its centennial simultaneously to the centennial celebrations of the City of Miami, "The Magic City". Unfortunately, after 2005 the name and chain was to be no more.

I recommend two sources offering a complete history of Burdines, accompanied with outstanding photographs.



Figure 6. The Department Store Museum.

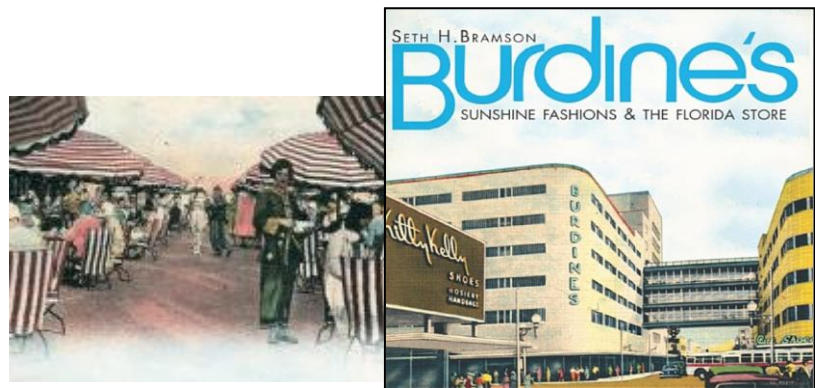


Figure 7. Seth Bramson's Burdines book.

Access a wide array of information about classic department stores which either no longer exist (such as Burdines), or are changed beyond recognition, on The Department Store Museum website at www.thedepartmentstoremuseum.org [Figure 6].

Another excellent source is Seth H. Bramson's 2011 book, *Burdine's - Sunshine Fashions & The Florida Store* [Figure 7]. Seth Bramson has written 32 books on and about Florida history. A long time Miamian, Seth is America's senior collector of Florida East Coast Railway, Florida transportation, and Miami memorabilia.

A Warning from the U.S. Marshal in Apalachicola

By Christine C. Sanders

By 1842, Apalachicola, had become the third busiest port in the Gulf of Mexico (behind New Orleans and Mobile) due to its location at the mouth of the Apalachicola River. It received cotton shipped from plantations in Alabama and Georgia via the Apalachicola River, and cotton was then king. It would be eight more years until Dr. John Gorrie, one of Apalachicola's most famous early residents, patented his famous ice-making machine that changed the course of history, and made Apalachicola a major player in the seafood industry, especially oysters and shrimp.

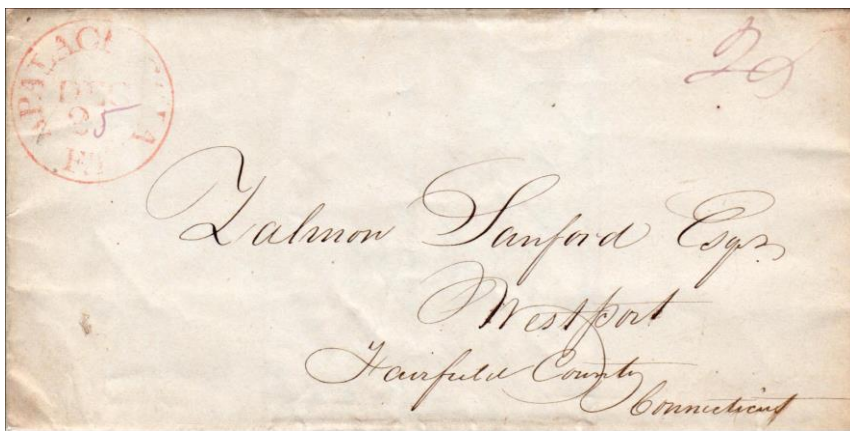


Figure 1. December, 1842 stampless mailing from Apalachicola.

The letter, dated December 22, 1842, was addressed to Salmon Sanford, Esq., Westport, Fairfield County, Connecticut. It was sent unpaid for 25c—the rate charged for a letter traveling over 400 miles (Postal Act of 1816). The red postmark (enlarged and digitally enhanced in **Figure 2**) is most likely the type III described in *Florida Postal History 1763 – 1861* (Briggs, Ferguson, Lera, FPHS, 2018) for the Territorial Usage between 1835 – 1845 (red, 29mm) although the elevated “Y” for Territory is hard to visualize due to a poor strike.

Marshal Hawley, originally from Connecticut, was writing in reply to an earlier letter he had received from Salmon. Marshal Hawley warns him of a Mr. Betton who is a “notorious rascal and if he can cheat you out of the land, will do so.” Seems that Mr. Betton pulled a swindle on Marshal Hawley who is holding paper that was never satisfied by Mr. Betton.

Hawley further states that “if the said Betton will take up or satisfy an execution which I hold against him and his brother, I will give him dollar for dollar for my paper which debt they fairly swindled me out of. I have written to him on the subject and if he does not accept of it I will see that he does not swindle you out of the land. I will write you more fully when I hear from him.”

Apalachicola was also the location of the Head of the U.S. Marshals Service, created in 1838, in the Territory of Florida, Apalachicola District.

The writer of the stampless folded letter shown in **Figure 1**, Hezekiah Hawley, was the Head of the Service, appointed July 11, 1842 after nomination by President John Tyler and approval by the US Senate. He received \$200 in compensation and expenses.

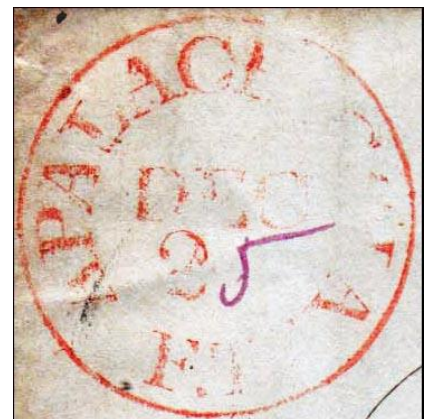


Figure 2. Enlarged and digitally enhanced postmark, Apalachicola mailing.

The rest of the two-page letter concerns Salmon's daughter, Caroline who has been ill, and states that the climate in Apalachicola would doubtless benefit her over the winter. "Say to Caroline that I would be more pleased to see her than any other living person." He closes with the fact that now he holds an office "under Government," he doesn't know when he shall visit up north again.

In 1842, U.S. Marshals were appointed for four- year terms and could be reappointed upon approval by the Senate. Sadly, Marshal Hawley died in 1843 serving only one year of his first term. When Florida was admitted as a state in 1845, the U.S. Marshals Service was reorganized and the Apalachicola District disappeared, along with the other Florida Territorial Districts.

Review: *A Census of Florida Revenue-Stamped Documents, 1862–1872*, by Michael Mahler

Michael Mahler's philatelic life's work concentrating on the tax rates, origins, historical significance and social aspects of revenue stamps and stamped-documents has been recognized numerous times with top philatelic honors. In **Figure 1**, Michael is being congratulated by Mick Zais, APS President, for winning the APS' US Champion of Champions in 2017 for Michael's one-frame *Big Rug, Small Rug, Baby Rugs: U.S. Civil War Era \$200 and \$500 Revenues* (the 'Persian rug' issues). At the October, 2019 APS Civil War Exhibition and Symposium, Michael garnered a gold medal for his *Rebel Documents, Yankee Stamps, How the United States Collected its Documentary Stamp Taxes in the Confederate States*.



Michael has been equally prolific, and honored, as a researcher and writer. A *Catalog of United States Revenue-Stamped Documents of the Civil War Era by Type and Tax Rate* (American Revenue Association, 1999), awarded the 2000 U.S. Philatelic Classics Society Elliott Perry Cup, is arguably the most influential work on fiscal history published to date. His monograph, *How Were U.S. Civil War Documentary and Proprietary Revenues Made Available to the Public?* (American Revenue Association, 1993), won the 1993 USPCS Carroll Chase Cup and 1994 American Philatelic Congress Colby award.

Through association with several members and officers of the Florida Postal History Society, Michael recently agreed to allow the Society to post to its website *A Census of Florida Revenue-Stamped Documents, 1862–1872*, an image-laden monograph presenting many extremely rare revenue-stamped documents from Florida during the 1865-72 period of broad Civil War taxes. Michael explains that "in some 35 years of assiduous searching I have recorded only 54 Florida documents with adhesive revenues affixed during 1865–72 and estimate that perhaps 75–100 exist."

Figure 1. Michael receiving the APS' US Champion of Champions award in 2017.

The primary focus and goal of *A Census of Florida Revenue-Stamped Documents, 1862–1872* is to tabulate all 54 of the recorded Florida pieces. Eleven document types are represented among the 54 pieces, with 21 revenue stamps in nine denominations used on the various documents. For his tabulation, the author adopts a regional presentation format representing 21 Florida towns or counties. The five regions represented are Atlantic Coast/St. John's River, Gulf Coast, Northern Panhandle, North Central Region and Key West.

A Barrancas, Florida, May 25, 1865 Adams Express Company receipt bearing a two-cent U.S. Internal Revenue issue [Figure 2] is an example of a revenue-stamped document from the Gulf Coast region. Recall that any of the various revenue stamps could be used to satisfy the tax due on a document. This document is the sole recorded stamped document from Barrancas and is the earliest recorded use of a U.S. revenue stamp in Florida.

For many of the stamped documents, not only are descriptions and images provided, but in numerous instances the author ensures that the historical significance of the document's association with the sender and recipient is highlighted. An example is a promissory note of Gunn & Gunn made January 1, 1861, for \$269.22, with interest at 8%, stamped with 15¢ Inland revenue issue. Days after this note was made, one of its principals, W. J. Gunn, was instrumental in the first military encounter of the Civil War in Florida.

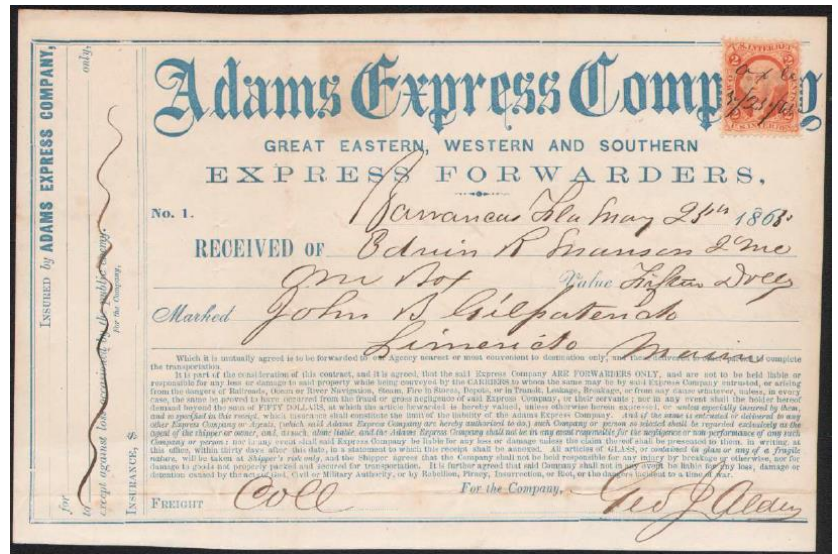


Figure 2. Adams Express Company receipt, Barrancas, Fla.

Another is a labor contract [Figure 3, partial document] with ex-slave “Milly” “Signed ... T. C. McCall.” A five-cent Certificate issue paid the Agreement tax. This is only one of five stamped documents recorded from Gadsen County. Only a dozen or so stamped labor contracts with ex-slaves have been recorded from the entire South with the Gadson document being the earliest.

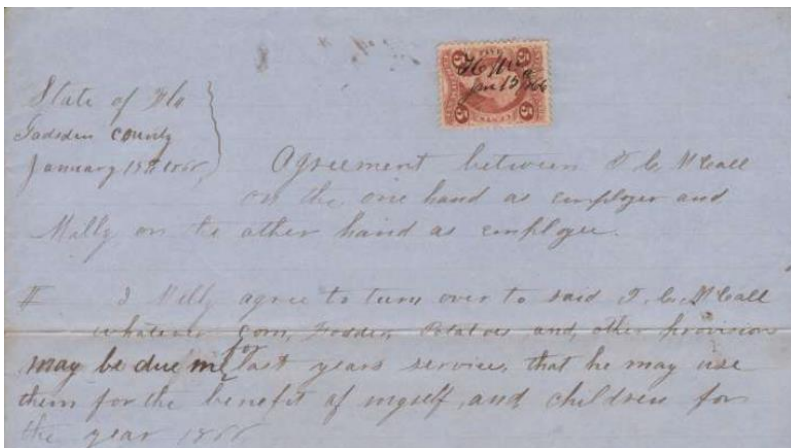


Figure 3. Labor contract with ex-slave “Milly.”

The final page of the monograph presents a higher-level summary of the number of recorded stamped documents in each region, the documents' specific type (e.g., bank check, conveyance, mortgage, etc.) and, again, the Scott numbers for the affixed revenue stamps.

If you are unfamiliar with the use of revenue stamps and/or stamped-documents, Michael's Florida monograph is an excellent introduction to this intriguing philatelic topic. Moreover, the Florida history associated with the documents is surely quite valuable and entertaining for any Florida postal historian. The Florida Society extends its “Thank You” to Michael for sharing his monograph with us.

- Steve Swain

With all such documents taken as a whole, Michael suggests “these pieces reveal a fascinating slice of life in Florida before, during and after Reconstruction.”

After completing the detailed presentation of the 54 stamped documents, the author provides a very useful 4-page table with the documents' location, type, date, Scott number for affixed stamps and details/comments describing each piece.

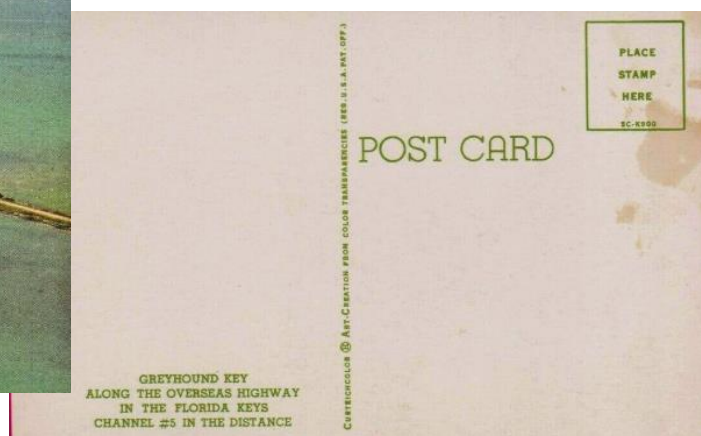
Greyhound Key Post Office

By Juan L. Riera

Have you ever been to Greyhound Key, or even heard of it? Perhaps you have philatelic material from this 28-acre island now known as Fiesta Key located at Mile Marker 70 on US 1. **Figure 1** is an unused Greyhound Key postcard showing an aerial view of the key. The name of the island was first recorded as Jew-fish Kay and later Jewfish Key and later again to Jewfish Bush Key. Louie Turner homesteaded the island on January 7, 1908 and became the first recorded owner.



Figure 1. Greyhound Key postcard, circa 1950s.

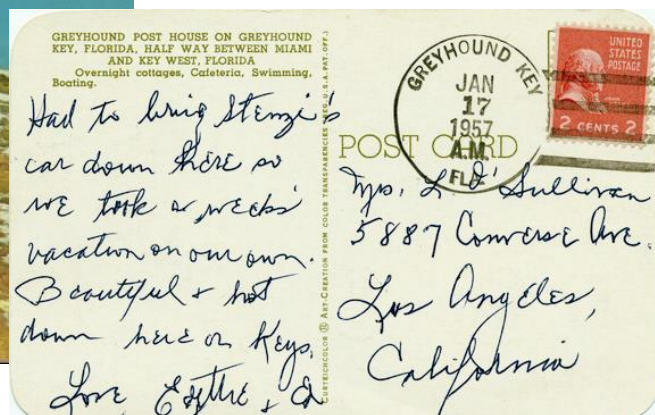


On January 1, 1945, Florida Motor Lines changed its name to Florida Greyhound Lines. In 1946, Greyhound bought the island and a year later contracted with builder Alonzo Cothron, for \$150,000, to build a bus terminal and restaurant/rest stop facility. The island's name changed to Tropical Key.

According to the Historic Preservation Society of the Upper Keys website¹, in 1955 the United States Postal Service authorized a contract station out of the Long Key Post Office with the name "Greyhound Key" [**Figure 2**]. Restaurant manager Dewey Jinnette was appointed postmaster. **Figure 3 (next page)** is a postcard showing a close-up view of the facility's entrance.



Figure 2. Greyhound Post House on Greyhound Key. JAN 17 1957 Greyhound Key postmark.²



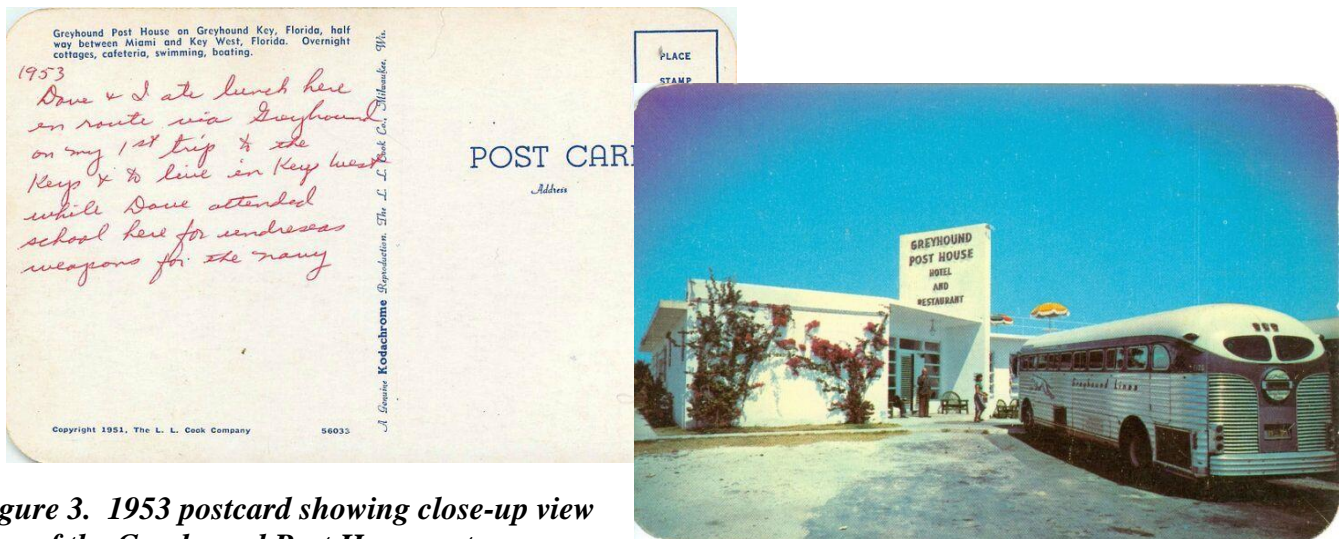


Figure 3. 1953 postcard showing close-up view of the Greyhound Post House entrance.

According to John S. Gallagher's book, *Florida Post Offices*³, the Greyhound post office was in operation from November 1, 1955 to December 15, 1966. It was a Rural Branch (a term used interchangeably with Rural Station, Community Post Office and Contract Postal Unit) of the Craig Key Post Office (February 17, 1933 to July 18, 1963, Dorothy A. Craig, Postmaster) from November 1, 1955 to July 18, 1963. Craig Key changed from a winter post office to a year-round post office on August 1, 1954.

On July 19, 1963, there was a name change to Long Key Post Office (and apparently a "new" location on the same island) to which the mail was forwarded. That "new" location is still in operation and may perhaps be the same location of the originally named Long Key Post Office that was in operation December 28, 1908 to April 30, 1919 and/or December 16, 1919 to February 29, 1936.



Figure 4. 1957 real photo postcard showing the cottages at the Greyhound Post House.



An enjoyable postal history theme associated with the Greyhound facility are postcards showcasing the vacation rental cottages at the Greyhound Post House. The cottages are the red-roofed buildings (shown in **Figure 2**) extending out from the back of the Post House toward the ocean. **Figures 4** and **5** are two of the numerous "cottage" cards currently available for purchase on eBay.

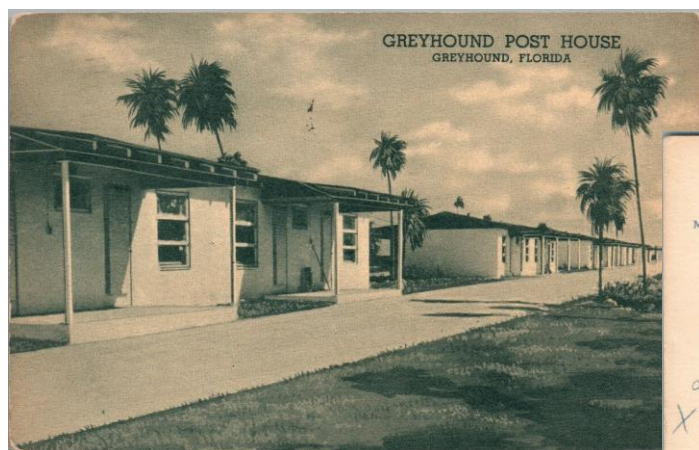
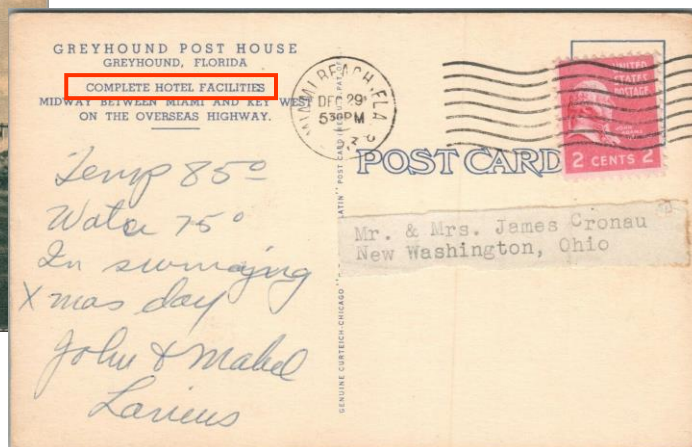


Figure 5. "Complete Hotel Facilities" postcard.



Note the card in **Figure 5** (red box) announces that the Greyhound Post House has "Complete Hotel Facilities", i.e., the cottages!

Kampgrounds of America (KOA) bought the island from the Greyhound Company in 1966 and changed the name to Fiesta Key. In 2006 the Cortex Resort Living arm of the Cortex Companies bought the island to build high-end vacation homes.

Greyhound Key is a curious and fascinating little island that seems to keep up with the times, from farm land for tropical pioneers to a Disney-like tourist mecca. Enjoy the fascinating postal history of the Greyhound Post House and vacation cottages.

Endnotes

¹ <http://keyshistory.org/FK-Fiesta%20Key.html>.

² <http://dpanther.fiu.edu/dpService/dpPurlService/purl/MM81000319/00001>; Florida International University Library.

³ *Florida Post Offices*, John S. Gallagher, 1997, The Depot, Lake Grove, Oregon.

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Narauja / Naranga Post Office

By Thomas M. Lera

The village of Naranja was located five miles northeast of Homestead along mail route 23468 on the Florida East Coast Railroad route from Miami [Figure 1]. The post office, one hundred and fifty feet from the railroad station, served about 200 residents. On September 25, 1905, the name of the post office was proposed as Silver Palm by George J. Sullivan, postmaster at Perrine, eight miles northeast. However, the Post Office Department (POD), Office of the Fourth Assistant Postmaster General (under P.V. DeGraw), Division of Appointments, proposed the post office be called Narauja. It was established as such January 1, 1906. But three months later, the spelling was corrected to Naranja, the Spanish word for orange.

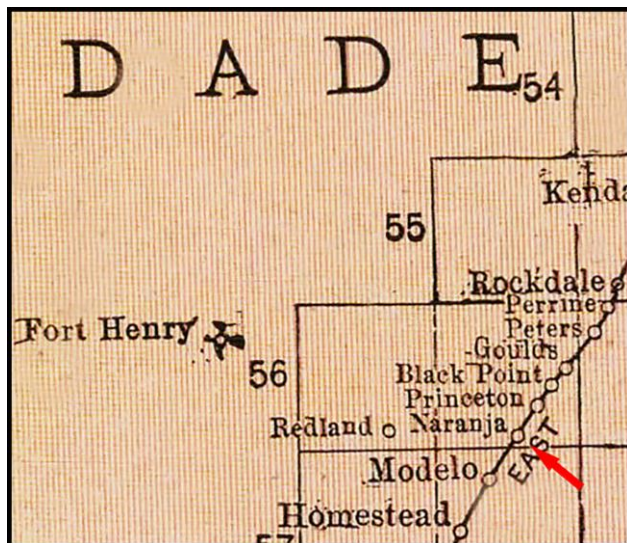


Figure 1. Location of the village of Naranja (red arrow) on the Florida East Coast Railroad.¹

POSTMASTERS²

Narauja, Dade County Florida

George W. Moody 01/09/1906

Name changed to Naranja

George W. Moody 04/11/1906

Frank Hunt 05/26/1911

Early L. Davis 06/10/1912

Clarence M. DeHaven 07/14/1915

George W. Moody 02/17/1917

Mrs. Francis Graham 01/01/1926

Fred Jacob Fuchs 02/01/1949

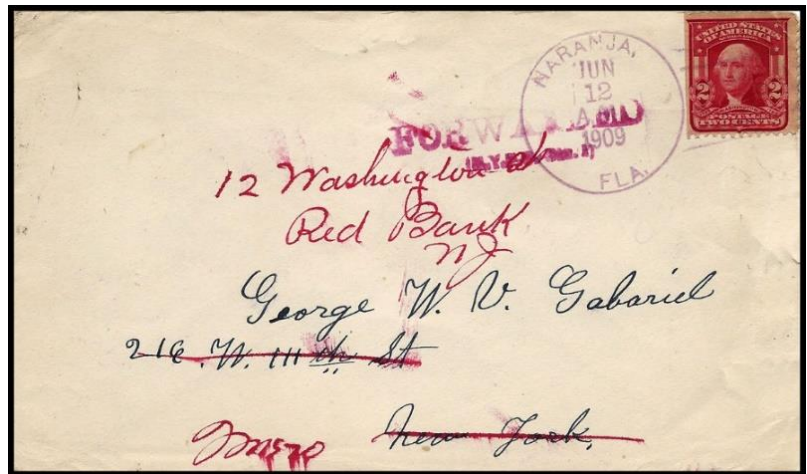
Changed to a Classified Branch of Homestead
07/12/1958

Examples of the Doanes with the incorrect and correct spelling of the village of Narauja/Naranja are shown below in Figures 2 and 3.



Figure 2. Narauja, Florida, 31 mm Type 3/1 Doane handstamp, dated Jul 13, 1907.³ The postmark ties five 1¢ stamps (Scott 300) to Lokstedt, a district of Hamburg, Germany. (Courtesy of Deane R. Briggs - Doane Collection)

Figure 3. Naranja, Florida, with a magenta, 31 mm Type 3/1 Doane handstamp, dated Jun 12, 1909. (Courtesy of Deane R. Briggs - Doane Collection)



The only known usage of the Naranja handstamp was dated July 13, 1907 [Figure 2]. The earliest known usage of the Naranja handstamp is June 12, 1909 [Figure 3]. The latest known usage is February 27, 1913.

It appears the POD ordered the Doane handstamp with the incorrect spelling just after the post office opened in January 1906. Sometime after the POD corrected the spelling of the post office name, the revised Doane handstamp was delivered and placed in service.

The exact dates are not known, however if any reader has an earlier or later known postmark, please send the editor a scan.

The post office, open for fifty-two years, changed locations as the town grew. Because south Florida, especially the Miami-Dade area and the surrounding communities, were growing exponentially, the Post Office Department integrated the Naranja Post Office as a branch of the Homestead Post Office on July 12, 1958.

Endnotes

- ¹ 1912 Rand McNally & Company Map of Florida (accessed David Rumsey Map Collection, image 2790115.jp2).
- ² U.S., *Appointments of U. S. Postmasters, 1832-1971* [database on-line]. Provo, UT, USA: Ancestry.com Operations, Inc., 2010. www.ancestry.com.
- ³ Briggs, Deane R., "Florida Provisional Postmarks," *Florida Postal History Society Journal*, January 2002, Vol. 9(1): 8-14.; Helbock, Richard W., 1993, *United States Doanes*, La Posta Publications, Raven Press, Lake Oswego, Oregon.

Updated Florida Postal History Journal Index

Vernon N. Kisling, Jr. prepared an excellent index published on the Society's website in January 2015. That index reflected journal issues Volumes 1-21, 1993-2014. Almost five years have passed, with many new issues and several changes in the interim, leading to the need to update the index. This also seemed to be the perfect time to recognize the extensive contributions made by "the father" of this journal, Deane R. Briggs, M.D.

Our website now provides an index to Volumes 22-26, 2015-2019. From the site's home page at www.fphsonline.com, click the Journal tab on the left side menu to access both indexes.

The Society's sincere thanks are extended to index editors Thomas Lera and Vernon Kisling, Jr.

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