

# USA Philatelic

Spring  
2024



Loggerhead  
Sea Turtle



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Join us online at *StampsForever.com*: a new website devoted to stamps, stamp-inspired products, and behind-the-scenes stories about the wide world of stamp design.

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- A digital version of this catalog, including stamps and stamp products that are available for you to easily purchase online
- A current calendar of First Day of Issue ceremonies and other stamp-related gatherings
- A rich repository of unique feature stories about stamps, showcasing the creative work of stamp design and special information about stamp subjects
- An interactive directory of every stamp from this year's program, with background information on the subject, the art director, the artist, and additional key details

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*Lisa Gott-Semple*



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Find something you love within this issue of the catalog? Flip to the back to browse a comprehensive listing of stamps and products for each issuance featured.



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## Coming Face to Face with Endangered Sea Turtles

It's easy to feel intimidated by a sea turtle. The creatures can be huge, with green turtles in particular weighing up to 400 pounds. If you're an amateur snorkeler, you may panic when one swims toward you, says underwater photographer David Fleetham, who took the photograph of a green sea turtle that appears on the new *Protect Sea Turtles* stamp pane.

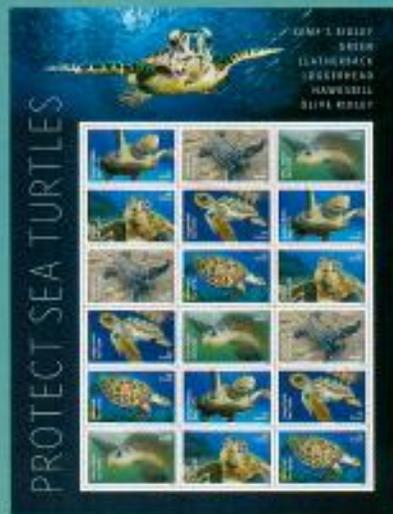
But Fleetham says that once you get used to their size, watching sea turtles from a respectful distance teaches you to recognize their distinctive personalities.

"Each one is its own different character," he says. "You can't say, 'Oh, green sea turtles act like this,' because some do and some don't. They're definitely individuals."

Emphasizing the uniqueness of these special animals was also a goal for stamp art director Derry Noyes, who wanted these stamps to swim with a rich array of textures, colors, and shapes, like the ocean itself. This meant that in addition to close-up turtle portraits like Fleetham's, she included other views of the majestic creatures, like the shot of the hawksbill gliding through the frame at a diagonal.

Still, most of the stamps emphasize sea turtle faces. Noyes made this decision not only to suggest a range of turtle personalities, but also to emphasize the animals' vulnerability.

"If you see a sea turtle close up, you see that they're harmless and they're quite fetching," she says. "You see how benign these creatures are and how they really don't deserve to be harmed." ■



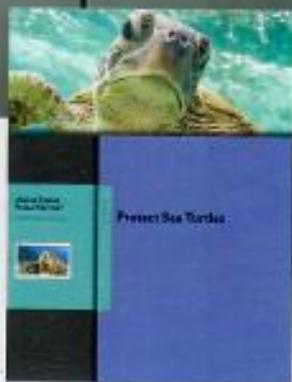
### Protect Sea Turtles

Celebrate an ancient sea creature with these stamps featuring 6 sea turtle species.

581304 / FOREVER 68¢ / FULL PANE OF 18, 6 DESIGNS / \$12.24

STAMPS AVAILABLE ONLINE FOR PREORDER MAY 11, 2024

View the *Protect Sea Turtles* framed stamps on page 32 and the stamp pin on the back cover.



**Protect Sea Turtles Stamp Portfolio**

This new stamp portfolio invites you to learn more about one of Earth's oldest animal groups. Includes a collectible cancellation card and a pane of 18 *Protect Sea Turtles* Forever® stamps.

581325 / \$21.95



## New for Spring



View the  
Horses framed  
stamps on  
page 32.

### 1 / Horses Notecards

Includes 10 soft-touch notecards (2 each of 5 designs), 10 envelopes, and 10 Horses Forever® stamps.

485266 / 4.5" X 6.25" / \$20.95

### 2 / Horses Stamp Portfolio

Learn more about horses and the challenges of photographing them. Includes a collectible cancellation card and a pane of 20 stamps.

485265 / \$23.95

### 3 / Horses Stamp Pin with Cancellation Card

This new Horses pin (1 design) comes mounted on a cancellation card affixed with a random stamp.

485226 / \$14.95

### Horses Bookmark

The back of the bookmark bears a random affixed Horses stamp cancelled with an official First Day of Issue Postmark.

485298 / 2" X 7" / \$5.95



## Celebrating the Bond Between Humans and Horses

Horses have been an integral part of the American story for centuries. While they used to fulfill more practical purposes, such as in agriculture or transportation, today, most horses live out their lives simply as our beloved companions. This intimate relationship was what art director Derry Noyes hoped to capture in the *Horses Forever*® stamps.

"We've done horses in the past [on stamps], mostly formally," she says. "I wanted this new set to be more as your pet — informal portraits out in a field or a barn. And I chose to use photography because we'd illustrated horses in the past. This was also to appeal to a different population — those who actually own horses or who, like me, went to summer camp to ride their hearts out because their parents couldn't afford a horse."

Once she'd settled on photography and portraiture, Noyes looked for variety. She created the stamp art from the existing work of two photographers, Stephanie Moon and Karen Wegehenkel. "I did not focus on breeds but on different colors," she explains. "Some looking at you, some looking sideways."

Noyes paid attention to variety in the backgrounds too: different enough to be interesting but not jarring from stamp to stamp, with backgrounds that allowed each horse to stand out clearly.

The end result is a stamp issuance that captures the spirit and loyalty of these wondrous creatures, commemorating the special bond that people and their equine companions share. ■

### Horses

Celebrate the timeless beauty of horses with these new stamps.

485204 / FOREVER 68¢ / FULL PANE OF 20, 5 DESIGNS / \$13.60

STAMPS AVAILABLE ONLINE FOR PREORDER MAY 17, 2024



## Featured Products / Framed Stamps



A



D



B



E



C



H



I



F



G



J

### Horses Framed Stamps

- A 485224 / PINTO / 14.5" X 11.5" / \$39.95
- B 485225 / CHESTNUT / 14.5" X 11.5" / \$39.95
- C 485227 / GRAY / 14.5" X 11.5" / \$39.95
- D 485228 / CHESTNUT IN HALTER / 14.5" X 11.5" / \$39.95
- E 485229 / PALOMINO / 14.5" X 11.5" / \$39.95

### Protect Sea Turtles Framed Stamps

- F 581324 / LEATHERBACK / 14.5" X 11.5" / \$39.95
- G 581327 / LOGGERHEAD / 14.5" X 11.5" / \$39.95

### Shaker Design Framed Stamps

- H 581425 / BENTWOOD BOX / 9.5" X 11.5" / \$29.95
- I 581424 / GRAY DESIGN / 11.5" X 9.5" / \$29.95

### John Wooden Framed Stamp

- J 484524 / 9.5" X 11.5" / \$29.95

## Stamp Listings New Issues

### Ansel Adams

68¢ / FOREVER  
Date of Issue: 5/15/24  
Yosemite National Park CA  
16 designs, 9 positions  
Plate no. in 2 corners  
Offset (BCA)



### Betty Ford

68¢ / FOREVER  
Date of Issue: 4/5/24  
Rancho Mirage CA  
1 design, 8 positions  
Plate no. in 2 corners  
Offset (BCA)



### Carnival Nights

68¢ / FOREVER  
Date of Issue: 6/6/24  
Biloxi MS  
10 designs, 9 positions  
Plate no. in 2 corners  
Offset (BCA)



### Horses

68¢ / FOREVER  
Date of Issue: 6/17/24  
St. Joseph MO  
5 designs, 6 positions  
Plate no. in 2 corners  
Offset (BCA)



485004	Full pane of 16 with plate no. and header	\$10.88
485006	Press Sheet with die cuts	97.92
485008	Press Sheet without die cuts	97.92
485016	First Day Covers (set of 16)	19.68
485021	Digital Color Postmark First Day Covers (set of 16)	33.28
485034	Stamp Ceremony Memento (Ceremony Invitation and Program, a set of 16 DCP First Day Covers, and a Pane of 16 stamps)	59.95
485024	Framed Stamps (11.5" x 14.5")	39.95
485098	FIELD NOTES® (set of 4 random stamps)	19.95
485099	FIELD NOTES® (set of 16)	76.95

484804	Pane of 20 with plate no. and header	\$13.60
484806	Press Sheet with die cuts	108.80
484808	Press Sheet without die cuts	108.80
484816	First Day Cover	1.23
484821	Digital Color Postmark First Day Cover	2.08
484834	Stamp Ceremony Memento (Ceremony Invitation and Program, a DCP First Day Cover, and a Pane of 20 stamps)	30.95
484824	Framed Stamp (9.5" x 11.5")	29.95

485104	Full pane of 20 with plate no. and header	\$13.60
485106	Press Sheet with die cuts	122.40
485108	Press Sheet without die cuts	122.40
485116	First Day Covers (set of 10)	12.30
485121	Digital Color Postmark First Day Covers (Set of 10)	20.80
485134	Stamp Ceremony Memento (Ceremony Invitation and Program, a set of 10 DCP First Day Covers, and a Pane of 20 stamps)	49.95
485124	Framed Stamps (14.5" x 11.5")	39.95
485161	Matted Stamps: Strip of 5 (10" x 13")	21.95
485199	FIELD NOTES® (set of 5, 2 random stamps on each)	27.95

485204	Full pane of 20 with plate no. and header	\$13.60
485206	Press Sheet with die cuts	81.60
485208	Press Sheet without die cuts	81.60
485216	First Day Covers (set of 5)	6.15
485221	Digital Color Postmark First Day Covers (set of 5)	10.40
485226	Stamp Pin with Cancellation Card (random stamp)	14.95
485224	Framed Stamps: Pinto (14.5" x 11.5")	39.95
485225	Framed Stamps: Chestnut (14.5" x 11.5")	39.95
485227	Framed Stamps: Gray (14.5" x 11.5")	39.95
485228	Framed Stamps: Chestnut in Halter (14.5" x 11.5")	39.95
485229	Framed Stamps: Palomino (14.5" x 11.5")	39.95
485233	Commemorative Panel	12.95
485234	Stamp Ceremony Memento (Ceremony Invitation and Program, a set of 5 DCP First Day Covers, and a Pane of 20 stamps)	38.95
485260	Matted Stamps: Strip of 5 (8.5" x 13")	18.95
485265	Stamp Portfolio	23.95
485266	Notecards (set of 10, 5 designs)	20.95
485298	Bookmark (random stamp)	5.95
485299	FIELD NOTES® (set of 5)	23.95

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- ① Stamps and related products will be released after the First Day of Issue date.
- ② Please refer to the order form for information on requesting specific plate positions.
- ③ Product not available for pre-sale. Press Sheet: Limit 5 per item number.



## Stamp Listings / New Issues

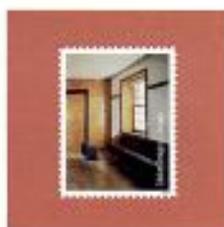
### Protect Sea Turtles

68¢ / FOREVER  
Date of Issue: 6/11/24  
Corpus Christi TX  
6 designs, 6 positions  
Offset (APU)



### Shaker Design

68¢ / FOREVER  
Date of Issue: 6/20/24  
Pittsfield MA  
12 designs, 9 positions  
Plate no. in 2 corners  
Offset (APU)



### U.S. Flags

68¢ / FOREVER  
Date of Issue: 6/14/24  
Keystone SD  
4 designs  
Offset



Date of Issue: 6/14/24  
Keystone SD  
4 designs  
plate no. every 32  
Offset

Date of Issue: 6/14/24  
Keystone SD  
4 designs  
plate no. every 27  
Offset (APU)

Date of Issue: 6/14/24  
Keystone SD  
4 designs  
plate no. every 27  
Offset (APU)

581304	Full pane of 18 with plate no. and selvage	\$12.24
581306	Press Sheet with die cuts	73.44
581308	Press Sheet w die cuts	73.44
581316	First Day Covers (set of 6)	7.38
581321	Digital Color Postmark First Day Covers (set of 6)	12.48
581334	Stamp Ceremony Memento (Ceremony Invitation and Program, a set of 6 DCP First Day Covers, and a Pane of 18 stamps)	39.95
581325	Stamp Portfolio	21.95
581324	Framed Stamps: Leatherback Turtle (14.5" x 11.5")	39.95
581327	Framed Stamps: Loggerhead Turtle (14.5" x 11.5")	39.95
581326	Stamp Pin with Cancellation Card (random stamp)	14.95
581360	Matted Stamps: Strip of 6 (8.5" X 13")	18.95

581404	Full pane of 12 with plate no. and selvage	\$8.16
581406	Press Sheet with die cuts	73.44
581408	Press Sheet without die cuts	73.44
581416	First Day Covers (set of 12)	14.76
581421	Digital Color Postmark First Day Covers (set of 12)	24.96
581434	Stamp Ceremony Memento (Ceremony Invitation and Program, a set of 12 DCP First Day Covers, and a Pane of 12 stamps)	48.95
581424	Framed Stamps: Gray Design (11.5" x 9.5")	29.95
581425	Framed Stamps: Bentwood Box (9.5" x 11.5")	29.95

684904	Booklet of 20 (2-sided) (APU)	\$13.60
684902	Booklet of 20 (2-sided) (BCA)	\$13.60
684916	First Day Cover (set of 4)	4.92
684921	Digital Color Postmark First Day Cover (set of 4)	8.32

740804	Coil of 100 (APU)	\$68.00
740802	Coil of 100 (BCA)	\$68.00

762004	Coil of 10,000	\$6,800.00
762015	Strip of 500	340.00
762003	Strip of 25 with plate no.	17.00

751804	Coil of 3,000	\$2,040.00
751815	Strip of 500	340.00
751803	Strip of 25 with plate no.	17.00
751816	First Day Cover (set of 4)	4.92

# USA Philatelic ORDER FORM

## HOW TO PLACE ORDERS

### STANDARD ORDERS

#### ALL STAMP ITEMS HAVE 6-DIGIT ITEM NUMBERS.

Just enter the 6-digit item number in the "ITEM NUMBER" space on the order form, along with the quantity. To order 1 pane of 20 *Love 2024* stamps you would fill in "581104" under "Item Number" and enter 1 under "Quantity."

ITEM NUMBER	QTY	PRICE (each)	TOTAL
581104	1	13.60	13.60

### CUSTOM ORDERS

Any customer special request will be charged the Custom order fee.

#### HOW TO REQUEST CUSTOM ORDERS

Custom orders are configurations other than those listed for each item and will result in an additional \$3.10 custom order fee. Only stamps listed as "Pane" are available for custom order requests of less than pane format listed. Booklets, souvenir sheets, coils and stamps listed as "Full Pane" are only available as format listed. All items have 6-digit item numbers. The first 4 digits plus "01" make the base number for custom orders. For example, to order a block of 4 *Love 2024* stamps, you would use item number "581101," quantity of 4, for a total of \$2.72. You would receive a block of 4 connected stamps.

#### EXAMPLE:

ITEM NUMBER	QTY	PRICE (each)	TOTAL
581101	4	68	2.72

For all pane position requests, use the base number (first 4 digits plus "01") and note the position(s) requested under "Special Order Instructions" on the order form.

#### MINIMUM ORDERS FOR PLATE NUMBERS AND POSITIONS

Plate numbers or marginal inscriptions for stamps with selvage can be ordered in minimum quantities:

For 1¢ to \$1.60 stamps:	Full pane
For \$1.61 and up stamps:	Block of 4, Full pane

Standard packaging for press sheets is rolled; a request to ship press sheets flat is considered a custom order and will incur the \$3.10 custom order fee.

If you need assistance with your order or would like to speak with a customer service representative, please call 1 (844) 737-7826 (toll free), Mon-Fri 8AM-4:30PM EST; closed Saturdays / Sundays and postal holidays.

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**PREORDERS:** All orders for items not yet on sale will be placed on preorder status. Items that are in stock on the same order will be sent out promptly. Certain products are not available for preorder. Please refer to specific products for preorder information.

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**STAMPS NO LONGER AVAILABLE:** Stamps no longer available from the U.S. Postal Service may be purchased from stamp dealers on the secondary market.

**UNDERPAYMENT:** If payment is not sufficient, items will be deleted from your order. Every effort will be made to avoid deleting items that will soon be off sale.

**OVERPAYMENT:** Payments received for items not available and funds received in excess of order total (overpayment) will be refunded within 15 business days. Refund must exceed \$1.00. If you would like a Forever® stamp substitution, please check the circle under Method of Payment on Order Form.

**MISSING ORDERS:** Any claim for an order that was paid for but not received within 30 days must include one of the following: (1) a copy of both sides of the cancelled check with the endorsement date on the back, or (2) a photocopy of your credit card bill along with your philatelic identification number, if known.

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**ROUND ROBINS:** Stamps printed in sheets are trimmed into individual panes, and sets of matching panes may be purchased. High-value (\$1.61 and up) plate blocks are often purchased as matching plate blocks of four: one from each corner of the pane, each with its plate number in a different position.

**FOR OFFSET/INTAGLIO ISSUES:** Due to frequent changes of offset plates, we can guarantee matched sets of intaglio plate numbers only.

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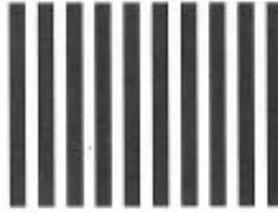


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## From Idea to Mailbox

### The process of creating stamps, part 1

Every year, new stamps celebrate uniquely American subjects. But why are some subjects chosen and others not? And what does that process look like?

Some 15,000 stamp suggestions pour in annually from the public, via the U.S. mail, using a stamp. (That is one of several requirements for recommending a stamp subject.) Each receives a response. A published list of general criteria winnows down that number considerably.

For example, "A lot of people write in about very important people who are doing important things, and they want to honor them," says Claudia Daniels, copywriter and researcher in USPS Stamp Development. "The person may absolutely deserve the honor. Yet selection criteria require that a person be deceased for at least three years before appearing on a stamp. That's often what people miss."

After that first cut, the Citizens' Stamp Advisory Committee (CSAC) weighs in at quarterly meetings on a smaller set of suggested subjects. Noteworthy are the specialties of CSAC members — from art, design, and history to sports, technology, and Americana — that now come into play.

As the committee prepares its final 20-25 recommended stamp subjects for approval by the Postmaster General, they're looking to mark anniversaries and to find balance between topics such as science, arts, history, and culture. "CSAC is the voice of the American public," Daniels says. "And their different backgrounds and expertise are reflected in the diversity offered in each year's stamp program."

CSAC meetings rely on confidentiality and a democratic process. Not only are final votes anonymous, but each suggested topic also comes to the committee without bias. "CSAC does not know whether there are 10,000 letters supporting a subject, or just one," Daniels says — "or whether a congressman recommended a subject or my grandmother. That way, all subjects have equal consideration."

"We want to highlight what's great about America," says Joe Kelley, current chair of CSAC and an avid stamp collector. "The hope is to not only draw more people to the hobby of stamp collecting, but also encourage people to simply use stamps. With so much emphasis today on the popularity of all things 'retro,'" Kelley says, "why not be retro yourself and write a letter?" ■

Find out how to submit your stamp idea at [about.usps.com/who/csac/#process](https://about.usps.com/who/csac/#process).





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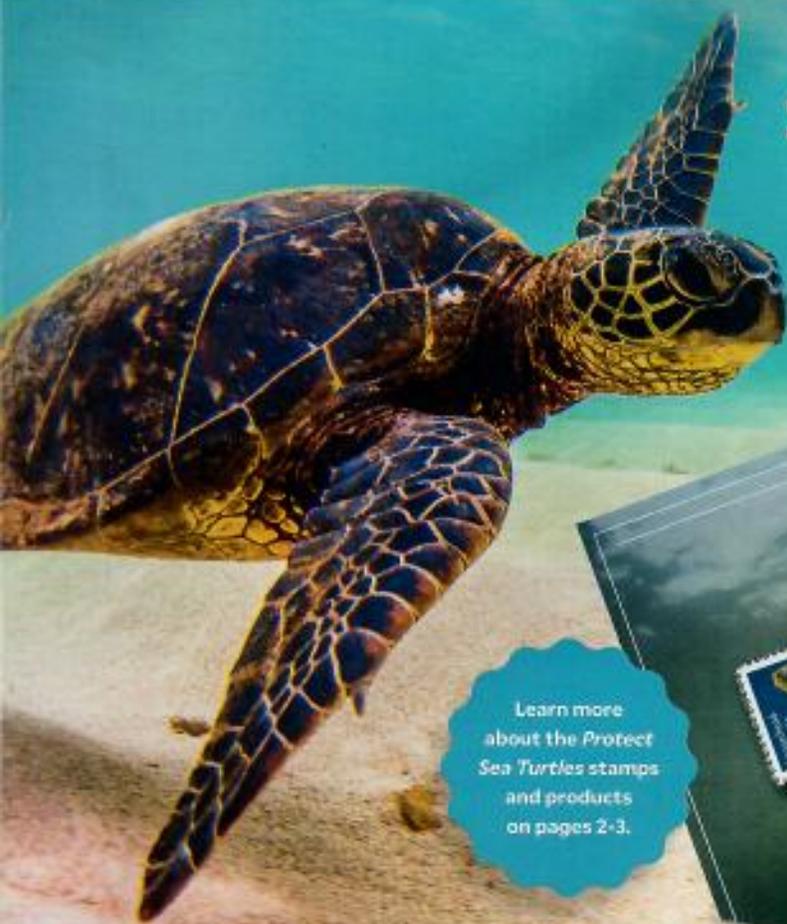
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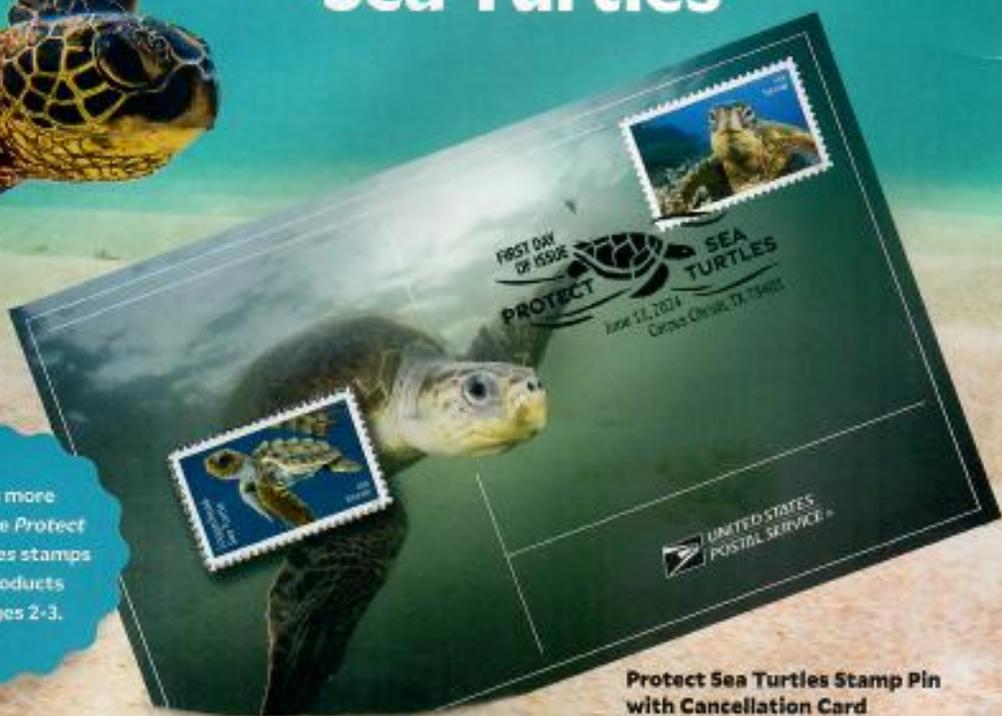
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STAMPS AND STAMP-INSPIRED PRODUCTS



## Spotlighting Sea Turtles

Learn more  
about the *Protect  
Sea Turtles* stamps  
and products  
on pages 2-3.



**Protect Sea Turtles Stamp Pin  
with Cancellation Card**

581326 / \$14.95