



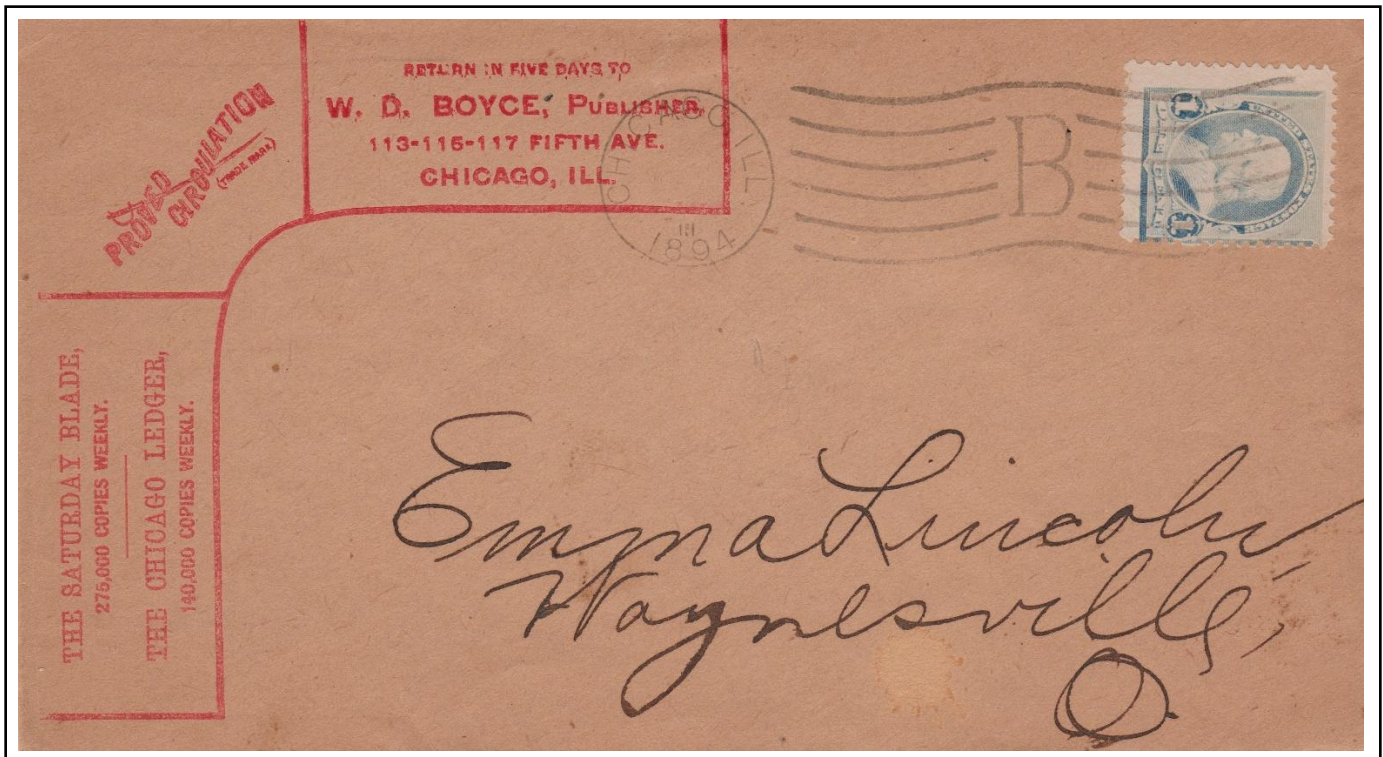
Scouts on Stamps



W.D. Boyce Company and Scouting in the United States

James E. Byrne

According to Scouting folklore, William Dickson Boyce, a highly successful publisher in Chicago, Illinois, became lost in a dense fog in London in October 1909. A Boy Scout refused to take any money for helping Boyce because he was just doing a Scout "Good Turn." Boyce was so impressed that he arranged to have Scouting incorporated in the United States on 8 February 1910 and pledged \$1,000 per month for two years to subsidize the new organization.



This cover advertises two of Boyce's newspapers with nation-wide circulation, *The Chicago Ledger* and *The Saturday Blade*, during the period before the Scout movement began. Business ventures like these gave Boyce the financial resources and personal connections to incorporate and promote Scouting in the United States. Advertising covers from Boyce publications also give insight into Boyce's business marketing techniques and provide evidence of the use of third-class mail out of Chicago during the 1887-1910 period.

The 1¢ Franklin stamp on this cover paid the single-piece third-class postage rate, also called the circular rate, for an envelope weighing up to 2 ounces. Boyce used this class which the United States Post Office Department introduced to help promote commerce to mail advertisements for his publications to specific recipients by name at a discount over first-class mail.

The American Postal Machine cancellation with only the year 1894 identified in the dial was used for third class mail, and the device with wavy lines was used exclusively in the Chicago Main Post Office.