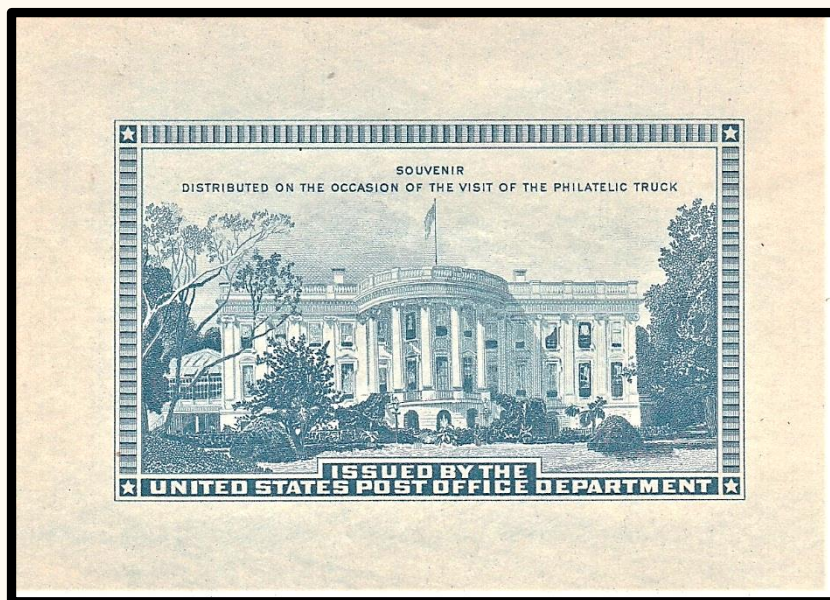


The Philatelic Truck

President Franklin Delano Roosevelt, an avid stamp collector, and Postmaster General James A. Farley decided to send a philatelic truck around the United States to “philatelically educate” the population.

A custom-built, armored vehicle would carry displays of United States stamps and hand out material to encourage interest in stamp collecting, especially among children.

The truck made its first appearance on May 9, 1939, on the lawn of the White House. In addition to the display of stamps, the truck carried a working miniature rotary press which was used to simulate the printing of a special souvenir sheet showing a view of the White House.



The truck’s tour of the United States ended December 13, 1941, when the United States entered World War II. During its tour, the truck visited 490 cities and towns in thirty-nine states, saw 500,000 visitors, and distributed approximately 660,000 souvenir sheets.