THIRD ASSISTANT POSTMASTER GENERAL,
WASHINGTON, JANUARY 10, 1939.

Postmasters and employees of the Postal Service are hereby notified of the issuance of a special postage stamp in the 3-cent denomination in commemoration of the Golden Gate International Exposition, which opens in San Francisco, Calif., on February 18, 1939. The stamp will be first placed on sale at the San Francisco office on the above date. It will be available at other post offices as soon after that date as stocks can be printed and distributed.

The new stamp is \( \frac{8}{4} \) by \( \frac{1}{4} \) inches in dimensions, arranged vertically. It is printed in purple by the rotary process and issued in sheets of 50.

The central design is a reproduction of the "Tower of the Sun," one of the outstanding architectural features of the exposition on Treasure Island in San Francisco Bay. At the base of the central design is a large numeral "3" in white modernized gothic. Superimposed on the numeral is the word "Cents" in dark face roman, with the dates "19" and "39" in white within small squares at the left and right, respectively. At the top and sides of the stamp in dark gothic is the wording "United States Postage" at the left, "*Golden Gate*" at the top, and "International Exposition" at the right.

Stamp collectors desiring first-day cancelations of the new stamp on February 18 may send a limited number of addressed covers, not in excess of 10, to the Postmaster at San Francisco, Calif., with a cash or postal money order remittance to cover only the cost of the stamps required for affixing. Postage stamps will positively not be accepted in payment. Each cover should bear a pencil endorsement in the upper right corner to show the number of stamps to be attached thereto. Envelopes for covers should not be smaller than 3 by 6 inches. Compliance cannot be made with unusual requests, such as for the affixing of plate number blocks, etc., and all covers must be fully addressed.

Requests for uncanceled stamps must not be included with orders for first-day covers to the postmaster at the above office.

For the benefit of collectors desiring stamps of selected quality for philatelic use, the new stamp will be placed on sale at the Philatelic Agency on February 20, 1939. To insure prompt shipment, mail orders to the Agency must exclude other varieties of stamps.

Postmasters at direct- and central-accounting post offices may submit requisition for a limited supply only of the new stamp on Form 3201-A, endorsed "Golden Gate Exposition." These initial requisitions shall exclude other varieties of stamps. Postmasters at district-accounting post offices may obtain small quantities of the new postage stamp by requisition on the central-accounting postmaster.

In some cases postmasters may receive shipments of the new stamp prior to the close of business on February 18. In all such instances care must be exercised not to allow any of the stamps to be sold before February 19.

RAMSEY S. BLACK,
THIRD ASSISTANT POSTMASTER GENERAL.