

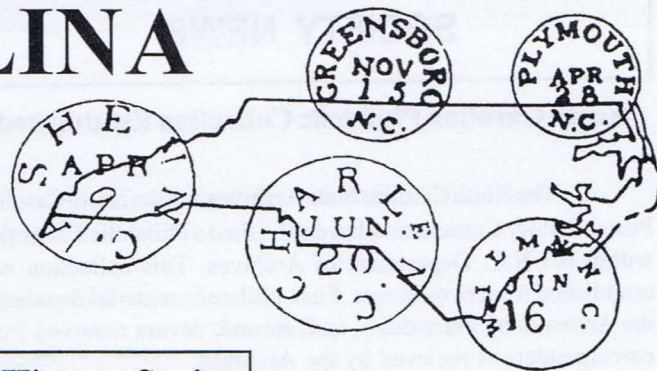
# NORTH CAROLINA POSTAL HISTORIAN

The Journal of the North Carolina Postal History Society

Volume 17, No. 4

Winter 1999

Whole 67



ADVERTISING COVERS AND CORNER CARDS  
of the  
UNIVERSITY OF NORTH CAROLINA

Affiliate #155 of the American Philatelic Society





## SOCIETY NEWS

### North Carolina Philatelic Collection Established

The North Carolina State Archives and the North Carolina Postal History Commission has established a Philatelic Collection within the N.C. Department of Archives. This collection was established from two sources. First, philatelic material donated to the Archives by individuals, and, second, covers removed from correspondences recieved by the Archives.

The Philatelic Collection is in process of being sorted and cataloged by NCPHS members of the NC Postal History Commission, Harvey Tilles, Dick Winter, Tom Richardson and Vernon Stroupe.

### MEETING OF THE N. C. POSTAL HISTORY COMMISSION

The North Carolina Postal History Commission met in Raleigh early in February. The business of the meeting was reports from Dr. McNutt of the N.C. Museum of History, and from the sub-committees.

The Sub-Committee on Exhibits reported finding a post office window, boxes and miscellaneous objects in storage in Hickory. These items would be available for display if the N.C. Museum of History. The philatelic material for the July exhibit at the Museum of History has mostly been assembled and the exhibit is on schedule.

The Sub-Committee on Standards reported progress in sorting and cataloging the Philatelic Collection that is in the N.C. Archives. They need volunteers to work with them in the archives on Mondays of each week.

## IN THIS ISSUE

College Covers - University of North Carolina

W. Clary Holt ..... Entire Issue

### Editor Notes

You may have noticed something a little different with this issue -- color. We know of only one other State Postal History Journal which has used color in its production. The editors would like to give a special thanks to Clary Holt for not only writing this article but also underwriting. Please let us know if you would like to see more color used in the journal production.

### REMINDER TO THOSE WHO HAVE NOT PAID THEIR DUES

**THE 1999 DUES FOR THE NCPHS  
ARE NOW DUE AND PAYABLE.  
PLEASE SEND YOUR \$15  
TO THE SOCIETY TREASURER.**

**If there is a red check-mark on your address  
label, your dues are late!**



### North Carolina Postal Historian

The North Carolina Postal Historian is the official journal of the North Carolina Postal History Society. It is published quarterly in January, April, July and October.

Membership in the Society is \$15 per year. Applications for membership may be obtained from the Treasurer. Submissions for the News-letter or inquiries may be addressed to the editors.

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# COLLEGE COVERS

## UNIVERSITY OF NORTH CAROLINA

by W. Clary Holt

I commenced my philatelic experience as a stamp collector in 1923 at the age of ten. Mr. Bernard Cone, Vice President of Cone Mills, where my Father was assistant treasurer, for my birthday sent me a "packet". Mr. Cone was a lifetime collector and very private with his stamps. But he encouraged me and invited me to his home a couple of times where he had a concrete vault built for his collections. His "seeds" took root and I continued my interest over the years, interrupted from time to time for education, the war, etc..

While acquainted with the field of covers generally, I had never heard of "College Covers". This came to my attention in 1960 upon examining the 1959 edition of Dietz "Confederate States Catalog and Hand-Book". Dietz itemizes the various colleges in the Southern States of the Confederacy. I had attended the Virginia Military Institute AB '35 and the University of North Carolina School of Law JD '38 and these were listed by Dietz. Subsequently, I acquired covers from each institution and have attempted to add to them over the years. I wrote an article for the American Philatelist, July, 1997 entitled "Covering VMI and UNC".

Recently Tony Crumbley contacted me asking if I would write an article for our Postal Historian concentrating on the University of North Carolina. He has an excellent collection of these covers and sent me colored photographs of them. They are beautiful, and with his help and those I had acquired, I have been able to assemble the illustrations and material for this article.

A definition of our subject is in order. During the period 1850-1900(?) illustrations, often in color and decorative, were placed on the fronts of envelopes for advertising purposes. Educational institutions joined the trend, and the students using them as a matter of school pride. Thus the term "College Covers". They are a portion of the specialized branch of "Illustrated Covers". Figure 1 is an example of the earliest known Multicolored Decorative Cover used from Chapel Hill. It is dated April 26, 1851. School use of the "full face" decorated envelope seems to have declined in the 1890's and ceased at the turn of the century.

Unfortunately there has been very little research and writing on the subject. The only comprehensive work on the broad field, which I have been able to locate, is the "American Illustrated Cover Catalog", the collection of John R. Biddle, published by David G. Phillips Co., North Miami, Florida in 1981. It has several college covers shown, but not as a separate grouping. The foreword and introductory comments make excellent background reading. In his preface, John R. Biddle has explained how he became interested in covers bearing illustrations and particularly those done in more than one color. Over the years, collectors have tended to consider these fine examples of the nineteenth century printers' prowess as an interesting and attractive adjunct to postal history, but that was about as far as they went. No one seemed to consider illustrated covers as a serious postal history subject, except occasionally in

a sort of thematic way. Which is to say, corner cards centered on a particular theme, such as hotels or drugs or guns are occasionally collected in some depth. And, of course, patriotic covers -- several famous collections of these have been assembled.

However, other than for patriotics, there has been no serious attempt to form a comprehensive collection suitable for a catalog such as this that would have lasting value. To the best of our knowledge, John Biddle is the pioneer in the field. His collection is of illustrated covers; everything else on the covers is incidental. He writes about many areas - civil war, patriotics, commercial, first day, etc.. How sad, from my viewpoint, he fails to mention "college covers". I recommend this volume to those interested in further study.

Pertinent to the general subject is a special article by Jon Rose in the November 11, 1995 issue of "Stamp Collector" - "The collecting of illustrated covers has become an important branch of philately, despite the fact that many examples have more to do with art, commerce and politics than with philately. Illustrated covers now include such varied categories as hand-illustrated examples, patriotics, advertising covers, political campaign covers, propaganda covers and, of course, first days. In every case, the visual effect and message comes more from the illustration than the stamps or postal markings. Here, philately is subservient to art. Because of this, some purists have decried illustrated covers as a legitimate philatelic specialty".

The only known work on the specific subject of "College Covers" is that of August Dietz, Sr. which catalogues nine Southern States (supra) and is limited to the Confederate period. The introductory page therein makes interesting reading. "College Covers" are divided into several groups, and, while this catalog arranges them under states, some further explanation is in order.

A number of these are very elaborate in design, ranging through the lithographed and woodcut displays that cover the entire face (or back) of the envelope and usually printed in some color or tint; to insignia embossed in color, after the manner of our current stamped envelopes, or, similarly "blind embossed" this is, colorless - down to the typeset inscriptions, more or less ornate. Finally, we have College Postmarks, which show the name and location of the institution as the official postoffice cancellation. In a number of instances we find two to four different types. In this group the postmark is primarily the collectable object.

The following descriptive designations have been adopted:

Lithograph - printed from an engraving on stone.

Woodcut printed from an engraving on wood.

Typeset - printed from printers' type, borders and ornaments.

Embossed in Color printed from brass dies with counters: designs and inscriptions appear





Figure 1  
 Embossed and hand-colored cachet with crossed flags and banner.  
 Type 3 Chapel Hill cds, April 26 (1851-57)

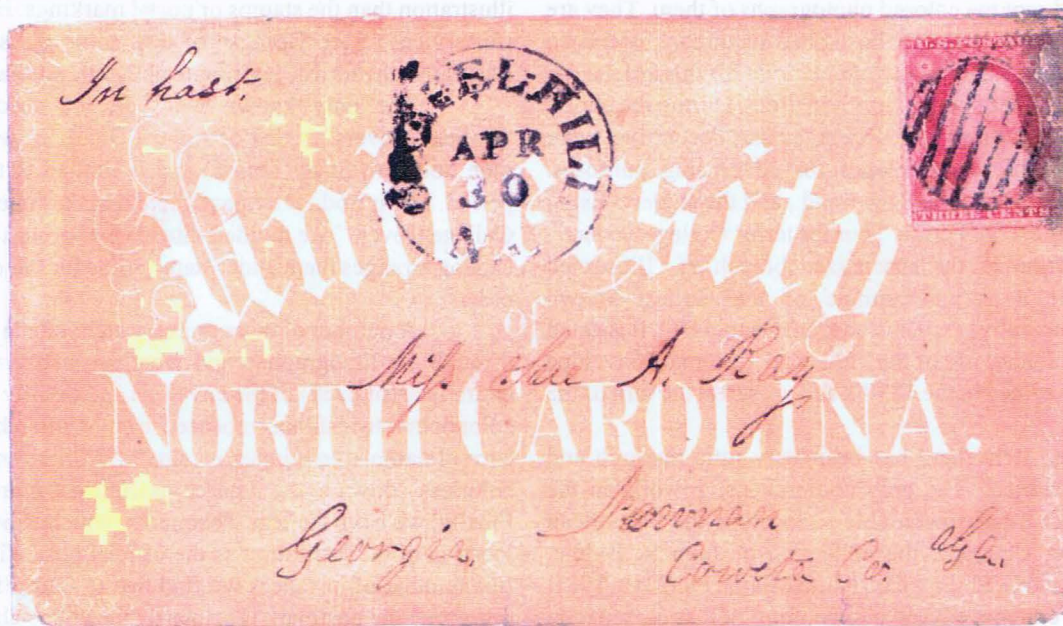


Figure 2  
 Type 3 Chapel Hill cds, 30 Apr (1857-60)



raised and colorless on a background of color. Colorless Embossing - the process is the same as in embossed in color, except that design and lettering are colorless.

Full face Tinted Background - the entire face of the envelope is covered with a background of parallel straight or wavy lines upon which the design and lettering appear colorless, with accentuated detail and letter-shading in the color of the background.

Most of the "all-over" or "full-face" designs found on Confederate States college covers were made by Northern manufacturers on order from Southern schools and colleges before the war, and the imprints of such printers are often found on them. They remained in use in the South after secession until the supply became exhausted. In these listings the color (or tint) of the printing appears in italics. Frequently the same design will be encountered in more than one color or tint. Such instances are listed. Likewise College Postmarks will be found in differing types from the same institution. These, too, are listed as distinct types".

The Carolina covers may be classified into four groups:

- Pre Civil War
- Civil War
- Postwar
- Corner Cards

The pre-war design was an entire envelope of colored paper with "University of North Carolina" in bold letters occupying the entire front. These are have found in two shades - dark yellow and bluish green. While Dietz lists this design as a woodcut inscription type II with only the dark yellow paper, I have never seen it with a Confederate use. (Figures 2 and 3 show examples of this woodcut design covers).

The other design shown by Dietz for the Civil War period is quite fancy with a harpist in the center between "University North Carolina". He shows this as four colors: blue, la; pink, lb; gray, lc; yellow, ld. (Figures 4 and 5 show examples of these covers each measure 104 mm x 65 mm.

One that I own has a special interest because of the addressee. It is to "Mrs. Archibald Henderson, Salisbury, NC". (See Figure 6) Archibald Henderson was a world famous mathematician and headed the Department of Mathematics at the University. He also wrote "The Campus of the First State University, Chapel Hill; University of North Carolina Press, 1949". I received a nice letter from a member of his family who was of the opinion that the addressee was the grandmother of Archibald. He further stated that Henderson studied in Germany and worked with Einstein. When Einstein later came to the United States and was at Princeton University, Henderson visited often and was in constant correspondence with him. It was said that there were only four men in the United States, one of whom was Henderson, who could communicate with Einstein and understand him and his work.

In the Postwar period there is a Dietz type II which was used in the 1850s postmarked with a bank note 3¢ green, January 27, 1879. It is printed in purple. This is the only example of this

cover that appears after the 1850s. (See Figure 7) This cover measures 135 mm x 72 mm., slightly different than the pre war covers.

Also in 1879 there is the example of not only a decorated front but a scene of the University campus on the back. (Figures 8 and 9) I know of no other period where the envelope was decorated on both sides and this is the only known design of this type. After 1879 the University covers all show only corner card designs of various types. The most prominent of these is one used in 1896 with the 2¢ bureau issue. (See Figure 10)

A corner card used in 1869 is of special interest. (Figure 11) I acquired this from a dealer in State College, Pa. at a spring meeting of the APS. It attracted my attention because of the emphasis and heavy type for the word "University", which is in sharp contrast to "of North Carolina". Being a graduate of the University School of Law in 1938 I am frequently asked where I obtained my law degree. My response was simply "from the University", which sometimes would bring the next question of "which one?" And I would always respond "from the University", emphasizing the last word. Invariably the smile and "undoubtedly Carolina. But what of the others?" I have taken great pride in responding, "there are many, many fine schools, but they have no souls like "the University".

The other corner card (Figure 12) used in the 1880s with the 2¢ brown is interesting because of the addressee.

"Honorable  
Senator Vance, Washington, D.C."

In pencil across the front are the words - Kemp Battle

Silver Dollars.

I do not know the significance. Vance, of course, was Governor of North Carolina during the Civil War and later one of our Senators.

I have not seen any "college covers" in the 20th century. Only corner cards and these are very simple and reduced to mailing instructions only. I have been curious as to why this occurred in light of the ardent, and at times, feverish alumni support. All other types of loyalty are displayed. Several friends and myself wondered if they had been prohibited by law or regulations. I inquired at the local post office and the regional office in Greensboro. I was referred to the Third Postmaster General, Washington, D. C..

Paul Rapkin, a research associate of the United States Postal Service and Timothy Carr, branch librarian of the National Post Office museum advised that they were unable to find any Postal Laws or Regulations referring to these covers or any type of decorated cover. I can only assume that their disappearance was economical.

I have had a very enjoyable time collecting the covers of my alma maters, Virginia Military Institute and the University of North Carolina and would certainly recommend this field to others. A brief review of Dietz indicates there is an extremely wide field in this area.



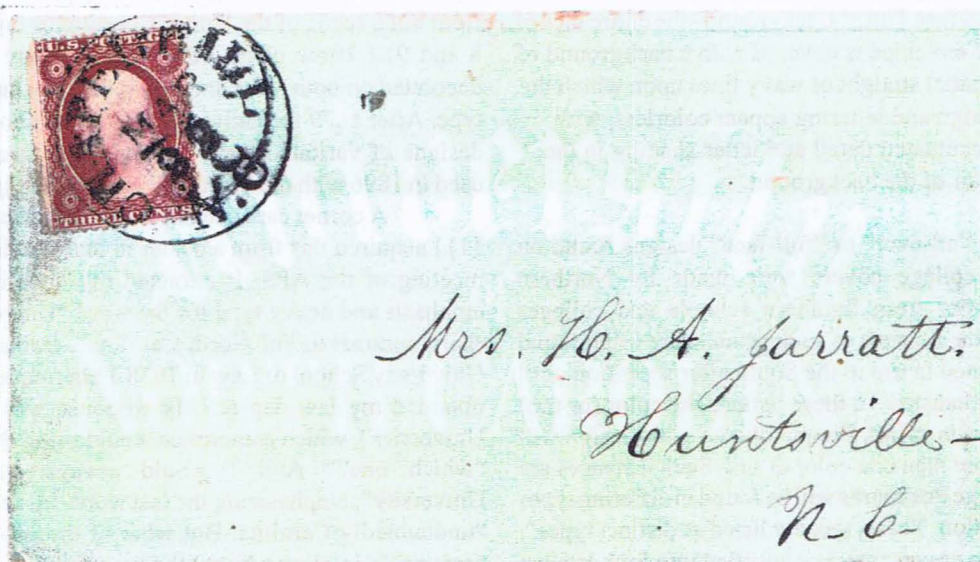


Figure 3  
Type 3 Chapel Hill cds of 22 Mar on three cent stamp of 1857-61



Figure 4  
Harpest in center of design, fanciest of the UNC covers.  
5 April (1862) Confederate States five cent green on reverse





Figure 5  
Type 1c, Chapel Hill cds of May 10 (1862)  
Addressed to Mrs. Archibald Henderson



Figure 6  
Purple all-over design similar to pre-war, dated 27 Jan 1879



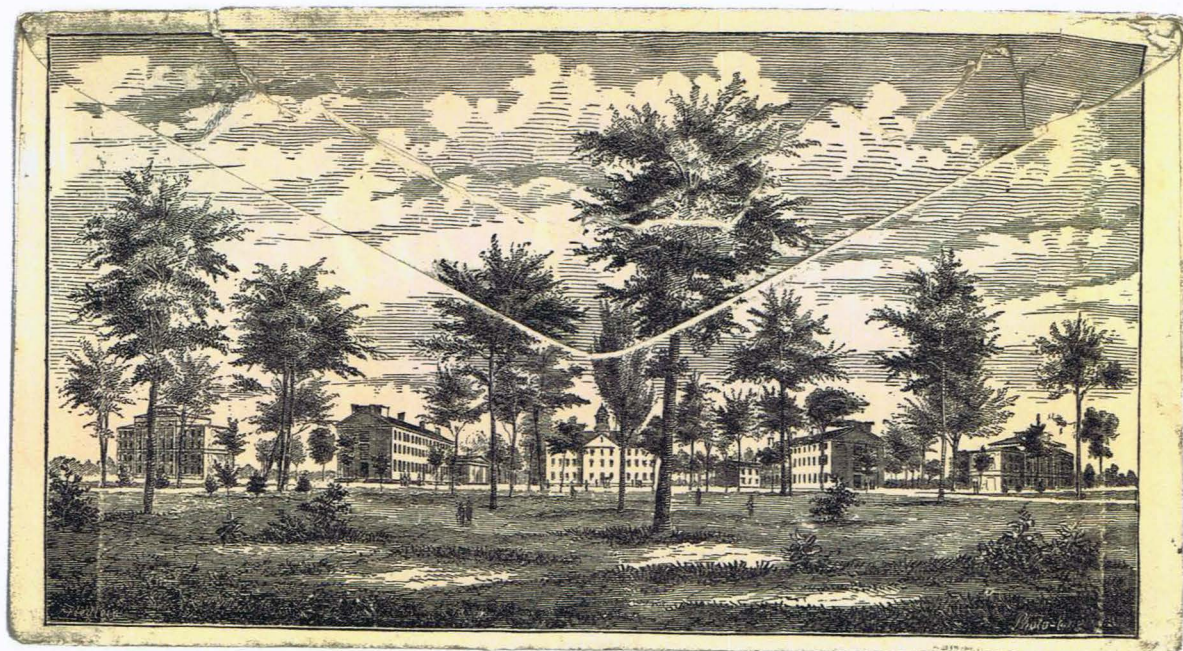


Figure 7

Purple Type 5 cds on gray-and-black over-all design, 15 Nov 1879.  
Ornate front and back is the most elaborate of all known College Covers.



# UNC CORNER CARDS

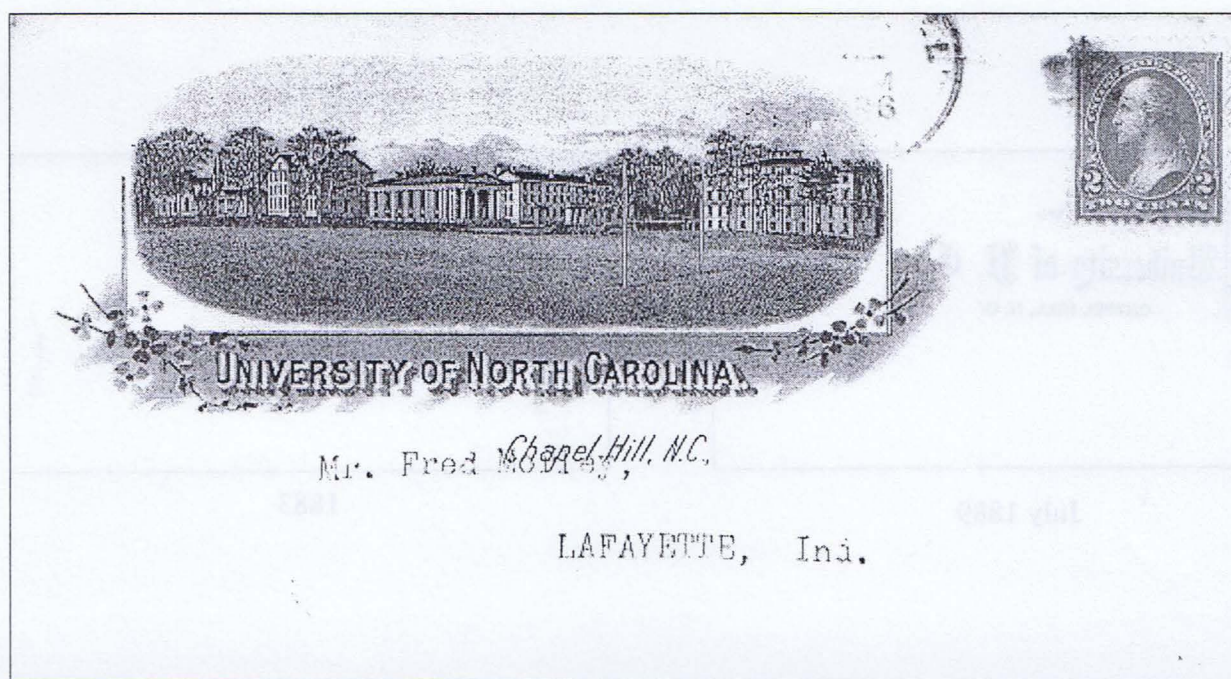
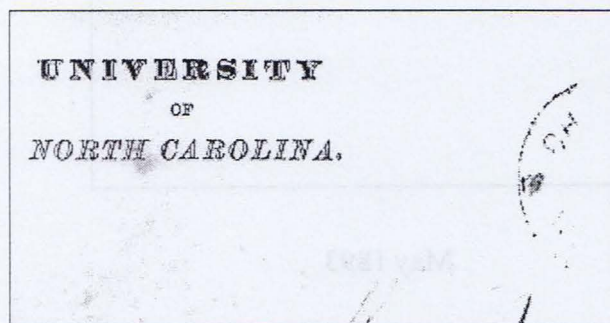
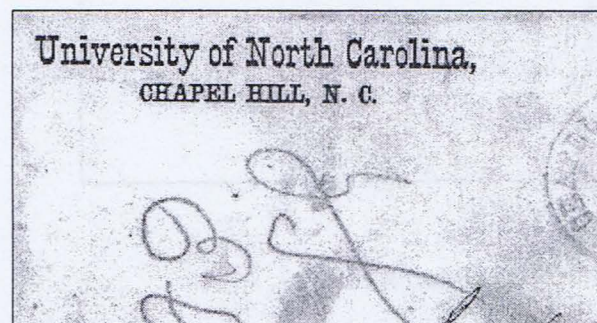


Figure 8

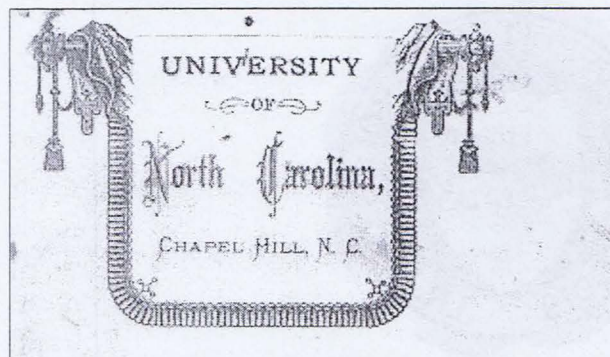
Bureau issue with ornate corner card of 1896. Corner card printed in black.



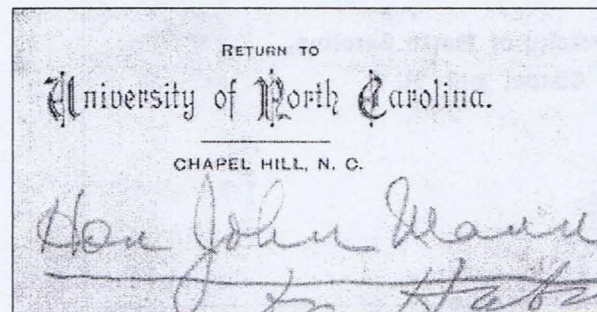
Ca. 1869-71



December 1878



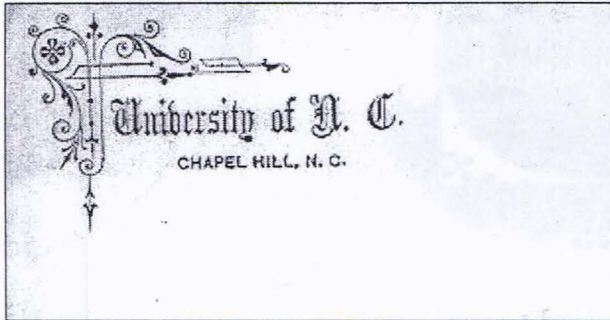
February 1879



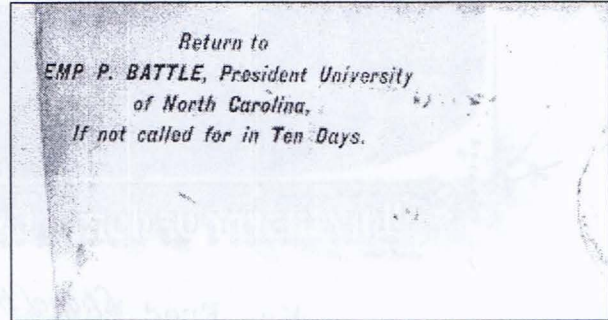
188-



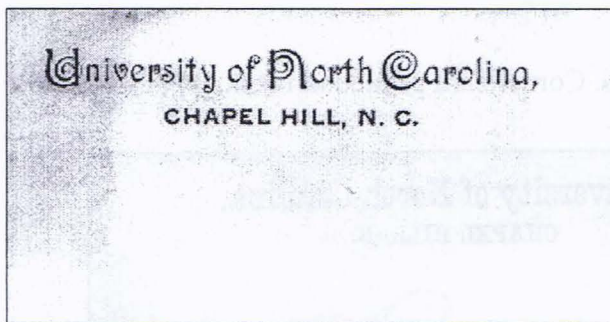
# UNC CORNER CARDS



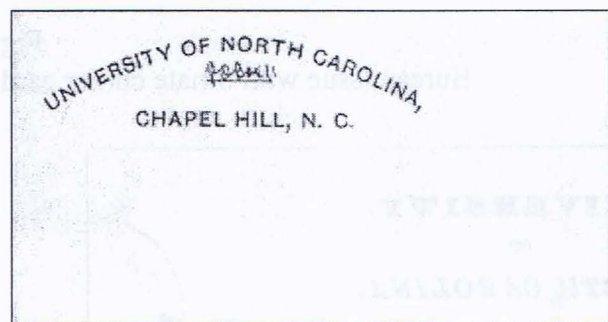
July 1889



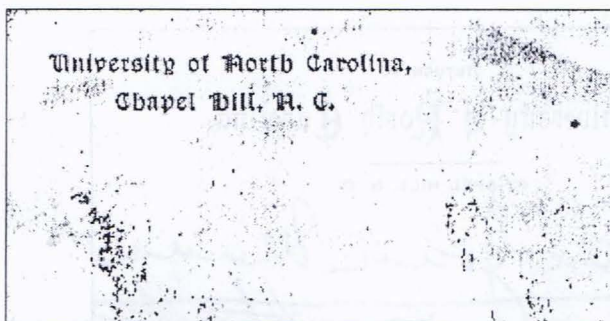
1883



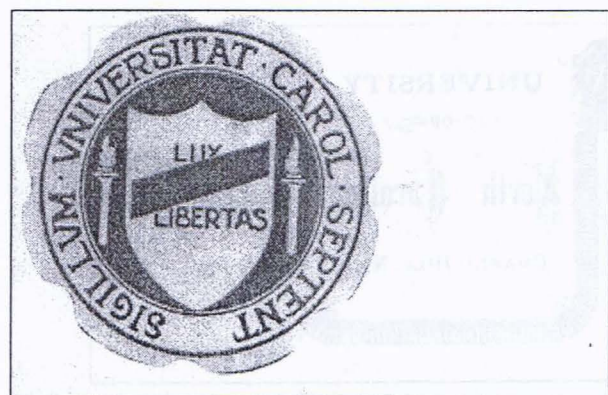
March 1892



May 1893



November 1898



May 1940



## THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

was sanctioned by the state Constitution of 1776 and chartered by the General Assembly in 1789. The cornerstone of Old East Building was laid on October 12, 1793. The post office was established November 30, 1794. The first student arrived on February 12, 1795. The university survived sectarian and political attacks, public apathy, and continued poverty. A private law school opened by Judge William H. Battle offered instruction to a class of regular academic students after 1845.

Four additional permanent buildings were completed: South in 1814, Old West in 1823, Gerrard in 1837, Smith (now Playmakers Theatre) in 1851. Construction of New East and New West began in 1858 and were completed in the fateful summer of 1861.

The university remained open through the Civil War and the five years of general economic ruin and partisan bitterness which followed. It was forced to close in 1870, however, until 1875.

First to open a summer "normal school" for teachers (1877), the university introduced regular courses in education as early as 1885, medical and pharmaceutical studies (1879). A.M. and Ph.D degrees were awarded (1883). Women students were admitted (1897).

With the beginning of the twentieth century the University entered a period of rapid growth. In 1904 Phi Beta Kappa established a chapter on the campus, the first chapter in North Carolina.

The University of North Carolina Press, the first university press in the South, was incorporated in 1922.

Professor of Law Albert Coates founded the Institute of Government in 1932. First of its kind in the nation, the institute became an official part of the University in 1942.

In 1947 phenomenal growth of a Division of Health Affairs began. The new division was organized in 1949 which includes Schools of Dentistry and Nursing, Schools of Medicine, Pharmacy, and Public Health.

In 1949, the University dedicated its Morehead Planetarium.

Davis Library is the largest academic facility as well as the largest state building in North Carolina.

Today the University has approximately 200 buildings, 23,000 students and 2,000 full-time faculty. Its 14 colleges and schools cover over 100 disciplines with 67 baccalaureate, 88 master's and 61 doctoral degree programs.

Today, it is rated as one of the top three public universities in the United States.

### Sources:

- 1) American Illustrated Cover Catalog
- 2) The Collection of John R. Biddle. North Miami, Florida: David G. Phillips Co., Inc., 1981.
- 3) Archives Library, Virginia Military Institute, Lexington, Virginia
- 4) Dietz, August. Dietz Confederate States Catalog and Handbook of the Postage Stamps and Envelopes of the

Confederate States of America. Richmond, Virginia: The Dietz Press Inc., 1959.

- 5) A Guide to the Archives of the University of North Carolina at Chapel Hill, University Archives and Records Service, 1995.
- 6) The London Philatelist, Vol. 104 (May 1995) Skinner, Hubert C., Erin R. Gunter, and Warren H. Sanders.
- 7) The New Dietz Confederate States Catalog and Handbook, Miami, FL: Boggs and Laurence Publishing Co., 1986.
- 8) Snider, William D. Light on the Hill: A History of the University of North Carolina at Chapel Hill. University of North Carolina Press, 1992.
- 9) Stamp Collector, November 11, 1995.

### Illustration Credits:

Cover: North Carolina Collection, University of North Carolina Library at Chapel Hill, 27599

Tony Crumbley - Figures 1, 5, 6, 7, 8, 9

W. Clary Holt - Figures 2, 3, 4, 10, 11, 12

## CHAPEL HILL POSTMASTERS

Samuel Hopkins	19 Aug 1794
John Puckett	23 Oct 1798
Samuel Hopkins	1 Jul 1802
John Craig	1 Apr 1805
Jones Watson	20 Dec 1809
Edward Robson	14 Mar 1811
William Barker	8 Nov 1816
Robert M. Gallaway	30 Aug 1820
Henry Thompson	22 Mar 1821
Charles Chalmers	15 Mar 1827
Isaac C. Partridge	1 Aug 1833
John W. McGee	31 May 1836
James B. McDade	12 Mar 1838
James B. McDade, CSA	3 Aug 1861
John White	14 Jul 1865
Hugh B. Guthrie	20 Aug 1874
Thomas Kirkland	7 Jul 1876
Hugh B. Guthrie	18 Jul 1876
Andrew Mickle	19 May 1877
Thomas M. Kirkland	31 Jan 1881
W. P. Mallett	3 Nov 1885
Thomas M. Kirkland	15 Jun 1889
William N. Pritchard	3 Mar 1886
Herbert Lloyd	31 Mar 1900
William A. Lloyd	2 Aug 1904
William E. Lindsey	12 Feb 1908
Robert S. McRae	18 Jun 1913
Robert L. Strowd	30 Jul 1921
Robert D. Herndon	2 Mar 1923
Robert A. Eubanks	29 Mar 1933
Willie S. Hogan	4 Aug 1939
Junius Paul Cheek	15 Aug 1954
Charles L. Marks	29 Dec 1965
Robert W. Sparrow	6 Mar 1971



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