The 1911 Panama Advertising Booklet

Scope of this exhibit – The Panama Advertising Booklet is one of the true gems of Panama philately and rarely seen by collectors as only five unused booklets are known to exist. This exhibit documents for the first time the design and manufacturing of it by the American Banknote Company, provides the costs and shipping dates of the booklet and displays the signed discovery letter which announced it in the philatelic press. To prove that there was usage of these booklet stamps the exhibit finishes with three examples from the exhibitor's collection of the five recorded covers.

ABNCo Foreign Order F2659 – Specimen Margin Block of Ungummed 5c Arosemena stamps

Design and Manufacturing Background – September 1, 1910 Panama ordered 2,000,000 ungummed stamps of five different denominations: ½ c, 1c, 2 ½ c, 5c, and 10c. From these the ABNCo removed 300,000 stamps to assemble 5000 booklets using the left selvage to staple the stamps between red cardboard covers. To help fund this booklet Panama sold advertisements at $5 each to 21 Panama merchants. The advertisements were printed on the interleaves between each pane of 6 stamps and on the inside back cover.

ABNCo Foreign Order F2659 – 1911 Panama Advertising Booklet Specimen Covers

RATAS PARA EL EXTERIOR
de encomiendas postales sin valor declarado. Para y de Francia, Inglaterra, Italia y Alemania, hasta 5 kilogramos de peso, y de un metro cinco centímetros de largo y anchura y espesor no excedan de un total de 40 centímetros.

De y para los Estados Unidos de acuerdo con el Convenio Obaldía—Cortelyou, de 19 de Junio de 1905.

Unless noted in red all materials in this exhibit are unique.
PEDIDO NUMERO 9.

Que hace la Dirección General de Correos y Telégrafos,
á la Secretaria de Hacienda y Tesoro, en la fecha.

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UN MILLON (1.000.000) de estampillas de dos y medio centesimos de Balboa, como la muestra (última emisión de la "AMERICAN BANK NOTE COMPANY").

CIENTO MIL (100.000) estampillas de cinco centesimos de Balboa, como la muestra, retrato de don Justo Arosemena (última emisión de la misma casa).

CIENTO MIL (100.000) estampillas de diez centesimos de Balboa, como la muestra, retrato de José de Obaldía, (última emisión de la misma casa).

CIENTO MIL (100.000) estampillas de un centesimo de Balboa, como la muestra, retrato de "VASCO NUÑEZ DE BALBOA".

QUINIENTAS MIL (500.000) estampillas de medio centesimos de Balboa, (El Istmo de Panamá, como la muestra de la última emisión hecha en la misma casa en 1904, de dos centavos, pero sin la palabra "CANAL ZONE" y el color como la estampilla que se adjunta de la República Argentina.

CINCO MIL (5.000) libretitas como la muestra, con sesenta estampillas cada una, de las siguientes denominaciones, a saber:

- 6 estampillas de A B/ 0.10
- 12 " " " 0.06
- 18 " " " 0.02-1/2
- 18 " " " 0.01
- 18 " " " 0.00-1/2.

Del pedido de estampillas que se hace de las denominaciones anotadas, se tomará la cantidad necesaria para llenar estas libretas y el resto deberá venir empacado en cajetas de cartón de diez mil (10.000) estampillas cada una. Las mencionadas estampillas no deben llevar goma.

Panamá, Septiembre 1º de 1910.

Director General.
Comparison between
Mockup and Unused Booklet

On the following 10 pages the stamp pane preceding the advertising interleaves in the booklets is at the top of the exhibit page. All panes and interleaves from this mockup booklet, excepting advertisements 1, 2, 11 and 12 which were missing when it was acquired, are exhibited next to their counterparts from the two specimen booklets.

The two specimen booklets were manufactured identically to the booklets as issued except that booklet panes for the two specimen booklets were torn both horizontally and vertically from the ungummed stamp sheets. In contrast the issued panes were torn vertically and then cut horizontally. The perforations at the top and bottom of the ungummed stamp panes of the production booklets show a straight cut, the only way to identify stamps as coming from these booklets.

On page 8 a comparison between the 1c pane from a specimen booklet and the 1c pane from a production booklet shows this difference. This comparison between cut and torn panes will also help identify advertising booklet stamps. All 2,000,000 stamps from order F2659 did not have gum when issued and these should not be confused with stamps from other printings. The back of a pane from a specimen booklet is shown on page 8 to help identify stamps from this unique order.

The ABNC0 added a small number from 1 to 20 on each advertisement in the booklets to help the ABNC0 assemble the booklets. These numbers are used in this exhibit to identify each advertisement.

RATAS LOCALES.
Cartas hasta 20 gramos 2½ cts., y 1½ cts. por cada fracción de 20 gramos adicional.
Tarjetas Postales 1 ct. cada una, y por paquetes de docenas.

Inside Front Cover showing postage rates within Panama and to the Canal Zone and USA.

Advertisements 1 and 2 from the front of the specimen booklet. Advertisements 1 and 2 from the mockup booklet were missing when that booklet was acquired.
The 10c Obaldía stamp paid 5c for a letter to a foreign country plus 5c for registry fee.

The mockup booklet uses a 1906 10c Hamilton Banknote Co. Obaldía stamp to show placement of the 10c pane. All stamps in the mockup and specimen booklets have a security punch. Stamps from the specimen booklets also have a SPECIMEN overprint.
Comparison between Mockup and Unused Booklet

The 5c Arosemena stamp paid the letter rate to foreign countries or the 5c registry fee

The mockup booklet uses a 1909 5c Arosemena stamp from the American Banknote Co. to show placement of the 5c pane.

Advertisements 5, 6 – Ladies' Store mockup pane is a photocopy because the original is on the back of Guardia & Co. pane.
Comparison between Mockup and Unused Booklet

The 2 ½ c Arms stamp paid the letter rate within Panama and to the Canal Zone and USA

The mockup booklet uses a 1909 2 ½ cent stamp from the American Banknote Co. to show placement of the 2 ½ cent pane

Advertisements 7, 8 – Frank Ullrich mockup pane is a photocopy because the original is on the back of Lyons pane
This mockup booklet pane did not include a 2½ cent stamp for the second 2½ cent pane.
Comparison between Mockup and Unused Booklet

The 1c Balboa stamp paid the postcard rate within Panama and to the Canal Zone and USA

How to Identify an Advertisement Booklet Stamp
1c Balboa stamp first pane - Advertisements 11, 12

The booklet panes were torn from a full sheet of 100 stamps. To create the pane on the issued booklet the left 3 stamps were torn vertically to produce a 3 x 10 stamp column. Then the columns were cut horizontally.

The mockup booklet did not have advertisements 11 and 12
Comparison between Mockup and Unused Booklet

1c Balboa stamp second pane
Advertisements 13, 14

1c mockup pane.
1c pane from specimen booklet.

"La Ultima Moda"
P. ODUBER & CIA.
Esquina Calle 8 y Calle de Sosa
Dirección cablagráfica: Moda-Panama.

Nuevo establecimiento importador de toda clase de mercaderías EUROPEAS y AMERICANAS.
Especialidad en el ramo de artículos para señoras y niños.
Escojido surtido de encajes, tiras bordadas, telas de hilo para ropa interior, telas de seda, lana y algodón.
Artículos de fantasía de alta novedad para obsequios.
Perfumería, Juguetes, Pastillas &c.

VENTAS POR MAYOR Y MENOR.

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P. ODUBER & CIA.
ESQUINA CALLE 8 Y CALLE DE SOSA
DIRECCIÓN CABLEGRÁFICA: MODA-PANAMA.

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Perfumería, Juguetes, Pastillas &c.

VENTAS POR MAYOR Y MENOR.

ANUNCIO PARA LAS LIBRETAS DE ESTAMPILLA

MADURO LUPI COMPANY
EIGHTH STREET AND NORTH AVENUE
LARGEST DEPARTMENT STORE ON THE ISTHMUS
PANAMA CITY, PANAMA.
Comparison between Mockup and Unused Booklet

1 c Balboa stamp third pane
Advertisements 15, 16

Third 1c pane from specimen booklet. The mockup booklet did not have a third 1c pane.

Advertisements 15, 16
Comparison between Mockup and Unused Booklet

1/2 cent Isthmus of Panama stamp paid postage for printed matter

PEDIDO NUMERO 9, Order No. 9, on page 2 directed the ABNCo to create a new stamp by modifying their 1904 2c rose Isthmus of Panama stamp, overprinted CANAL ZONE, by replacing the 2c with ½ c and changing the color to the orange shown on the accompanying stamp from Argentina.

1906 HBNC0 ½ cent Isthmus of Panama stamp on mockup booklet pane. First ½ cent ABNCo booklet pane.

LA MASCOTA
CARLOS W. MÜLLER
CATHEDRAL SQUARE - PANAMA

COMPLETE ASSORTMENT OF
Ready Made Clothing, Hats, Underwear, Ties, Umbrellas, Skirts,
Stockings, etc., English Tweeds, Diagonals, Serges, etc.,
Ladies and Children’s Shoes of all kinds.

Always in stock a full line of genuine Panama Hats from Montecristi, for Ladies and Gentlemen.
OPEN UNTIL 9 P.M.
Comparison between Mockup and Unused Booklet

Advertisements 19. 20

Second ½ c pane in mockup booklet.

Second ½ c pane from specimen booklet.

La Postal

DE G. GARCÍA
Tarjetas, Álbumes, Fonógrafos y Discos.

RELOJERÍA
DE
JOSÉ MISTELLI.

METROPOLE HOTEL

P. P. PETERSEN, Prop.
CENTRAL AVENUE — SANTA ANNA PARK
PANAMA R. P.
NEWLY FURNISHED: BATHS; ELECTRIC LIGHTS
MEALS AT ALL HOURS

AMERICAN SERVICE
IMPORTED WINES AND LIQUORS

METROPOLE HOTEL

PETERSEN & SILVERS

AVENIDA CENTRAL
Parque de Santa Ana
PANAMA R. P.

Decorado y amueblado recientemente — Baños — Luz eléctrica. Comidas á todas horas.

Advertisements 19 and 20
Comparison between Mockup and Unused Booklet

Third ½c pane in mockup booklet.

Third ½c pane from specimen booklet. ABNCo logo on selvage.

VILLALAZ & Co.,
Frente al Mercado Público—Avenida Norte—Panamá.

Agentes exclusivos en la República para la venta de las acreditadas Máquinas "New Home". Venden ferretería en general, pinturas, aceites, varnises, etc.
Negociantes en grande escala en aguardientes nacionales como ron, seco, alcohol y anís, y en vinos y licores extranjeros.

VILLALAZ & CO.
FRENTE AL MERCADO PÚBLICO—AVENIDA NORTE—PANAMÁ.

Agentes exclusivos en la República para la venta de las acreditadas Máquinas "New Home." Venden ferretería en general, pinturas, aceites, varnises, etc., etc., etc. Negociantes en grande escala en aguardientes nacionales como ron, seco, alcohol y anís, y en vinos y licores extranjeros.

PANAMÁ, 1910.

21st and last advertisement – on the inside of the back cover
Dec. 29, 1910

The Consul General of Panama,
18 Broadway,
New York.

Dear Sir,-

We enclose herewith Bill of Lading for one
(1) Box No. 48, shipped per S.S. "Advance" hence today,
marked:
          "G. Panama"

containing:

5,000 Books each containing:

18 stamps of 1/2 cent
18 "  1 cent
12 "  2-1/2 cent
 6 "  5 cent
 6 "  10 cent

for Republic of Panama, Canal Zone, completing order, for which
we enclose our bill in duplicate amounting to $1026.05, U.S. gold.

Yours respectfully,

FGH

Mgr. Foreign Sales

The Advertising Booklets were shipped on the S.S. Advance and arrived in Panama around January 5th, 1911. The remainders, 1,700,000 unguammed stamps, had already been shipped December 22, 1910 on the S.S. Colon.
Bliss January 25, 1911 Letter to Mekeel's Announcing Booklet

Pedro Miguel, Canal Zone
January 25, 1911.

Dear Sir:

I have received the enclosed copy of the Evening Star. I am sorry that I was not privileged to see the specimen of the issue sent to me, as I had not the opportunity to see a specimen of the Sheet of the new Zone which will be placed on sale in a few days. The letter from the Cashier that the 1/20th of the issue will be placed on sale in the Panama Post Office has not been received by the person to whom it was sent. I have been informed by the Bank that the booklets are not yet ready to be put on sale. I have received a letter from the Cashier that the booklets have been received and are ready to be placed on sale. I have also received a letter from the Cashier that the booklets have been received and are ready to be placed on sale. I have also received a letter from the Cashier that the booklets have been received and are ready to be placed on sale.

At the time these new booklets are placed on sale the Panaman Republic will also place on sale another innovation in the shape of a stamp book somewhat on the order of these current in the States only that the Panaman book will have several denominations incorporated viz., 6 ten-cent, 6 five-cent, 10 two and one-half cent, 6 one-cent and 12 one-half cent, six stamps to a leaf and representing a face value of $1.47, the book selling for $1.50. It was in one of these books that I inspected the new stamps but upon trying to obtain one was informed that they would not be issued until the office was ready to supply the new stamps in sheet form. It might be worthy of note that the stamps in book form are unguessed and anyone who has handled stamps from the Isthmus will readily understand the reason, also the covers of the books and interlenses carry the advertisements of Panaman business firms for which I understand they pay $2.00 per annum.

It might be well to state at this time that there is no reason to expect that the Panaman stamp of 13c value will ever be obtainable without surcharge as this stamp was ordered solely for the Canal Zone.

Very truly yours,

[Signature]

In this letter to Mekeel's Weekly Stamp News, published Feb. 18, Bliss wrote that the booklets were seen at the Panama Post office but not ready to be put on sale. On Feb. 25 Meekel's reported that Bliss had sent them an Advertising Booklet.
Covers with ad booklet stamps are extremely scarce. Only the 5 in the exhibitor's collection have been recorded and they have either the ½ or 1 cent stamps. All used covers were postmarked between October 1913 and January 1914.

January 15, 1914 Panama reduced the letter rate to 2c

Top perforations cut
Bottom Perforations cut

4c underpaid registered letter to Argentina- correct rate 10c

100 years after they were issued these booklets were correctly listed and described in the Scott Stamp Catalogue.