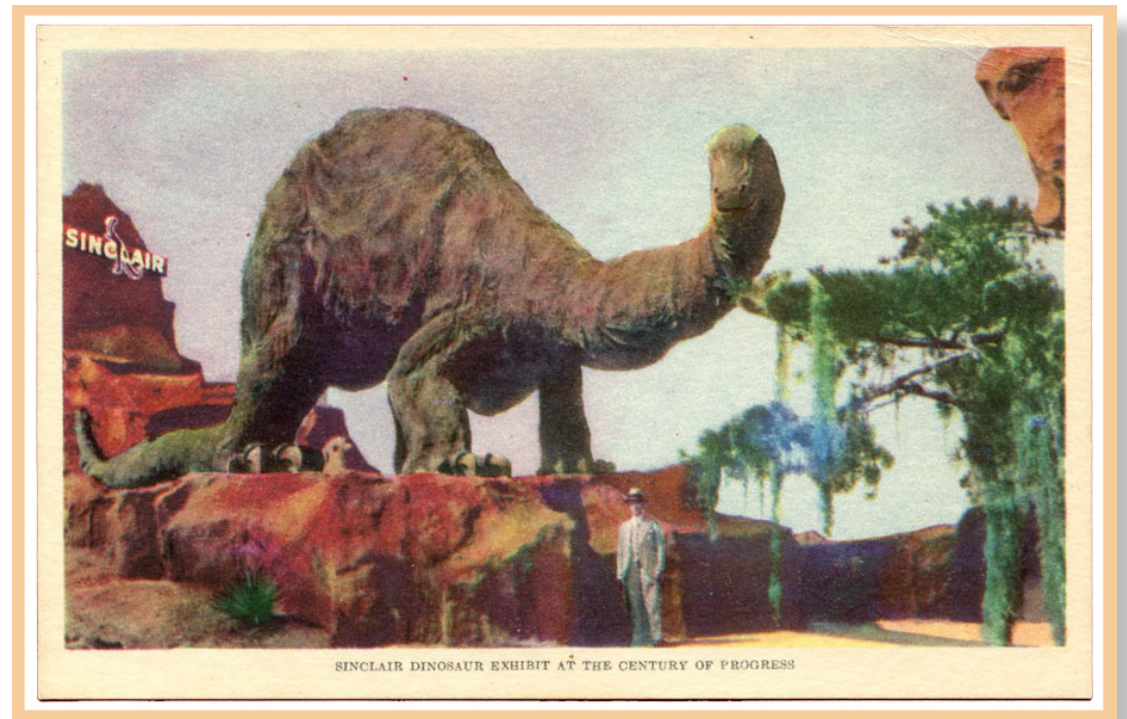


DINO INDICIA, THE INITIAL DESIGNS

The Sinclair Refining Company advertising department began using dinosaurs in 1930s advertisements as a symbol dramatizing the age and quality of crude oil Sinclair petroleum products were made from. When the company took part in the technology section of the 'Century of Progress' Chicago World's Fair in 1933 - 1934, a life size replica (over 70 feet long) of Apatosaurus was displayed at the exhibit's entrance. As a result of the wildly popular display, an 8 year promotional campaign began. 'Dino' the Sinclair Dinosaur appeared on envelopes, letterhead and in postage meter machine indicia from 1934-1942.

The first 'Dino' advertising design incorporated a small dinosaur image. Although the company's advertising department opted for the larger dinosaur image for appearances sake on first class mail, the smaller dinosaur design was not abandoned. It also came into business use on machines capable of fractional and multiple weight postage rates. Due to such usage, smaller design, multiple rate examples, are much scarcer.



*Deeptone linen Sinclair Refining Company unofficial post card for World's Fair
Without copyright notice, divided back, R.R. Donnelley & Sons Co, Chicago*



Small dinosaur design (horizontal neck and tail)
SPECIMEN



Large dinosaur design (vertical neck and tail)
SPECIMEN

Specimens were produced in small numbers.

EXHIBIT SCOPE

This exhibit introduces the two initial indicia designs of 1934 used in Pitney Bowes (PB) postage meter machines leased by Sinclair Oil Company. All recorded meter numbers are included. Two additional meter numbers are reported to exist but have not been seen.

DEVELOPMENT / PLAN

Meter examples are arranged chronologically by the recorded periods of use and then by meter number. An example of the later Dino design ends the exhibit.

RESEARCH

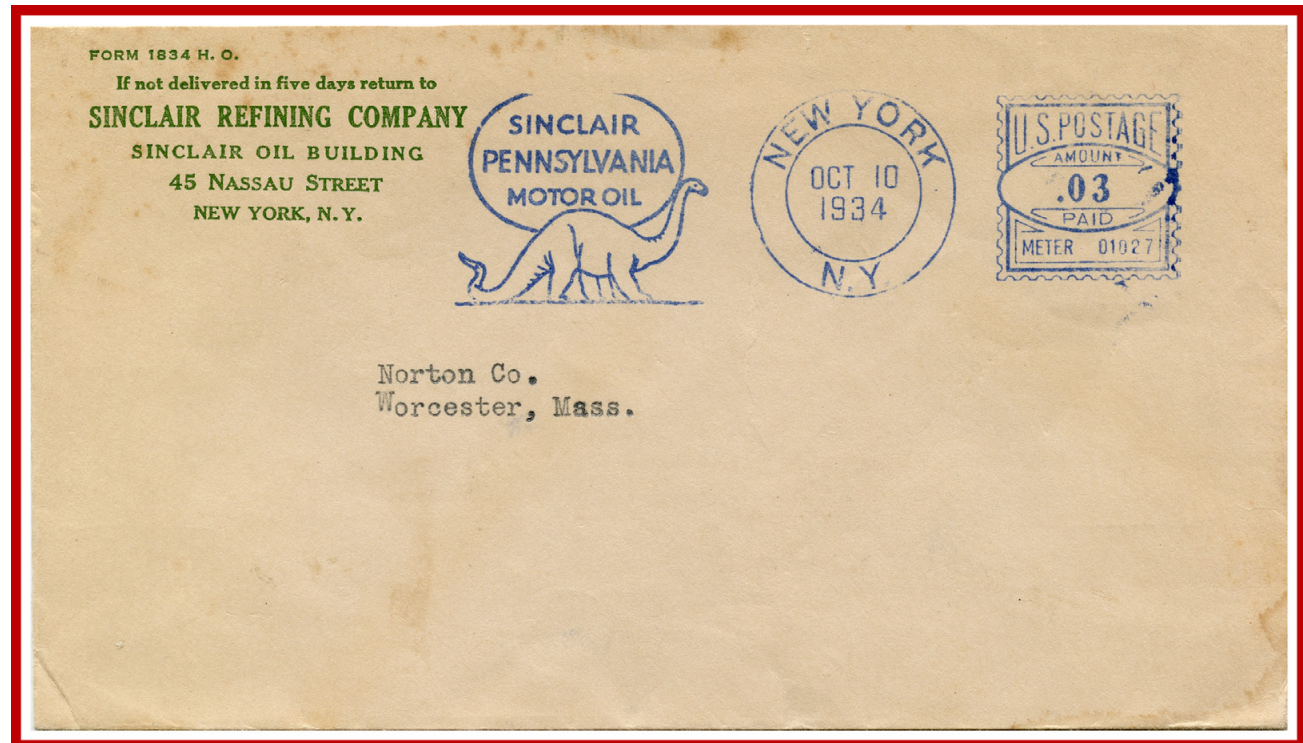
This exhibit is the result of original research from 50+ years of collecting this material. The kid in me never went too far.

OCTOBER 1934 - DECEMBER 1938

PB 01027 (PENNSYLVANIA)

An advertising slug slogan depicting 'Dino' the Sinclair dinosaur, was first used on commercial mail as of 10 October 1934 per the examples reported to date.

Pennsylvania and Opaline Motor Oils were two brands of oil products by Sinclair.



New York, New York,
10 October 1934
3 cents domestic letter rate
Earliest reported use

OCTOBER-DECEMBER 1934

PB 01248 (OPALINE)



Atlanta, Georgia, 26 October 1934, 3 cents domestic letter rate
Earliest reported use

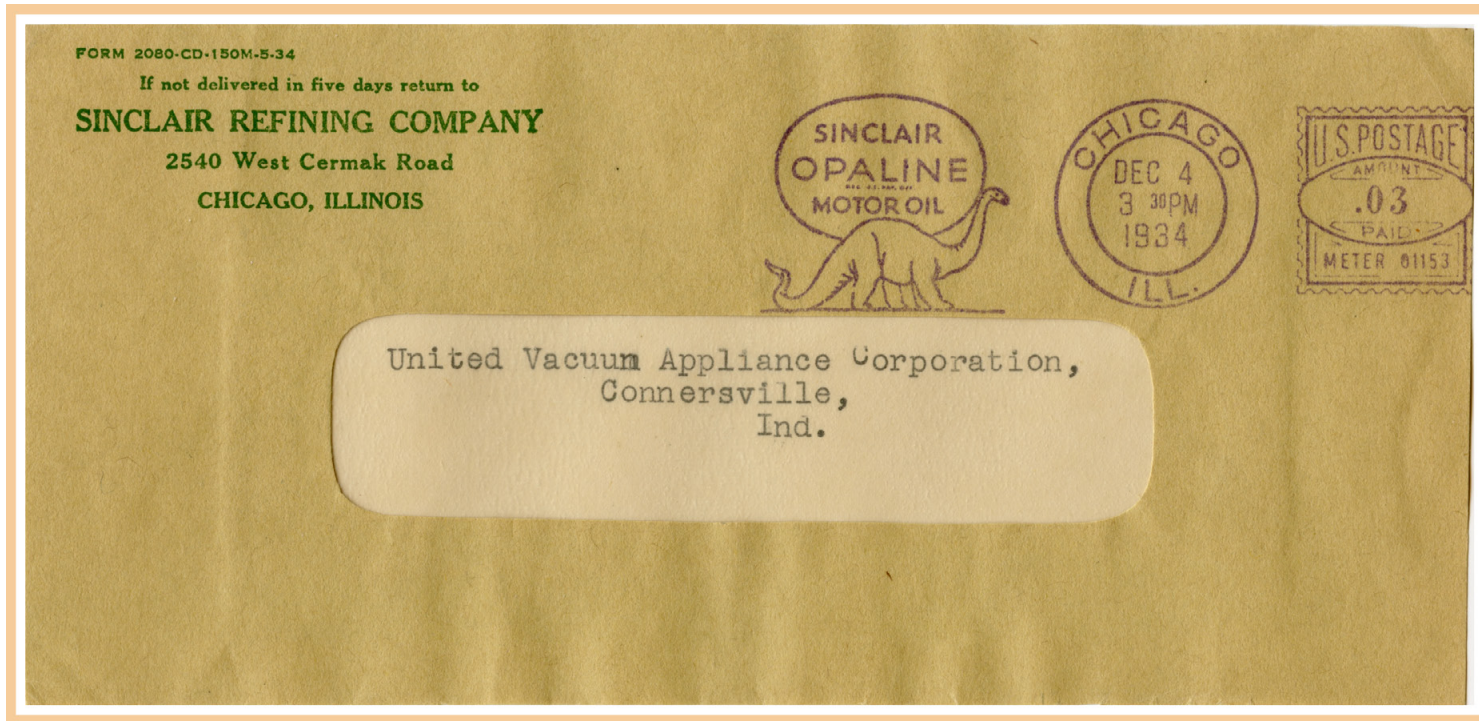
Atlanta, Georgia, 4 December 1934, 3 cents domestic letter rate
Latest reported use

NOVEMBER 1934

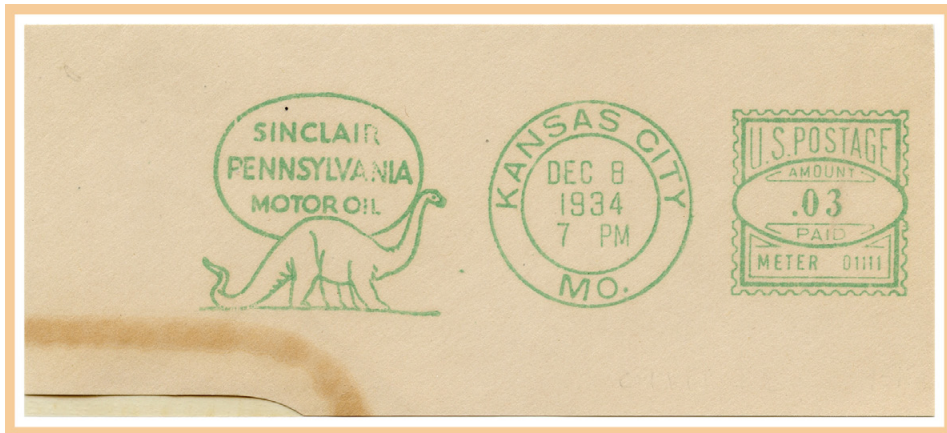
PB 01111 (OPALINE)



Kansas City, Missouri
6 November 1934
3 cents domestic letter rate
Only reported example



Chicago, Illinois, 4 December 1934, 3 cents domestic letter rate
Latest reported use



23 March 1935, 3 cents domestic letter rate
Earliest reported use

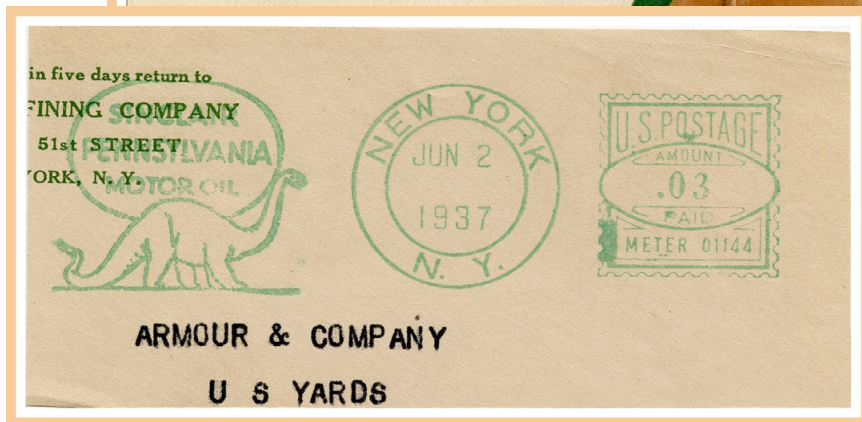
23 March 1935, 3 cents domestic letter rate
Held for postage - Due 3 cents



Kansas City, Missouri, 15 June 1936, 3 cents domestic letter rate

All examples of the large design are
2¢ local and 3¢ domestic letter rates.

MARCH 1935 - JUNE 1937
PB 01144 (PENNSYLVANIA)



New York, New York, 22 March 1935, 3 cents domestic letter rate
Earliest reported use

New York, New York, 2 June 1937, 3 cents domestic letter rate
Latest reported use

APRIL 1935 - JANUARY 1936
PB 01248 (PENNSYLVANIA)



Atlanta, Georgia, 5 April 1935, 3 cents domestic letter rate
Earliest reported use

Atlanta, Georgia, 17 January 1936, 3 cents domestic letter rate
Latest reported use

JUNE 1935

PB 55098 (PENNSYLVANIA)



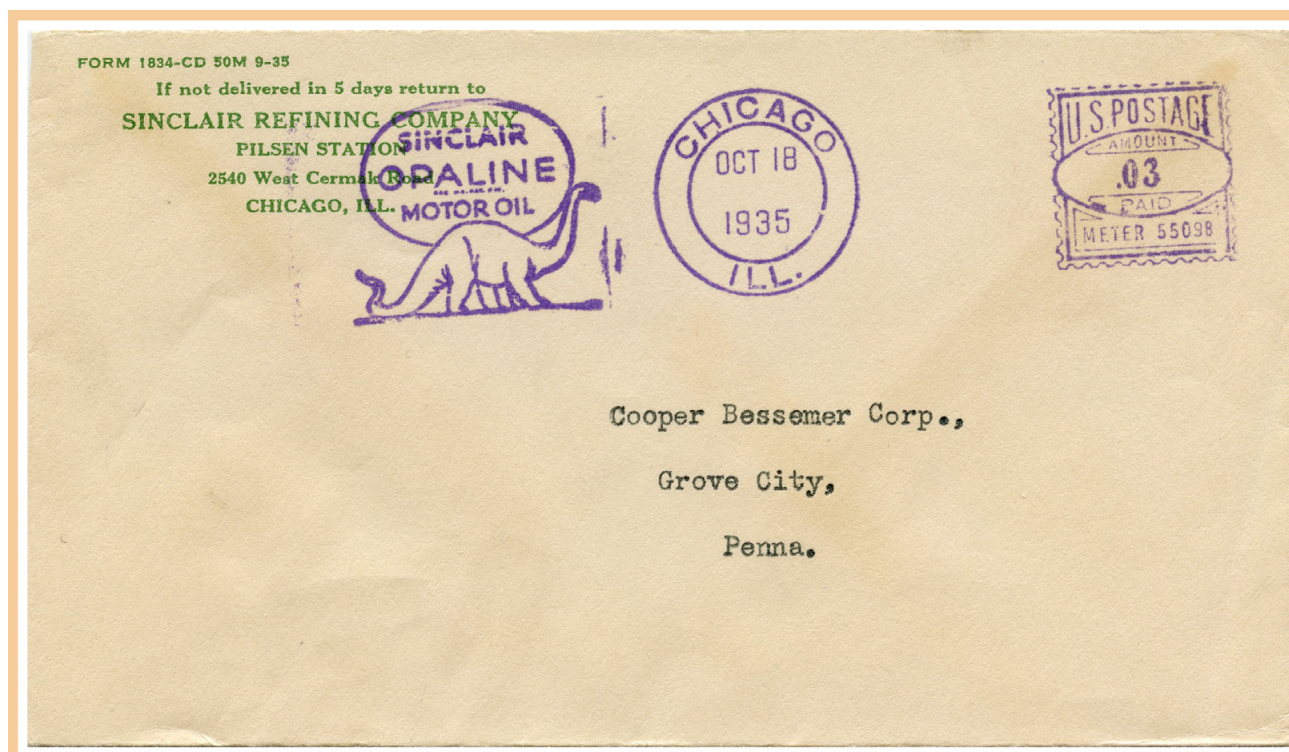
Chicago, Illinois
21 June 1935
3 cents domestic letter rate
Earliest reported use



Chicago, Illinois
29 June 1935
2 cents local letter rate
Latest reported use

MAY - OCTOBER 1935

PB 55098 (OPALINE)



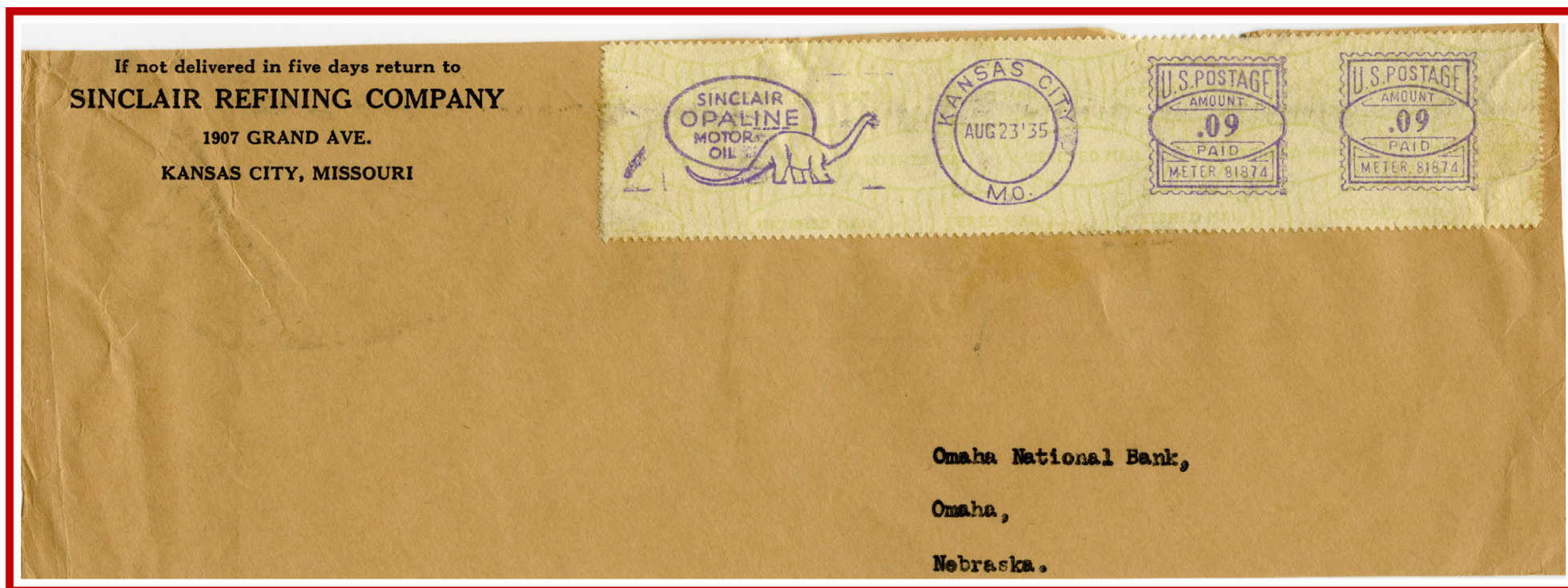
Chicago, Illinois, 18 October 1935, 3 cents domestic letter rate, *Latest reported use*



Chicago, Illinois, 26 August 1935, (complete date inverted)

AUGUST 1935
PB 81874 (OPALINE)

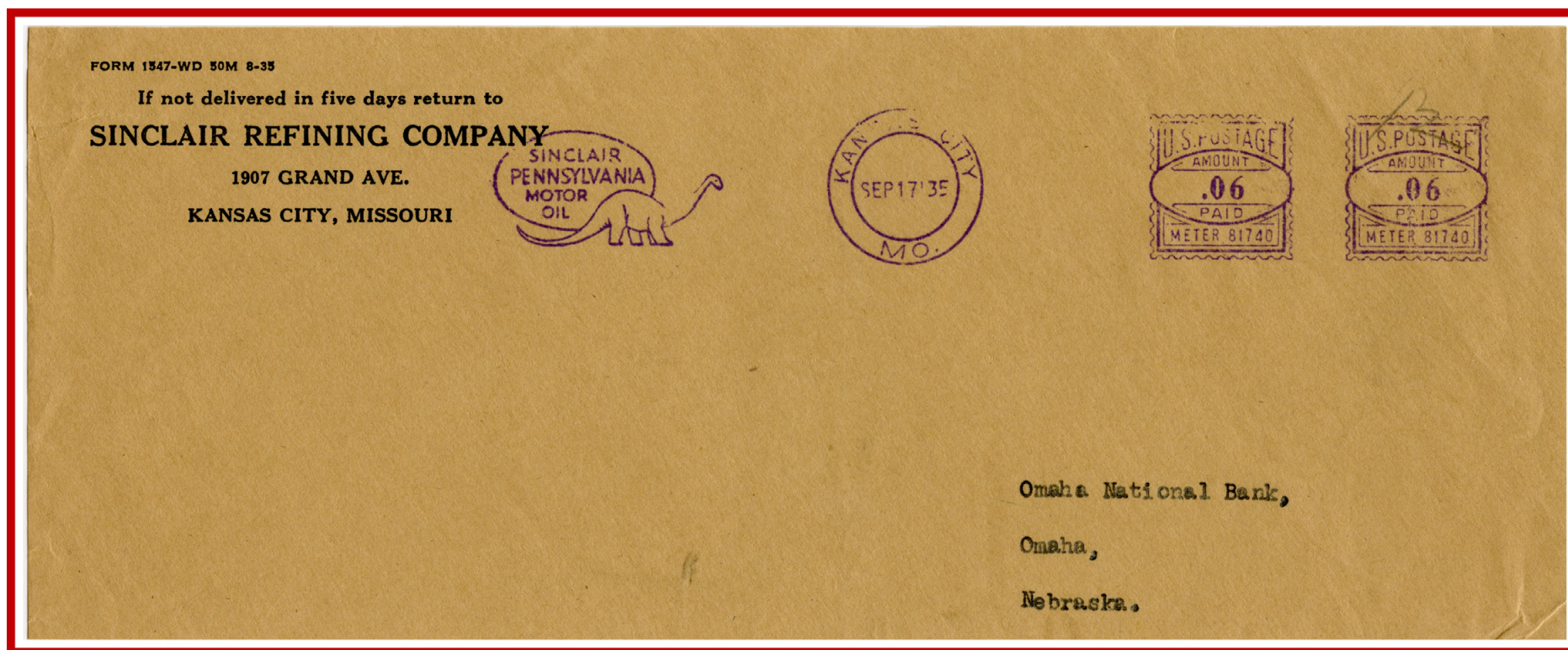
The smaller design devices accommodated fractional and multiple weight payments.



Kansas City, Missouri, 23 August 1935, 18 cents (6x) domestic letter rate (postage meter tape machine used security paper)
Only reported example

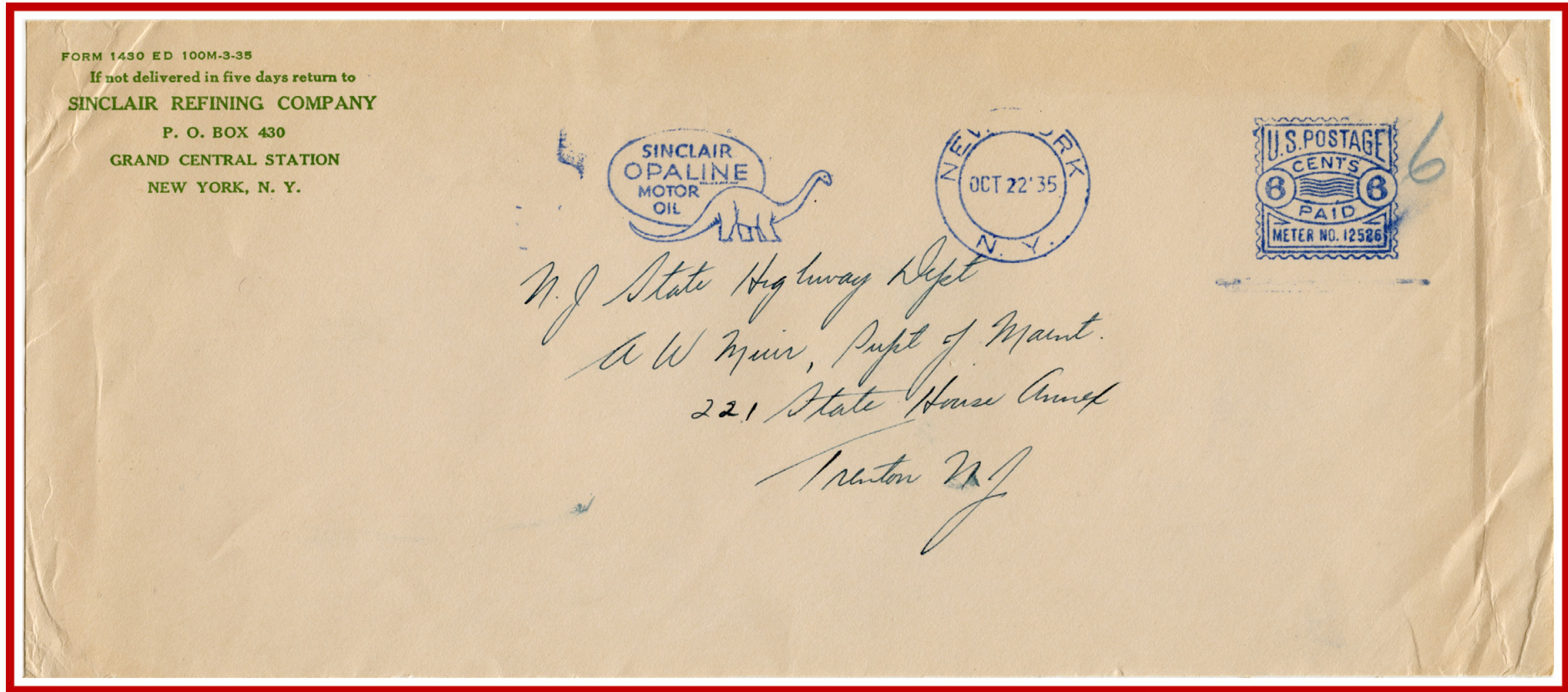
SEPTEMBER 1935
PB 81740 (PENNSYLVANIA)

Use of the multi-value meter devices are only recorded beginning in mid-1935.



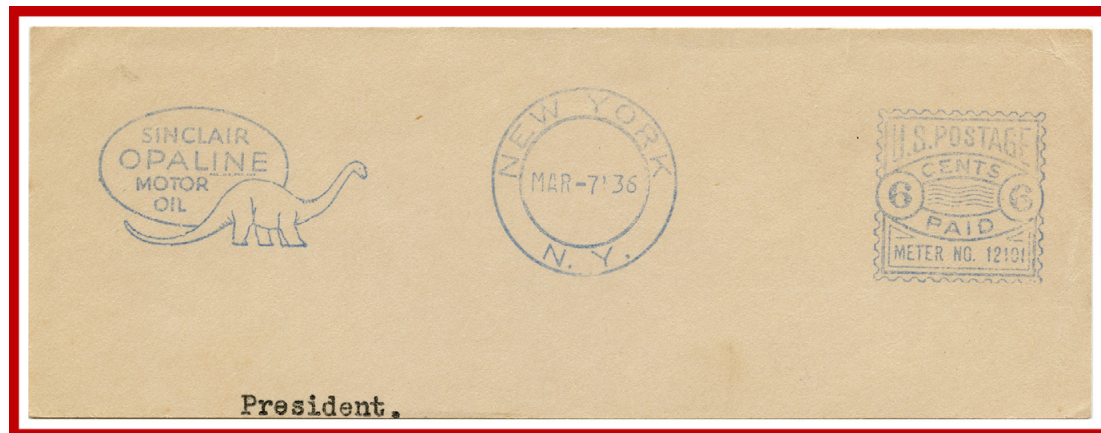
Kansas City, Missouri, 17 September 1935, 12 cents (4x) domestic letter rate
Two reported examples

OCTOBER 1935
PB 12526 (OPALINE)



New York, New York, 22 October 1935, 6 cents (2x) domestic letter rate
Two reported examples

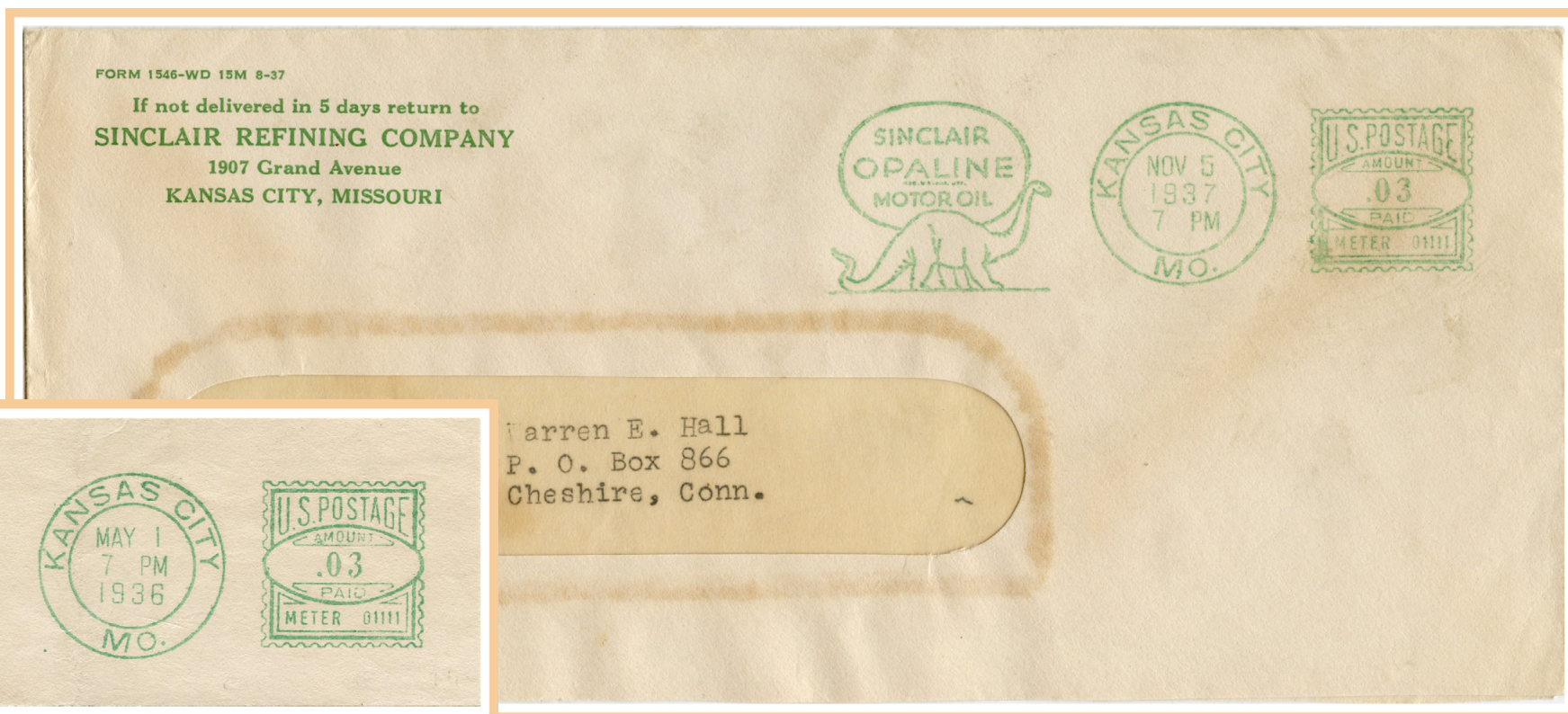
MARCH 1936
PB 12101 (OPALINE)



New York, New York, 7 March 1936, 6 cents (2x) domestic letter rate
Only reported example

MAY 1936 - NOVEMBER 1937

PB 01111 (OPALINE)

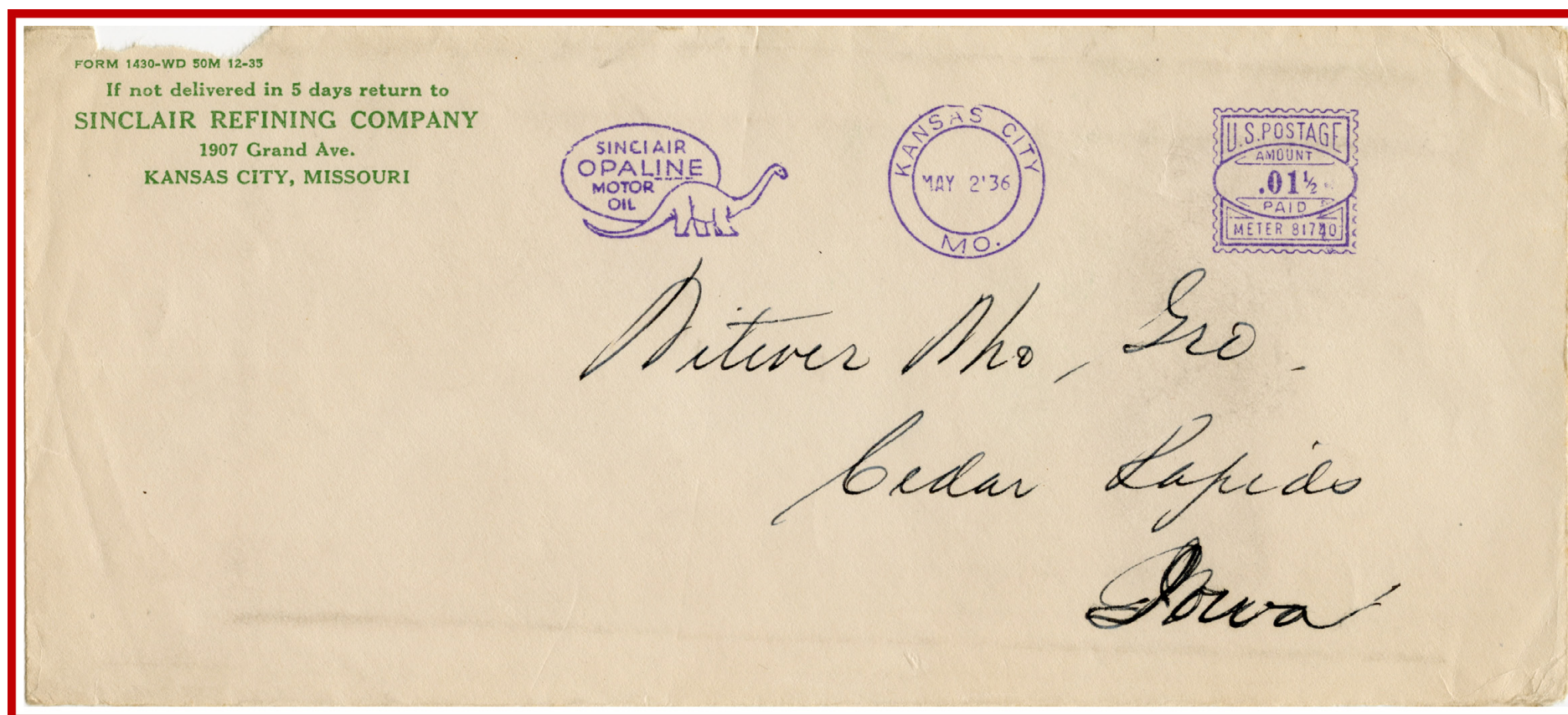


Kansas City, Missouri, 1 May 1936, 3 cents domestic letter rate
Earliest reported use

Kansas City, Missouri, 5 November 1937, 3 cents domestic letter rate
Latest reported use

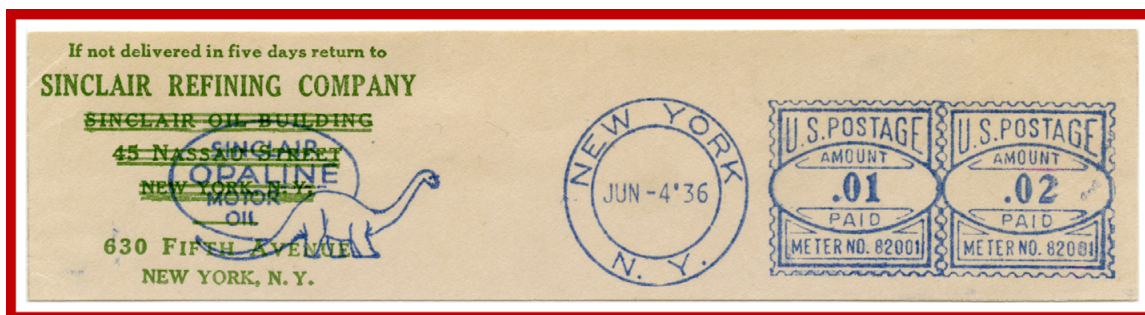
MAY 1936

PB 81740 (OPALINE)



Kansas City, Missouri, 2 May 1936, 1.5 cents domestic printed matter rate (2 oz)
Only reported example

JUNE 1936
PB 82001 (OPALINE)



New York, New York, 4 June 1936
3 cents domestic letter rate
Only reported example

NOVEMBER 1936 - MARCH 1939
PB 01027 (OPALINE)



New York, New York
14 November 1936
3 cents domestic letter rate
Earliest reported use

The colors of inks
used varied from red
to blue to green, even
for the same weight
and letter rates.



New York, New York
31 March 1939
3 cents domestic letter rate
Latest reported use

FEBRUARY - MAY 1938
PB 01144 (PENNSYLVANIA)



New York, New York, 2 February 1938, 3 cents domestic letter rate
Earliest reported use

New York, New York, 4 May 1938, 3 cents domestic letter rate
Latest reported use

SEPTEMBER 1938 - DECEMBER 1938
PB 01144 (OPALINE)



New York, New York, 21 September 1938
3 cents domestic letter rate
Earliest reported use

New York, New York, 9 December 1938, 3 cents domestic letter rate
Latest reported use

MAY 1938

PB 80893 (PENNSYLVANIA)



Kansas City, Missouri
 5 May 1938
 6 cents (2x) domestic letter rate
Only reported example

OCTOBER 1939 - JUNE 1941

PB 01712 (OPALINE)

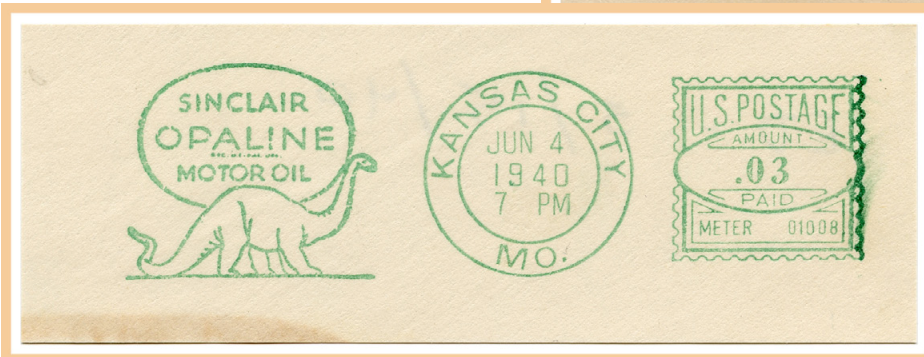


New York, New York
 17 October 1939
 3 cents domestic letter rate
Earliest reported use

JUNE - AUGUST 1940

PB 01008 (OPALINE)

Kansas City, Missouri
 15 July 1940
 3 cents domestic letter rate



Kansas City, Missouri
 15 July 1940
 3 cents domestic letter rate
Earliest reported use

NOVEMBER 1941 - MARCH 1942

PB 01712 (PENNSYLVANIA)



New York, New York, 8 December 1941, 3 cents domestic letter rate

President Roosevelt and the U.S. Congress declared war with Japan on this date

MARCH 1942

LAST KNOWN DAY OF USE

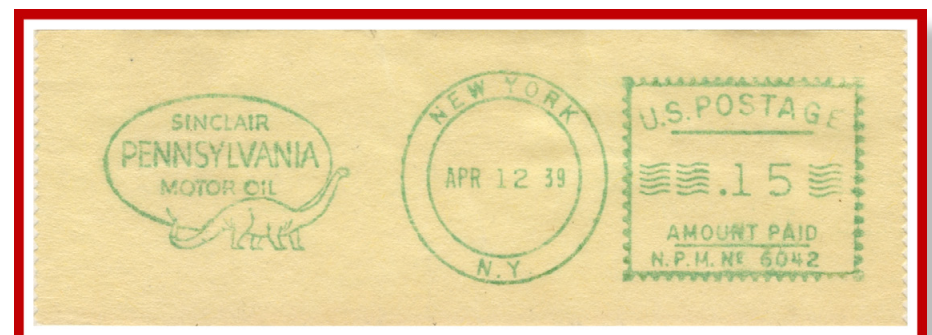


New York, N.Y., 2 March 1942, 3 cents domestic letter rate

Latest reported use for the initial indicia design

EPILOGUE

Atlantic Richfield acquired Sinclair Oil Co. in 1969 and the first 'Dino' the Sinclair dinosaur, like his Mesozoic counterpart, became extinct. Like fossils however, his original likeness is still found roaming the vast and dangerous wilds of philately. New designs were introduced in 1939 alongside the initial types until 1942. But, that's a story for a different day...



New York, N.Y., 12 April 1939, 15 cents (5x) domestic letter rate *Earliest reported use for the third indicia design*