



UNITED STATES
POSTAL SERVICE

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POSTAL NEWS

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GARDEN BOUQUET AND GARDEN BOTANICAL STAMPS PERFECT FINISH TO INVITATIONS, CARDS AND LETTERS

U.S. Postal Service to Dedicate 2004 Love Stamps in New York City

WASHINGTON – “You never get a second chance to make a first impression” – and that’s especially true for wedding invitations, announcements and other greetings of affection. The 2004 Love stamps – the 37-cent Garden Bouquet and 60-cent Garden Botanical – will be issued by the U.S. Postal Service at noon on March 4, at the American Stamp Dealer’s Association (ASDA) Postage Stamp Mega Event, Madison Square Garden, 4 Pennsylvania Plaza, New York, N.Y. The event is free and open to the public.



“The Garden Bouquet and Garden Botanical stamps remind us of the traditional bouquet toss that’s a treasured part of many wedding ceremonies,” said Charles E. Bravo, Vice President, Intelligent Mail and Address Quality for the U.S. Postal Service, who will dedicate the stamps. “The Postal Service is delighted to commemorate the beauty and tradition associated with the wedding bouquet through these new stamps.”

Joining Bravo at the ceremony will be Elizabeth C. Pope, President, American Stamp Dealer’s Association, and David E. Failor, Executive Director, Stamp Services, U.S. Postal Service.

The art for the 37-cent stamp – a bouquet of white lilacs and pink roses – is a reproduction of a chromolithograph probably printed in Germany circa 1880-1900. The artist and engraver are unknown. The 60-cent stamp – a botanical illustration of five varieties of simple pink roses – is a reproduction of a chromolithograph created from a drawing by English artist Anne Pratt. This drawing was one of hundreds appearing in a five-volume book of Pratt’s illustrations published in England between 1850-1866 and reprinted in England and New York between 1889 and 1900.

To see the Garden Bouquet and Garden Botanical stamps and other images from the 2004 Commemorative Stamp Program, visit the Postal Store at www.usps.com/shop and click on "Release Schedule" in the Collector's Corner.

Current U.S. stamps, as well as a free comprehensive catalog are available by toll-free phone order at 1 800 STAMP-24. A wide selection of stamps and other philatelic items are also available at the Postal Store (www.usps.com/shop), and www.postalartgallery.com offers beautifully framed prints of original stamp art for delivery straight to the home or office.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to more than 141 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$68 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 43 percent of the world's mail volume - some 202 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.

TECHNICAL DETAILS

Issue:	<i>Garden Bouquet</i>
Item Number:	673500
Denomination & Type of Issue:	37-cent Special
Format:	Single Sided Convertible Booklet of 20 (1 design)
Series:	<i>Love</i>
Issue Date & City:	March 4, 2004, New York, NY 10199
Designer:	Richard Sheaff, Scottsdale, AZ
Engraver:	N/A
Art Director:	Richard Sheaff, Scottsdale, AZ
Typographer:	Richard Sheaff, Scottsdale, AZ
Modeler:	Joseph Sheeran
Manufacturing Process:	Offset
Printer:	Ashton Potter USA Ltd. (APU)
Printed at:	Williamsville, NY
Press Type:	Mueller Martini, A76 Modified
Stamps per Booklet:	20
Print Quantity:	750 million stamps
Paper Type:	Pre-phosphored, Type I
Adhesive Type:	Pressure-sensitive
Processed at:	Ashton Potter USA Ltd. (APU)
Colors:	
Outside Cover:	Black, Cyan, Magenta, Yellow, PMS 563 C (Green)
Stamp:	Black, Cyan, Magenta, Yellow, PMS 563 C (Green)
Stamp Orientation:	Vertical
Image Area (w x h):	0.77 x 1.105 in./19.558 x 28.067 mm
Overall Size (w x h):	0.91 x 1.19 in./23.114 x 30.226 mm
Flat Booklet Size (w x h):	4.55 x 5.00 in./115.57 x 127.00 mm
Plate Size:	500 stamps per revolution
Plate Numbers:	"P" followed by five (5) single digits

Marginal Markings:

Stamp Side
Cover Side

“© 2003 USPS” • Plate Numbers • Peel here to fold •
Price • Barcode • Website • “© 2003 USPS” • USPS

Logo

Catalog Item Number(s):

673540 Convertible book of 20 — \$7.40
673561 First Day Cover — \$0.75

HOW TO ORDER THE FIRST DAY OF ISSUE POSTMARK

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local post office, by telephone at 1 800 STAMP-24, and at the Postal Store at www.usps.com. They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

GARDEN BOUQUET COMMEMORATIVE STAMP
POSTMASTER
421 EIGHTH AVE RM 2029B
NEW YORK NY 10199-9991

After applying the first day of issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by April 5, 2004.

TECHNICAL DETAILS

Issue:	<i>Garden Botanical</i>
Item Number:	566200
Denomination & Type of Issue:	60-cent commemorative
Format:	Pane of 20 (1 design)
Series:	<i>Love</i>
Issue Date & City:	March 4, New York, NY 10199
Designer:	Richard Sheaff, Scottsdale, AZ
Art Director:	Richard Sheaff, Scottsdale, AZ
Typographer:	Richard Sheaff, Scottsdale, AZ
Engraver:	Southern Graphics
Modeler:	Donald Woo
Manufacturing Process:	Gravure
Printer:	Sennett Security Products (SSP)
Printed at:	American Packaging Corporation, Columbus, WI
Press Type:	Rotomec 5, 3000
Stamps per Pane:	20
Print Quantity:	150 million stamps
Paper Type:	Prephosphored, type I
Adhesive Type:	Pressure-sensitive
Processed at:	Unique Binders, Fredericksburg, VA
Colors:	Magenta, Yellow, Cyan, Black, PMS 563 (Turquoise)
Stamp Orientation:	Vertical
Image Area (w x h):	0.76 x 1.04 in./19.30 x 26.41 mm
Overall Size (w x h):	091 x 1.19 in./23.11 x 30.22 mm
Full Pane Size (w x h):	5.46 x 5.8125 in./138.68 x 131.63 mm
Plate Size:	320 stamps per revolution
Plate Numbers:	“S” followed by five (5) single digits

Marginal Markings: "© 2003 USPS" • Price • Plate position diagram
Plate numbers (4 per pane) • 4 Barcodes on back
Catalog Item Number(s): 566220 Block of 4 — \$2.40
566230 Block of 10 — \$6.00
566240 Full Pane of 20 — \$12.00
566261 First Day Cover — \$0.98
566293 Full Pane w/FDC — \$12.98

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POSTMASTER
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