

FOR IMMEDIATE RELEASE
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Stamp News Release 04-054

JOHN WAYNE STAMP HITS THE TRAIL SEPT. 9

**U.S. Postal Service honors the “Duke” in
Legends of Hollywood Commemorative Stamp Series**

WASHINGTON — Legendary actor John Wayne will saddle up on a new 37-cent commemorative postage stamp for the U.S. Postal Service to be issued in Los Angeles on Thursday, Sept. 9. This newest entry in the popular Legends of Hollywood stamp series will be dedicated in a special ceremony at Grauman’s Chinese Theatre in Hollywood at 10 a.m. (PST). The event is free and open to the public.

“Courage, justice and rugged individualism; these are the iconic American traits that John Wayne brought to his roles and his life,” said Richard J. Strasser, Chief Financial Officer and Executive Vice President, U.S. Postal Service, the dedicating official for the event. “Now, his many fans can share his legacy through the newest stamp in our acclaimed Legends of Hollywood series.”

The only frontier in America where this stamp will be available on September 9 is at Grauman’s Chinese Theatre and all Los Angeles Post Offices. More than 100 million stamps will be available at Post Offices and philatelic centers nationwide September 10.

Born Marion Morrison in Winterset, IA, on May 26, 1907, Wayne was named after his grandfather, a Civil War veteran. When he was a boy, Wayne’s family moved to California.

While attending the University of Southern California on a football scholarship, Wayne landed a summer job at Fox studios working in the props department. It was there that he met director John Ford, who would play a key role in his future. John Wayne appeared in many of Ford’s classic films, including “Stagecoach,” the 1939 movie that made him a star.

John Wayne played many memorable characters: heroic soldiers and revered figures in history, as well as ordinary men with a deep loyalty to country and a strong commitment to justice. His films celebrate courage, patriotism and independence, characteristics that many Americans hold dear. In time, Wayne became a living legend, sparking the public imagination by portraying strong and fearless characters who act from their convictions.

Shortly before Wayne’s death on June 11, 1979, legislation was passed that authorized a special Congressional Gold Medal in his honor. The medal, presented posthumously to his family, is titled simply “John Wayne, American.”

John Wayne remains one of America’s most beloved celebrities. In November 2003 he once again commanded a top-ten spot in the annual Harris Poll asking Americans to name their favorite movie star.



No other deceased star has achieved such ranking since Harris began asking the question in 1993. In a 2001 Gallup Poll, Americans selected Wayne as their favorite movie star of all time.

Artist Drew Struzan based his painting for the stamp on a black-and-white publicity still of Wayne taken during the filming of “The Man Who Shot Liberty Valance” (1962). In that movie, Wayne portrayed rancher Tom Doniphon.

The selvaige art, also by Drew Struzan, depicts Wayne starring as Ethan Edwards in the classic film “The Searchers” (1956). The selvaige text reads: “John Wayne (1907-1979) played many memorable roles during his 50-year career, but he is perhaps best known for characters exhibiting the rugged individualism associated with the American cowboy. He won an Academy Award for his role as Rooster Cogburn, the one-eyed marshal in ‘True Grit’ (1969). In an effort to continue John Wayne’s fight against cancer, the John Wayne Foundation was established in his memory.”

To see the John Wayne stamp, visit the online Postal Store at www.usps.com/shop and click on “Release Schedule” in the Collector’s Corner.

Current U.S. stamps and stationery, as well as a free catalog, are available by toll-free phone order at 1-800-STAMP-24. In addition, a selection of stamps and other philatelic items is available at the online Postal Store at www.usps.com/shop. Custom-framed prints of original stamp art are available at www.postalartgallery.com.

The John Wayne stamp joins the Legends of Hollywood commemorative stamp series that also honors Marilyn Monroe (1995), James Dean (1996), Humphrey Bogart (1997), Alfred Hitchcock (1998), James Cagney (1999), Edward G. Robinson (2000), Lucille Ball (2001), Cary Grant (2002) and Audrey Hepburn (2003).

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 46 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.

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TECHNICAL DETAILS

Issue:	<i>John Wayne</i>
Item Number:	455700
Denomination & Type of Issue:	37-cent Commemorative
Format:	Pane of 20 (1 design)
Series:	<i>Legends of Hollywood</i>
Issue Date & City:	September 9, 2004, Los Angeles, CA 90052
Designer:	Derry Noyes, Washington, DC
Engraver:	Armotek Industries
Illustrator:	Drew Struzan, Pasadena, CA
Art Director:	Derry Noyes, Washington, DC
Typographer:	Derry Noyes, Washington, DC
Modeler:	Donald Woo
Manufacturing Process:	Gravure
Printer:	Sennett Security Products (SSP)
Printed at:	American Packaging Corporation, Columbus, WI

Press Type:	Rotomec, 3000
Stamps per Pane:	20
Print Quantity:	100 million stamps
Paper Type:	Phosphored tagged, Block
Adhesive Type:	Pressure-sensitive
Processed at:	Unique Binders, Fredericksburg, VA
Colors:	Magenta, Yellow, Cyan, Black, PMS 5435 (Gray), PMS 7463 (Dark Blue)
Stamp Orientation:	Vertical
Image Area (w x h):	0.84 x 1.41 in./21.34 x 35.81 mm
Overall Size (w x h):	0.99 x 1.56 in./25.15 x 39.62 mm
Pane Size (w x h):	8.57 x 7.208 in./217.68 x 183.08 mm
Plate Size:	120 stamps per revolution
Plate Numbers:	"S" followed by six (6) single digits
Marginal Markings:	© 2004 USPS • Plate numbers in four corners • Plate position diagram • Price • Two barcodes • Header "LEGENDS OF HOLLYWOOD" • Biographical text • "TENTH IN A SERIES" Copyright information on Warner Bros. Entertainment Inc., Paramount Pictures and Wayne Enterprises
Catalog Item Number(s):	455720 Block of 4 — \$1.48
	455730 Block of 10 — \$3.70
	455740 Full Pane of 20 — \$7.40
	455761 First Day Cover Single stamp — \$0.75
	455762 Full Pane First Day Cover — \$9.90
	455784 Press Sheet — \$44.40
	455793 Full Pane w/First Day Cover — \$8.15

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 Web site at www.usps.com/shop. 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:

JOHN WAYNE COMMEMORATIVE STAMP
 POSTMASTER
 7001 S CENTRAL AVE RM 338
 LOS ANGELES CA 90052-9991

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 October 8, 2004.

How to Order First Day Covers

Stamp Fulfillment Services also offers first day covers for new stamp issues and Postal Service stationery items postmarked with the official first day of issue cancellation. Each item has an individual catalog number and is offered in the quarterly *USA Philatelic* catalog. Customers may request a free catalog by calling 1-800-STAMP-24 or writing to:

INFORMATION FULFILLMENT
 DEPT 6270
 US POSTAL SERVICE
 PO BOX 219014
 KANSAS CITY MO 64121-9014

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