

Dino Indicia, the Initial Designs

1934 - 1942

Exhibit Scope

This exhibit focuses exclusively on the two initial indicia designs of 1934 used in Pitney Bowes (PB) postage meter machines leased by Sinclair Oil Company.

Historical Background (Subject Knowledge)

The Sinclair Refining 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 featured 'Dino' the Sinclair Dinosaur designs in postage meter indicia from 1934-1942.

Philatelic Knowledge

Care is taken to ensure proper descriptions to demonstrate knowledge of philately and includes information on devices, rates, rarity or other justified information as appropriate.

Condition and Rarity (Challenge)

Covers are selected for best condition, bearing in mind commercial mail is seldom pristine. Folds, creases, nicks, small tears or missing corners are indications of actual transit through the mail systems of the time and place. Metered mail was normally discarded after reading the content and surviving items are scarce.

Challenge for this area is high as a number of items are unique. Reproducing this exhibit would be extremely difficult as it contains key items matted on dark red.

Philatelic Research

This exhibit is the product of original research from 50+ years of collecting this material. The exhibitor maintains a census for Sinclair meter designs in which other collectors (internationally) participate.

Highlights (matted in dark red)

- Specimens of the two initial designs (pg 1)
- The earliest recorded example on commercial mail (pg 2)
- Only recorded example of meter number 01111 (pg 2)
- Only recorded example of meter number 81874 (pg 6)
- Only recorded example of meter number 81740 (pg 6)
- Only recorded example of meter number 12526 (pg 7)
- Only recorded example of meter number 12101 (pg 7)
- Only recorded example of meter number 81740 (pg 8)
- Only recorded example of meter number 82001 (pg 9)
- Only recorded example of meter number 80893 (pg 11)
- The latest recorded example on commercial mail (pg 12)

(Rarity is determined from census research of the exhibitor and three additional specialized collectors)



Literature References

Sinclair Dinosaur Postage Meters - Fran Adams, 2013, The Mesozoic Times.

(<https://mesozoictimes.wordpress.com/2013/11/13/sinclair-dinosaur-postage-meters-part-1/>)