
Plan For Better Cities: The 1967 Urban Planning Stamp and its First Day Covers

Exhibit Plan

Design, Publicity and Distribution

- Unadopted Designs
- Designer
- Press Photograph
- Press Releases
- Postal Bulletin
- Lobby Poster
- Warning Label

Stamp

- Plate and ZIP Blocks
- Production Anomalies

First Day Ceremony

- Ceremony Program

First Day Postmarks

First Day Covers

- AIP Theme
- Model Cities Program Theme
- Generic Urban Planning Theme
- Promotional
- Collector Made
- General Purpose
- Foreign Destinations

Postal Uses

- Domestic
- International

Conclusion

**Key items
in red borders**

FDC by Adam Bert on his distinctive 3-1/8" x 5-1/2" envelope. Bert (1905-2007) serviced his first FDC in 1923 and continued to do so into the 21st century.

As Americans worried about the declining state of their cities in the 1960s, the American Institute of Planners (AIP) gathered in Washington, D.C., October 1-6, 1967, for their 50th anniversary convention. The group was concerned about cities as well, and what they could do as a profession over the next fifty years to make cities viable places in which to live and prosper. Their conference theme was "The Next Fifty Years, 1967-2017: The Future Environment of a Democracy."

To raise awareness of urban revitalization efforts, the U.S. Post Office Department agreed to the AIP's request for a stamp. The stamp was designed by Mr. Francis Ferguson of Columbia University's School of Architecture, Division of Urban Planning. The stamp was printed by the Bureau of Engraving and Printing using a combination of lithography and intaglio in a quantity of 141,757,800.

The stamp was issued in Washington on the second day of the AIP conference. AIP Executive Director Robert L. Williams presided and Postmaster General Lawrence O'Brien gave the main address. 389,009 first day covers were serviced.

The *purpose of the exhibit* is to tell the story of the stamp with an emphasis on first day covers. *Mellone's Specialized Cachet Catalog of First Day Covers* (1985) lists 29 different cachets for the issue, all of which are presented here. However, many more cacheted FDCs for the stamp are now known, and numerous examples of these uncatalogued covers are presented here as well.

Key items include an autographed plate block signed by the designer and multiple original cachet artwork pieces. Not included in the exhibit, as they are not recorded: early release use on cover and unofficial city FDCs.



**FULL EXHIBIT
COMING SOON!**