

Kennedy Stamps.

Paymanubasing
Feb. - March 64

A



RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Raymond Loewy
Feb. March 64

(B)

According to phone call from Le Moyne Billings, this design was chosen by Mrs. Kennedy. We are to proof it in other colors; she suggested greys. She especially liked the expression of an JFK's face.

U.S. Postage is missing. Must be added.

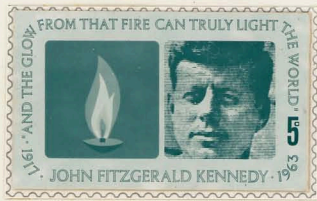
Watch letter spacing around the corners.

Message to Ray Hansen: by phone from P.S.

JFK liked blue best of all colors. When I designed the exterior of his aircraft, "AIR FORCE ONE" he asked me to replace the standard red markings for UNITED STATES OF AMERICA and especially the red trim by blue. Next visit to the WH I showed him five more designs based upon various shades of blue. He picked a medium cobalt blue.

Perhaps we should show Mrs K some samples based upon the same blue as the aircraft, besides greys.

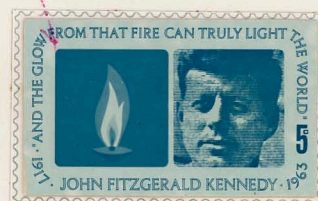
Corners too sharp.



1



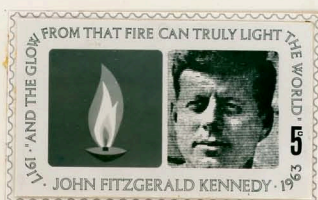
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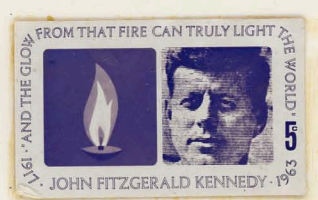
5



2



4



6

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Raymond Loewy
Feb. march 64

C



1



3



2



4

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Raymond Loewy
Feb. March 64



D



1



3



5



2



4

Raymond Loewy
Feb March 64

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E



For color see previous design (E)

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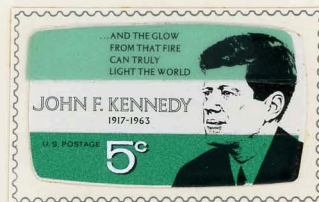


Raymond Loewy
Feb. march 64

F



1



3



2

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425 PARK AVE., NEW YORK CITY
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Raymond Loewy
Feb. March 64

G



1



3



2



4

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Raymond Loewy
Feb March 64



H



1



3



2



4

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N.Y. 22 U.S.A.

Raymond Loewy
Feb. march 64

1



1



3



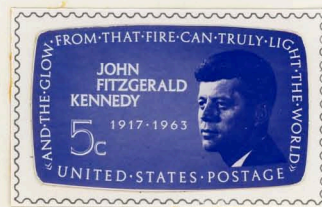
5



2



4



6

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425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.



Raymond Loewy
Feb. March 64

J



1



3



2



4



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425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Raymond Loewy
Feb. March 64

K



1



3



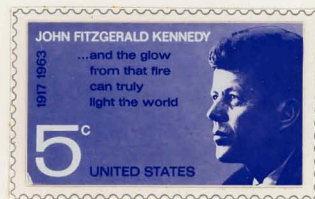
5



2



4



6

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Raymond Loewy
Feb. march 64

L



1



3



5



2



4

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WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.



Raymond Loewy
Feb. March 64

M



1



3



5



2



4

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WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.



Raymond Loewy
Feb. March 64

N



1



3



5



2



4

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425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.



Raymond Loewy
Feb. - March 64

0



1



3



2



4



Raymond Loewy

Feb. March 64

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

P



1



2



3

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.



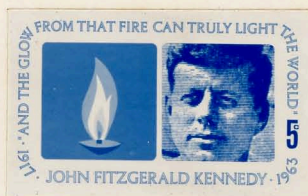
Raymond Loewy

Feb. March 64

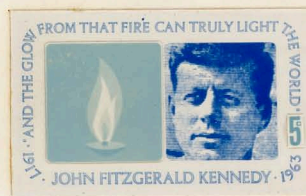
[Handwritten signature]

March 1964

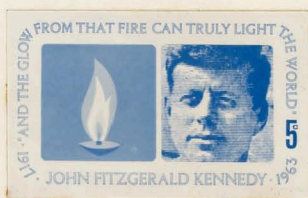
19



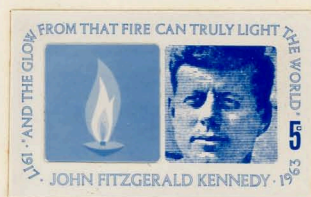
1



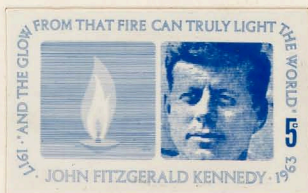
4



2

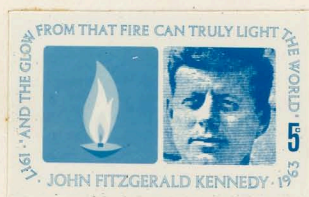


5

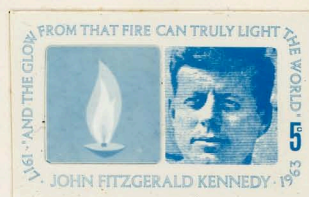


3

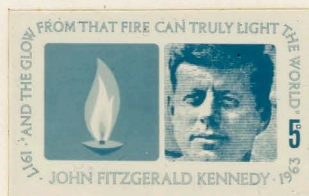
Fernandbaery
 march 1964



1



4

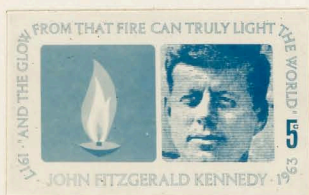


2

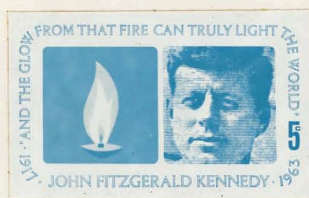


3

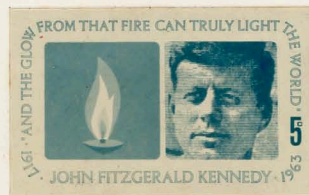
Feynman & Haas
march 1964



1

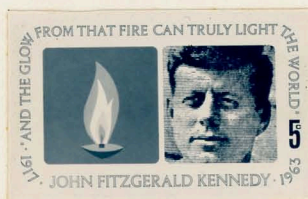


2

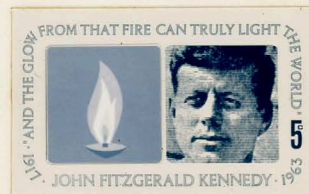


3

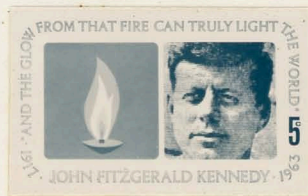
Raymond Baerney
march 1964



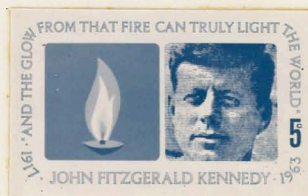
1



4



2



3

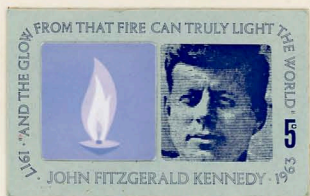
Raymond Baewy
 March 1964

Staff:

This is Jackie's choice.

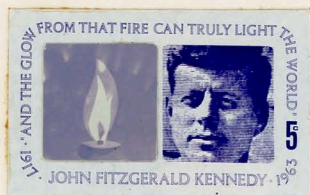
Let's try darker shades.

Show me first proofs. *JA*



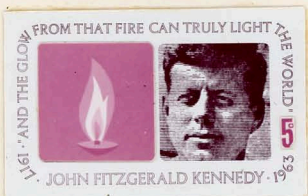
1

Try darker blue.



2

Darker blue grey
(Slate.)

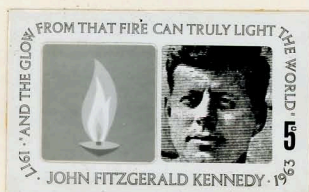


3

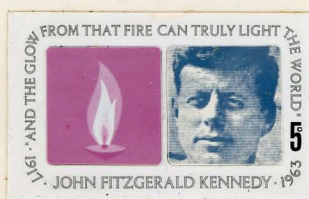


Try This.

Raymond A. Avery
march 1964



1



2

Raymond Breyer
march 1964

RF

Raymond Loewy / William Snaith INC.

425 PARK AVENUE, NEW YORK 22, NEW YORK

DESIGN
PLANNING
RESEARCH

good layout but there's a ghastly feeling.

watch out.

A

In all cases I suggest a facial look of alertness, of intense life, of youth.

in every design presented



all too sad.

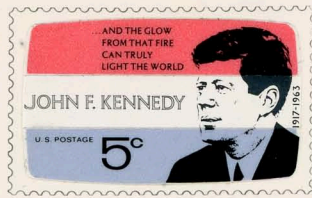
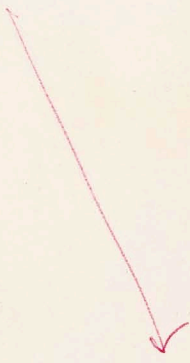
Use brilliant green
(Emerald green)

Raymond Loewy
Feb. 64

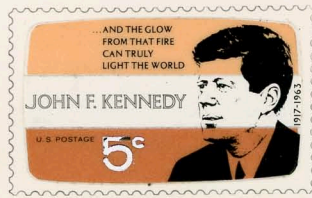
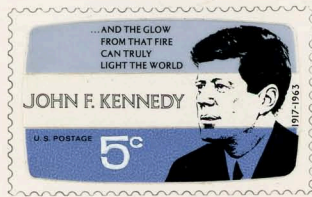
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WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Blue, white and red scheme a bit too obvious,

B



Too pink. Try another red.
(Viola)



Colors not too good.
Try greys. (Viola)

Raymond Loewy
Feb. 64

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

C

add quotation: "and the light from ... etc."



Face too sad.
Lacks life.



5c should be
pure white →



Try emerald green.



Raymond Loewy

Feb. 64

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

D

whiten 5c

Nose shape is not right.



add quotation.

add perforations



Face is too sad.

nose in't right.

Raymond Loewy

Feb. 64

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WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

E

a clean cut design, but no space
left for quotation. Mrs K insists on its inclusion.

Not a good color.
(Violet)

Red is too dark.



Raymond Loewy
Feb. 64

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425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Feb 64 F

Colors aren't good.



5c not legible enough.

Raymond Loewy
Feb 54

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425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

Good design. Two panels side by side.
Can be improved. (See H)

Flame is too fancy,
use simple flame



Quotation should be in larger letters.
try lettering like H.

Corner too angular



Grey too muddy.

Stars in background
are confusing.

Try one color only: grey.



Face too small
Wrong facial
expression.

Raymond Loewy
Feb. 64

H

Try this lettering as G

Face isn't right.

Type of lettering is good. To be retained.

Watch the spacing (Especially around the corners.)

lettering OK. in double line open face.

Try dividing ^{blue} center panel in two, as in G



(Then try quotation around the periphery)

Colors weak.



Divide in two panels as in G

Try in greys.



quotation not emphasized enough.

Raymond Loewy
Feb. 64

RAYMOND LOEWY
WILLIAM SNAITH INC.
425 PARK AVE., NEW YORK CITY
N.Y. 22 U.S.A.

I

Facial expression not right.

Top of head cut-off may be criticized.

(Remark of godfrey McHugh in Palm Springs.)



Raymond Loewy

Feb. 64

RAYMOND LOEWY
 WILLIAM SNAITH INC.
 425 PARK AVE., NEW YORK CITY
 N.Y. 22 U.S.A.



Office of the Postmaster General
Washington, D.C. 20260

January 17, 1964

Mr. Raymond Loewy
425 Park Avenue
New York, New York 10022

Dear Mr. Loewy:

Here is all of the material that we sent to Mrs. Kennedy on the proposed Kennedy memorial postage stamp. I am also attaching a letter that I sent to Mr. Stephen Smith which might be helpful to you.

Mrs. Kennedy indicated that she liked the general idea of the enclosed stamp design showing the eternal light and the phrase: "...And The Glow From That Fire Can Truly Light The World." Mrs. Kennedy also indicated to us that she thinks we should use the photograph of the late President which I have attached to the eternal light sketch.

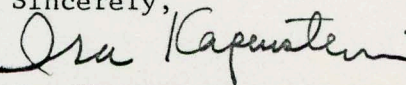
I am sure that the eternal light sketch can be improved while using the basic theme and I think this is what Mrs. Kennedy had in mind. Also, I know she would want to consider any other designs that you would propose.

I have not talked directly to Mrs. Kennedy but her feelings have been conveyed to me by Mr. LeMoyne Billings. Mrs. Kennedy has asked Mr. Billings to help her in this matter. You may want to talk personally to him about this.

Please call me whenever you need any assistance or any further information. As I mentioned on the phone, we are confidentially thinking in terms of issuing the stamp on President Kennedy's birthday, May 29, although this is not yet definite.

The Postmaster General very much appreciates your willingness to help us in this important effort to produce the best possible stamp in memory of our late President.

All of the sketches we are sending you must eventually be returned to us. They have philatelic value and I am responsible for them.

Sincerely,

Ira Kapenstein
Special Assistant to
the Postmaster General

POST OFFICE DEPARTMENT
SPECIAL ASSISTANT TO THE POSTMASTER GENERAL
WASHINGTON, D. C. 20260

December 3, 1963

Mr. Stephen Smith
c/o The Democratic National Committee
1730 K Street, N. W.
Washington, D. C. 20006

Dear Steve:

Enclosed are some possible designs for a stamp honoring President Kennedy, prepared by the artists at the Bureau of Engraving and Printing, which I mentioned in my letter of November 27. Mr. George Tames of the New York Times is sending to the Post Office Department, at our request, several pictures of President Kennedy for consideration by the family.

The enclosed designs have been prepared to illustrate both single and multi-color stamps. A portrait in natural color is not possible with our present methods of printing postage stamps. I am enclosing some of the recent stamp issues featuring portraits, printed in single and in multi-color. The designs enclosed are prepared for a stamp of the same size as the samples.

You will note that in some of the designs there are very rough sketches of President Kennedy. These would, of course, be replaced with an actual photograph of the President. The sketches are in the designs just to give an idea of what the stamp would look like.

After a design has been selected and approved by Mrs. Kennedy and members of the Kennedy family, it would require a minimum of seven weeks to engrave, print and distribute to post offices a single color stamp, and ten weeks for a multi-color stamp. Two to three weeks of this time is necessary for distribution to the field, and we consider it important that the stamp be available immediately in all post offices.

We would, of course, depend on Mrs. Kennedy and the family to select the date for issuance of the stamp, and the city where the dedication would be held.

When a stamp is scheduled for issuance, the Post Office Department normally follows the steps outlined herein:

1. Announcement that the stamp will be issued. (Post Office Department release No. 98 attached).
2. "Unveil" the stamp design, using a 14" x 22" color transparency of the stamp, with pictures of the Postmaster General and those interested in the stamp with the design released to the press. Television, radio and press coverage is invited and, on occasion, it has been arranged as a public ceremony in the Postmaster General's Reception Room, the White House, or other appropriate setting. A release announcing the design and the unveiling ceremony, with a glossy print of the design, is mailed to 1,500 newspapers and columnists.
3. A dedication ceremony is held on the day the stamp is first placed on sale. Invitations to the ceremony and programs, such as the enclosed, for the guests are prepared and distributed either by the Post Office Department or a private organization.

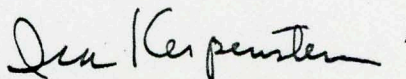
One city is selected for the first day sale and the post office prepares and cancels 500,000 or more "covers" requested by stamp collectors. Samples of these covers are also enclosed. The designs of the cachets on the left portion of the envelopes are manufactured and sold by private stationery firms.

4. After the first day sale at one post office, the stamp becomes available to the public at our 45,000 postal locations.

The Post Office Department is ready to do everything possible to assist Mrs. Kennedy and the family in carrying out their wishes in the issuance of a stamp in memory of the late President.

I am also enclosing a copy of my previous letter to you.

Sincerely,

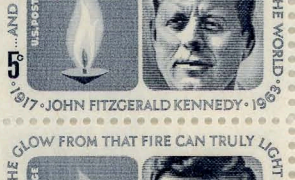
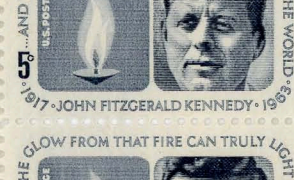
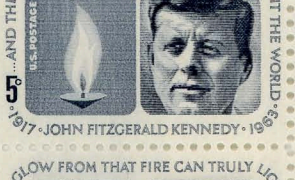


Ira Kapenstein

The design must be submitted in the size of $7 \frac{3}{16}$ by $4 \frac{3}{16}$ inches (five times actual size of the stamp). It must be centered on a piece of white illustration board, 11 by $8 \frac{1}{2}$ inches (horizontal).

As many as three colors may be used in the design. Black is considered a color. (The possible combinations are, therefore, black, black and one other color, black and two other colors, one color, two colors, three colors).

The design may be rendered in any medium, such as pencil, chalk, ink, water color, poster color and oil paint. However, only finished art work will be acceptable.



27800