

Synopsis

Twisted Caps – Twisted Mail

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After sorting a large lot of covers from an Ebay win, I found about 50 were from the Snapple Company regarding a something-for-nothing (postage only) send-in offer. An idea was born as I noticed it contained a marvelous selection of auxiliary markings and rates.

- A. Purpose of Exhibit** – To show the auxiliary markings and labels resulting from a Snapple promotion, requiring sending in a drink cap for a prize, and the problems it caused for the USPS. Also noted are the many USPS services used to mail the caps.
- B. Challenge Factor** – Hoping to have enough material to show examples of the expanding field of modern auxiliary markings, I was able to obtain several more key items upon contacting the seller a few days later. Dates range from October 2000 – January 2001.
- C. What is Presented** – The exhibit has three parts:
 - 1. Problems caused by the sender;
 - 2. Problems created for the USPS and the resulting handstamps and labels used; and
 - 3. USPS services used by the senders to get the caps to Maple Grove, Minnesota.
- D. Organization** - I used the idea of a made-up running letter from an USPS representative to the Snapple CEO as a way to describe the overall progress of the exhibit. I placed this in a box at the top of the page with the philatelic discussion at the bottom of the page. I tried to show as many different handstamps, labels and rates as possible. Because of the size of many of the covers, I used 11 x 17 inch pages.
- E. Material Highlights** – The cap mailed inside the Chiclet box was the item that sparked the exhibit. The excerpt from the Domestic Mail Manual taped on the cover on page 7-8 is most unusual. A number of the labels, including the yellow “Carrier: Leave if No Response” on the Express Mail Cover on page 15-16, are recent additions to the vast field of auxiliary markings.
- F. Informational Sources** – Auxiliary Marking Club Journal Vol. 1 #1 to Vol. 11 #4 edited by Anthony Wawrukiewicz.
AMC website is www.postal-markings.org

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Description:

An auxiliary marking exhibit that shows the problems that occur when a drink company offers a prize for mailing in a bottle cap.