

Aloha ... THE 80¢ DIAMOND HEAD STAMP OF 1951

EXACT INTENDED USE: Shipping Flowers and Plants by Air From Hawaiian Nurseries to U.S. Mainland

SUBJECT

Traditional exhibit of 80¢ stamp created to pay, with single stamp, air parcel post rate for grower to ship 1lb. of flowers to Zone 8 (>1800 miles).

CONCEPT

When Postmaster General Jesse Donaldson visited Hilo, Hawaii in Nov. 1951, an orchid grower requested an 80¢ stamp to facilitate shipping his flowers to the mainland.

DESIGN

Donaldson liked idea & he sketched design featuring Diamond Head. His sketch was not kept but BEP gave him 2 designs to choose from and he chose "Two Palms" design.

PRODUCTION

1st Day of Issue – March 24, 1952
(From March 26, 1952 thru 1960)
Total stamps Printed: 34.7 mil
Total stamps Sold: 18.9 mil
Total stamps Destroyed: 15.8 mil

USAGE

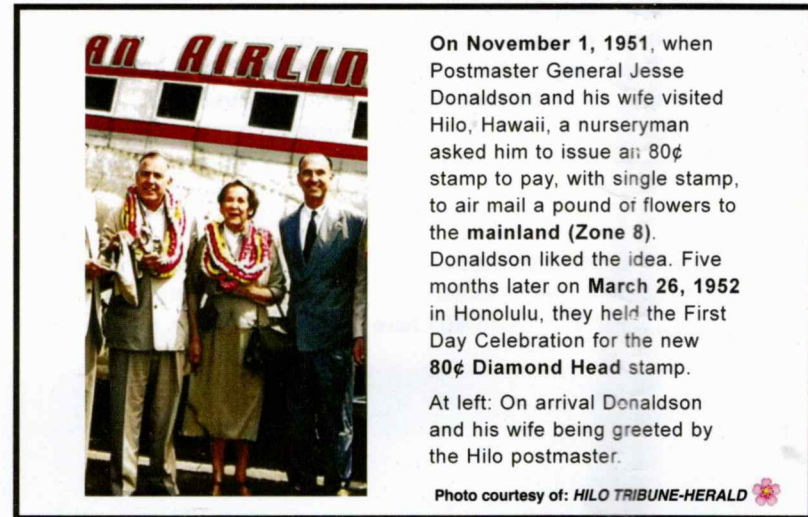
36 difficult to find Air Parcel Post items, including 4 of 5 known
Exact Intended Commercial Use.
(From March 26, 1952 thru 1960)

DIFFICULTY OF ACQUISITION

This expensive stamp was not used frivolously — it was primarily used on heavy parcels. The stamps were discarded. Exemplary usages are difficult to find.

IMPORTANCE

Only U.S. stamp created for a specific air parcel post rate.



On November 1, 1951, when Postmaster General Jesse Donaldson and his wife visited Hilo, Hawaii, a nurseryman asked him to issue an 80¢ stamp to pay, with single stamp, to air mail a pound of flowers to the mainland (Zone 8). Donaldson liked the idea. Five months later on March 26, 1952 in Honolulu, they held the First Day Celebration for the new 80¢ Diamond Head stamp.

At left: On arrival Donaldson and his wife being greeted by the Hilo postmaster.

Photo courtesy of: HILO TRIBUNE-HERALD

Three Keys to Understanding Exhibit

(See: Fm1/P2)

1. "Exact Intended Commercial Use"

Shipment of flowers or plants from Hawaii to mainland by commercial grower using 80¢ Diamond Head stamps for postage. **Proof of commercial use REQUIRES shipper's label to be saved along with stamps.**

2. "Almost Exact Use"

Shipment of flowers or plants to mainland using 80¢ Diamond Head stamps but without **label** from Hawaiian nursery.

3. Zone 8

Destinations of more than 1800 miles.

3 Plates Used for Diamond Head Stamp



Reserve Plate #24594 - One printing for 3% of stamps.

Exhibit

SUBJECT

- ★ Air Parcel Post
- Exact Intended Commercial Use
- ★ Almost Exact
- ★ Air Parcel Post
- To Zone 8.....
- ★ International
- Air Parcel Post

Forerunner

Concept & Design

Production

Production Issues

First Day Covers

Perfins & Precanceled

Non Air Parcel Post

Domestic

Int'l AO Rate

Int'l Mixed Use

Int'l SOLO Use

Late Usage

✿ = Origin

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