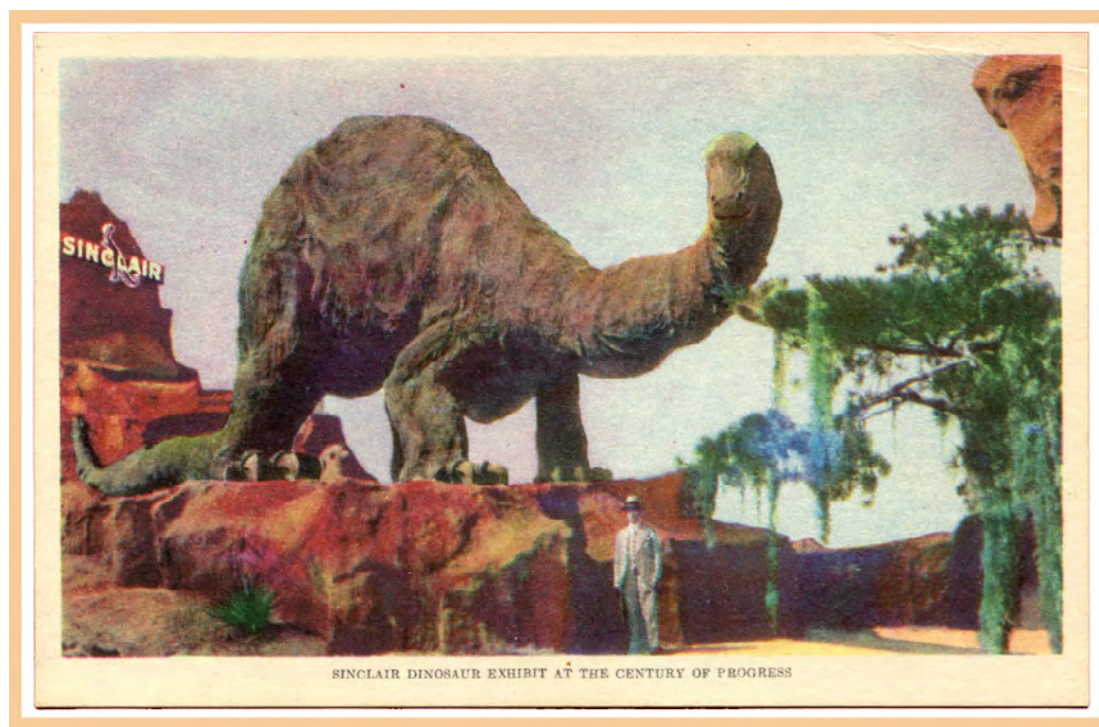


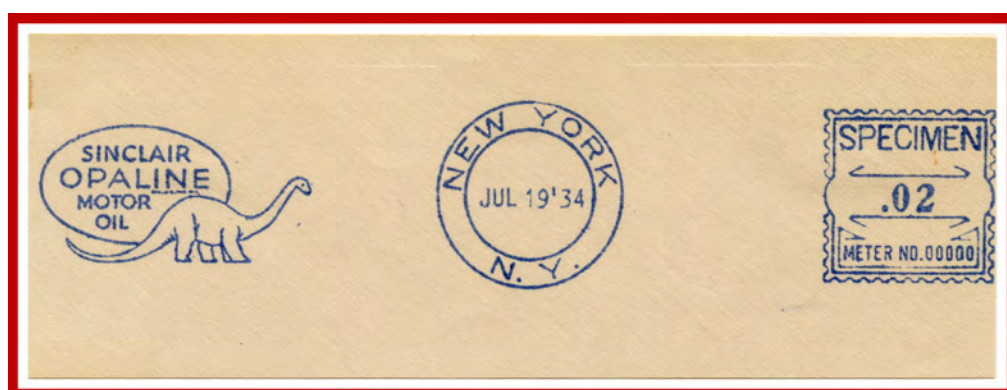
DINO INDICIA, THE INITIAL DESIGNS

The Sinclair Refining Company advertising department began using dinosaurs in 1930s advertisements as a symbol dramatizing the age and quality of crude oil Sinclair petroleum products were made from. When the 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 began. 'Dino' the Sinclair Dinosaur appeared on envelopes, letterhead and in postage meter machine indicia from 1934-1942.

The first Sinclair 'Dino' advertising design incorporated a small dinosaur image. Although the company's advertising department initially opted for the larger dinosaur image for appearances sake, the smaller dinosaur design was not abandoned and came into business use 11 months after the larger design.



*Deeptone linen Official Sinclair Refining Company post card
R.R. Donnelley & Sons Co, Chicago*



Small dinosaur design (horizontal neck and tail)
SPECIMEN



Large dinosaur design (vertical neck and tail)
SPECIMEN

Specimens were produced in small numbers.

EXHIBIT SCOPE AND DEVELOPMENT

This exhibit introduces the two initial indicia designs of 1934 used in Pitney Bowes (PB) postage meter machines leased by Sinclair Oil Company. The examples are arranged by known dates of use and then meter number.

RESEARCH

This exhibit is original research from 50+ years of collecting this material - the kid in me never went away.