

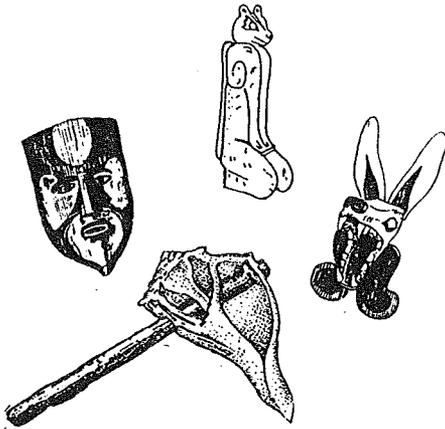
**Collier County
Stamp Club**

Presents

NAPLEX '96

Naples Depot
1051 Fifth Avenue South

March 16 & 17, 1996



*Honoring
the*
**100th Anniversary
The Key Marco
Expedition**

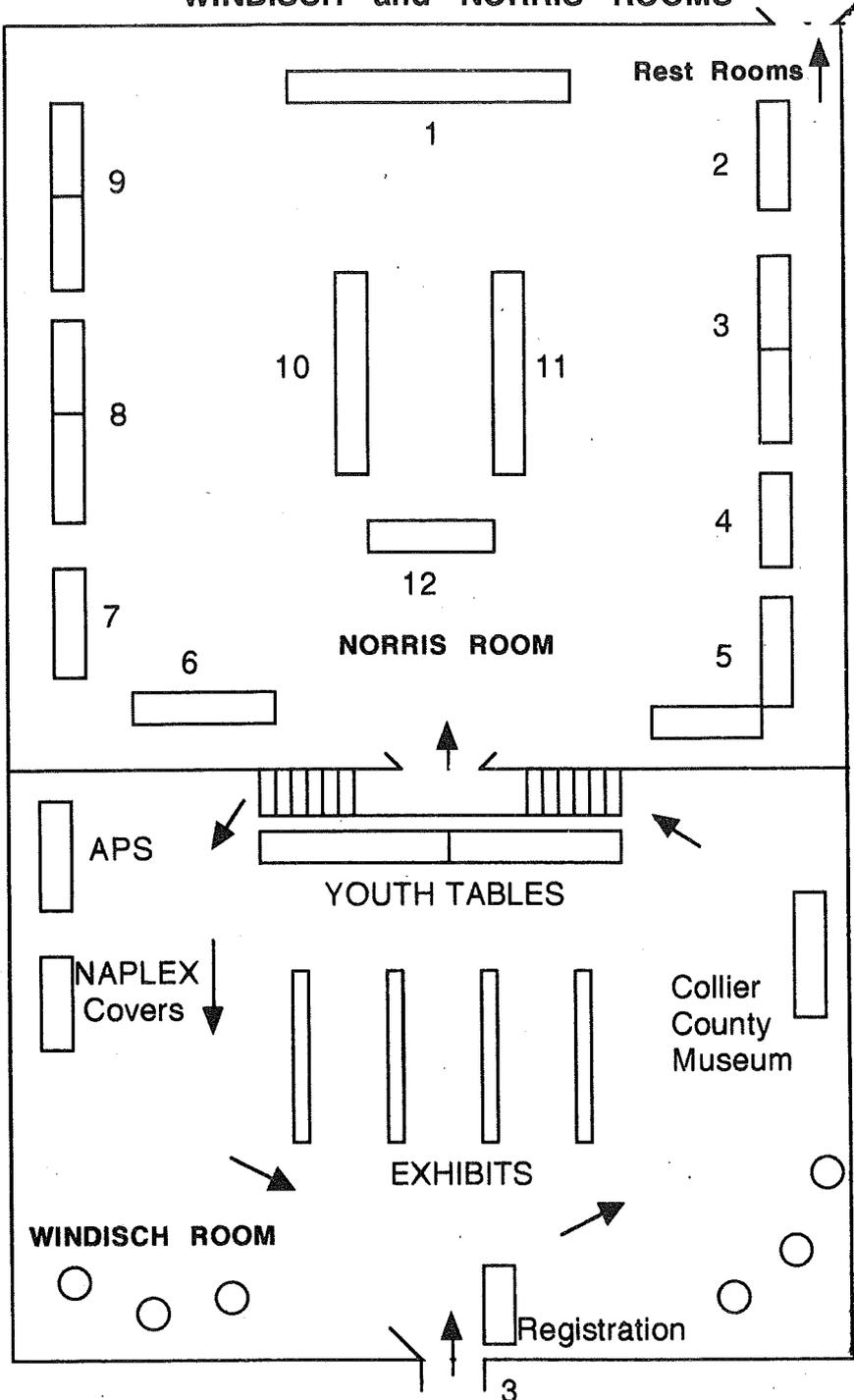
BOURSE DEALERS and UNITED STATES POSTAL SERVICE

TABLE

ORGANIZATION

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10. J.C.STAMP & COIN
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11. JERRY SIEGEL
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12. STANTON STAMPS
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FLOOR PLAN WINDISCH and NORRIS ROOMS



THE 1996 SPECIAL POSTMARK

The pictorial cancellation, seen below, depicting the Key Marco Cat was arranged for through the generous cooperation of Postmaster Mike Kigan and the U.S. Postal Service.



100th ANNIVERSARY The Key Marco

EXPEDITION

1896 - 1996

NAPLEX STATION - MAR.16, 1996
NAPLES, FL. 33940

The design shows the Marco Cat, a diety of the Calusa Indians discovered during the Cushing Expedition 100 years ago this year. The Cat, on loan from the Smithsonian Museum, may be seen at the Collier County Museum until May.

The Postmark Cancel will be applied to all mail that is deposited at the NAPLEX Show Special Postal Station on March 16 & 17, 1996. After that, the cancel is destroyed by the USPS, and not used again.

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The U.S. Postal Service 'NAPLEX STATION' provides an opportunity for collectors and the public to purchase older commemorative stamps and other postal material not always available.

The New Naples Post Office 'Postal Store', located at the Main Post Office on Goodlette Road, is one of a few in Florida with special services for collectors, and stocking new issues as they are issued. Ask for the Philatelic Clerk, Yvonne Kelly.

Most 'new issues' are on display and available the day after the First Day sale date. Many other special philatelic item such as 'Year Sets', and special publications are also on display.

THE CALUSA INDIANS, THE KEY MARCO CAT, and THE CUSHING EXPEDITION*

The 'Key Marco Cat' discovered 100 years ago in a 'dig on Marco Island, Florida. It is thought to be an 'animal-human diety' of the Calusa Indians who were native to the South-West coast of Florida at that time.

The Cat is estimated to be over 600 years old and was among the 'relic rich' finds of the Cushing expedition in 1896. The Cat, along with several masks, shell implements and pottery shards are in the custody of several museums. They are presently on loan until May of this year in the Collier County Museum.

The Calusa Indians, now an extinct tribe, inhabited the area before the time of the early Spanish explorer, Ponce de Leon in 1513 . He was friendly with the indians at first, however, some time later the Calusas and the Spaniards ended up at odds with each other.

One can presume the Spaniards were looking for gold as well as the 'fountain of youth' and found neither. Ponce de Leon was wounded in an engagement in the Charlotte Harbor area, and later succumbed to the wounds.

Ultimately, the Spaniards brought to these shores foreign illnesses, for which the Indians had no defensive immunity. Eventually, the Calusa tribe disappeared around the beginning of the eighteenth century.

In 1895, Frank H. Cushing, an archeologist with the Smithsonian, came to the Marco Island area as the result of curiosity about recovered artifacts, made by Captain W. D. Collier and British Colonel Dunford.

As a result, Cushing launched a preliminary expedition coming to Jacksonville, Florida by steamboat, by rail and horse to Punta Gorda and by rented sloop to Key Marco. After a short stay, he returned to Washington with plans to return in February of 1896.

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THE EXHIBITS

The exhibits by members of the Collier County Stamp Club, generally fall into three categories.

OPEN CLASS: Any philatelic subject, theme or collection.

TOPICAL CLASS: An exhibit about specific topic, such as, flowers, ships, persons, or a profession or historical event.

POSTAL HISTORY: An exhibit dealing with an operation of the postal system, in any time frame, old or modern.

NON-COMPETATIVE: An exhibit entered for its philatelic interest, but not eligible for any awards.

The categories are judged on the basis of excellence as to presentation, research, and material.

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THE AWARDS

Blue Ribbons: are awarded for excellence in presentation and material.

Red Ribbons: are awarded in recognition of fine material and presentation.

LINZ AWARD: A plaque may be presented for the Best of Show' Exhibit

BOGG AWARD: A plaque may be presented for the 'Reserve - Best of Show' Exhibit.

THE COLLIER COUNTY STAMP CLUB

You are cordially invited to attend the monthly meetings of the Collier County Stamp Club.

The club's purpose is to promote an interest in philately for young and old, novice, or advanced collector. Meetings generally consist of a short business meeting, a speaker, or general program and an auction.

The club meets monthly on the 4th Thursday of the month at the First National Bank at 900 Goodlette Rd., south of the main U.S. Postoffice. In November and December the club meets on a different date and location because of the Holidays.

Meetings begin at 7:30 PM. and may feature talks by members of the club, guest speakers, philatelic slide shows, trading, an auction or other programs of interest.

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For further information contact:

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Carlos Park, Fl., 33912 Tel: 1 (813) 267-1728

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Village Falls Professional Center
4987 Tamiami Trail East, Naples, Fl., 33962
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Having gathered financial support and and the loan of a fishing schooner, 'Silver Spray', the 'Pepper- Hearst Expedition' headed by Dr. Cushing, started work in the 'muck-hole' on Marco Island. Dispite flooding of the area, by May, 70 containers of material were ready for shipment.

Cushing died before he could analyze and preserve the material. The artifacts were subsequently divided between the University of Pennsylvania, the Smithsonian, the Museum of the American Indian, and the Florida Museum of Natural History at Gainesville.

As recent as 1963 and 1995, work has continued to develop information about the Calusa. Volunteers from the Southwest Florida Archeological Society and the Marco Chapter of the Collier County Historical Society have continued to carry on the work.

The Calusa heirarchical society was a Chiefdom, with a hereditary ruler. Their life was based controlling the rest of the region, holding tribes in vassalage and exacting tribute.

Their economy was based on fishing as opposed to agriculture. Their artistry is shown in tools made from the material at hand, shell, bone, antlers, wood and fibers. Their food came from the abundance of the sea, and small game, mammals, reptiles and birds.

A great range of dates can be found among the materials found in the digs. They range from the first century A.D., to Glades periods, 750 AD - 1513.

For further information, visit the Collier County Museum exhibit and review the publications available there.

* Material abstracted and summarized from "The Key Marco Expedition Centenary Exhibit, 1886-1996 booklet available at the Collier County Museum.

SEE YOU AGAIN NEXT YEAR