

Is it a stamp?

It looks like a stamp. It has perforations like a stamp, and adhesive on the back. It was beautifully engraved and printed by the American Bank Note Company, one of the foremost security printing firms in the US. EKKO Radio Stamps were produced and in much the same way as double sized American stamp issues of the time ...

But, In the world of Philately, it is considered a Cinderella.

A Cinderella is often defined as anything that looks like a stamp, but was not issued by a Post Office or Government for Mail or Revenue purposes. Regardless of being a Cinderella, EKKO Radio Stamps are beautiful stamps with a very interesting story.

Early in the 1920s Broadcast Radio was becoming the prominent media for news and entertainment. And Stamp Collecting was a prominent hobby. And so

EKKO Radio Verification Stamps

In 1924 The EKKO Company of Chicago came up with the concept of Radio Verification Stamps. They contracted with the American Bank Note Company to design and produce the stamps. The U.S. stamp depicted an Eagle between two radio transmission towers. Cuba and Mexico have the same Eagle design. The Canadian stamps show a beaver gnawing on a tree.

How to get an EKKO Stamp

Radio listeners would write to a Radio Station and let them know that their Broadcast was heard, when and where on the dial...Plus send in 10cents to cover postage. In return, the listener would usually receive a thank-you, And an EKKO Verified Radio Reception Stamp.

Through this process, the Radio Stations also acquired valuable data on who, where, when and what people were listening to and then could use that information for programing and advertising development.

The EKKO Stamp Albums

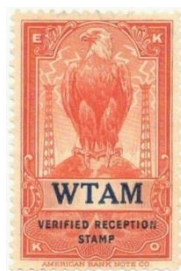
The album pages were sorted by states and radio station call letters. It had 650 labeled radio stations and blanks for future stations. The album included the U.S. Mexico, Canada and Cuba with a listing of the broadcast station call letters and wavelengths. It had an attractive map on the inside cover and a log area to jot down notes about dial setting and times of reception. 'Proof of Reception' request cards were also furnished with the albums. The albums were sold for \$1.75

EKKO Stamp collecting was popular from 1924 until the Depression when a Dime was a lot of money, briefly picking again during WWII but did not last much beyond that.

There were several other companies who made Reception Stamps or Tokens, as well as stations who had their own distinctive stamps produced privately, but EKKO was the innovator.



US (K Calls)



US (W Calls)



Cuba



Mexico



Canada