

Colorano “Silk” First Day Covers

Ray Novak



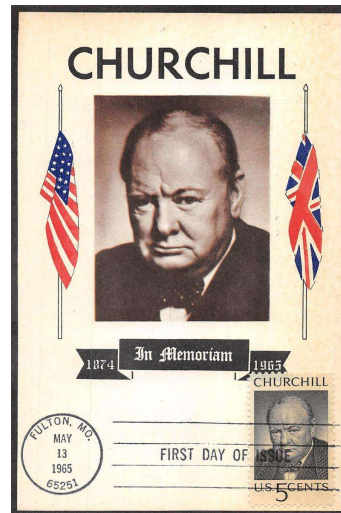
- He invented the name Coloranō as a combination of “Color Ray Novak” But nobody pronounced it properly so he accepted what was being said.

The Beginning

- Ray Novak began making covers with Stahle in 1958



- In 1965, he began producing non-silk maxi cards (#1264)

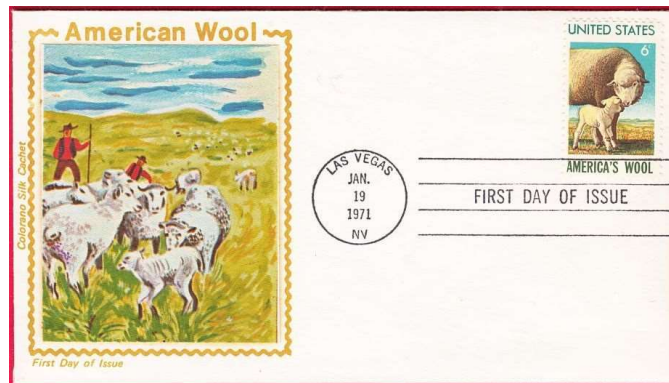


Origin of “Silk”

- In 1971, he saw covers from the French firm, Ceres, with a printed fabric label and decided that was what he wanted
- In the beginning he hired firms to print the fabric label for him and he attached the label to the covers
- First “Silk” was Scott #1423 (American Wool)
- First “Silk” maxi card was Scott #1425 (Giving Blood)

The Beginning of Colorano Silk

- First “Silk” was Scott #1423 - American Wool
- First “Silk” maxi card was #1425 - Giving Blood



The Production Process

- The covers are called "silk" because the cachet is made by a printing process of placing the subject matter on a pre-gummed finely woven fiber square of cloth, much like the old silk screen printing method. Thus the term "silk"
- Other cover producers produce similar work: Zaso, Western Silk among others

Colorano Silk

- The covers were an immediate hit
- He produced Colorano Silk covers from 1971(#1423 Wool) to 1995
- Along the way, he produced covers for:
 - National Organization of Women
 - Masonic Organizations
 - American Black Heritage Society
 - R&R First Day Covers Club (Robert Driscoll) – a subscription service
 - [Show R&R book](#)
- Prices for early covers escalated

Many Topics

- Event Covers
- “Back of Book” Covers
- Canada
- Great Britain
- Trust Territories (Marshall Islands, Palau Islands, Micronesia Islands, etc.)
- Channel Islands (Guernsey, Isle of Man, Jersey, etc.)
- Dual Issue Canada/Other Country
- Ducks
- United Nations
- Souvenir Cards
- Maxi Cards
- Plate Numbers and PNC's

Regrets

- Ray regretted that he unwittingly prepared two add-on cachets which pre-date his first Colorano Silk Cachet. One of these, the Project Mercury cachet #1193, was done for the Kenmore Stamp Co. in 1975. The other, the Moonlanding stamp (# C76), was prepared for himself in 1974. In Ray's words, "I am sorry I did both. In fact we are sitting on 3000 more of the Mercury First Day Covers without cachets that we are not going to be doing. It is very confusing to the Colorano collector. If we started in 1971 how can we have an earlier cover? It is a practice that will not be done in the future.' "

National Organization of Women Judith Kaplan

- Judith Kaplan, a noted Feminist, had been making covers as a fund raising project for NOW



- A chance gift of a Susan B. Anthony cover for Scott 784 started a first day cover empire, the inspirational Women's History Series for NOW-NY, of over 170 FDC's spanning five years

Judith Kaplan

- Beginning with the 14th issue in the NOW series, Judy contracted with Ray Novak in 1977
- Much more information about Judith on the Knottywood Treasures website (alas, the site has been closed)
- [Show NOW listing](#)



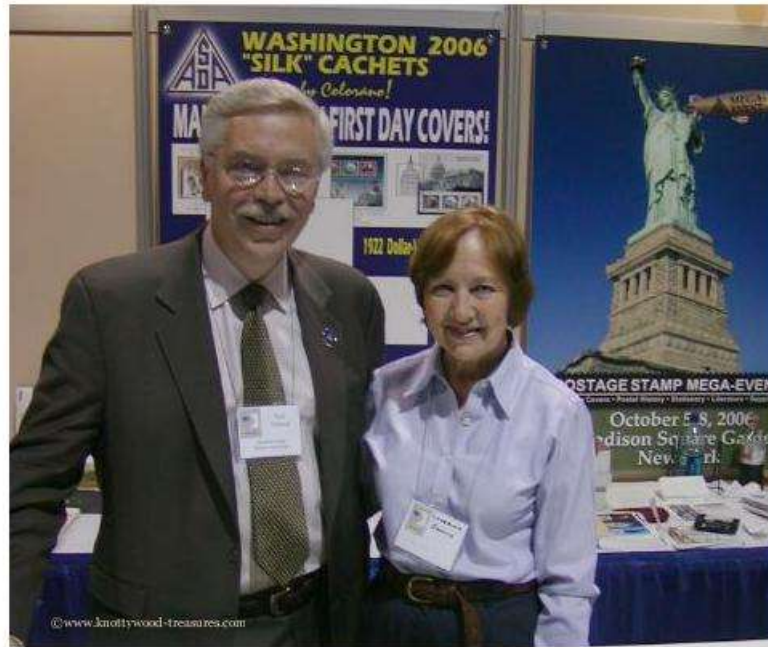
Genealogy

- The Colorano Genealogy:

Producer	Start	End	Years	First	Note
Ray Novak	1971	1995	25	#1423 Wool #1425 Blood	Covers Maxicards
Paul Schmid	1995	2010	16	#2967 Marilyn	Sold to Jim Roselle
Jim Roselle	2011	2015	5	#4492 Rabbit	Sold website and inventory to Mystic 2/14/2016
Mystic	2016	2016	0	none	Had no plans to produce covers
Dr. David Dresdner	2016		3	#5031 Snowflakes	Dr. Dresdner owns the trademark and continues production

Paul Schmid

- Paul produced the covers from 1995 to 2010



Paul and Lorraine Schmid, owners of Colorano.

Dr. David Dresdner

- Dr. Dresdner was offered the Colorano business in 2016, but he declined because of the less-than-desirable inventory of 200k covers
- Mystic purchased and continues to own the Colorano website (www.colorano.com -> www.mysticstamp.com) and a large inventory but not the trademark
- Mystic never produced any covers (and never intended to do so)
- Dr. Dresdner purchased the trademark from Roselle in 2016, and Colorano cover production continues
- First issue was #5031 Snowflakes (2015)
- He produces fewer than 50 of any particular issue

Dr. David Dresdner

- Lives in Florida
- Produces his own labels
- Also does contract work to produce the “Silk” covers for customers
- Had considered buying Knottywood, but has not done that yet

Inventory

- Mystic has a large inventory of Colorano covers (KT website no longer active)
- Rex did not list R&R – he did not consider those covers valid Colorano covers (maybe like ArtCraft and PCS...)
- [Show Colorano Catalog](#)

Show 'n' Tell

- Colorano covers, with segmentation based on the producer.
- R&R, NOW, Bicentennial, Masonic covers and more
- Freebies