

How Peter McClure became "*Cuv Evanson*"

It all began in 1999 when I bought my first personal computer.

I went to Best Buy and brought home a IBM package deal, PC, printer and scanner. A few hours later I was an AOL dial-up customer.

Since 1990 I had been making FDC's for my collection. In 1995 I became a registered dealer with SFS and started sending in 50 covers for each issue.

Well, soon the covers began to pile up in my apartment. So, I decided to sell some duplicates on eBay. When I signed up for eBay it was suggested that a "*handle name*" be used on the site to protect privacy. Without much thought, I typed in *cuv evanson*.

The origins of that name go back to the 1950's in a small Iowa town where my father was a John Deere farm equipment dealer. My grandfather started selling John Deere tractors in 1925. Farmers would trade in horses on a new green 2 cylinder tractor forever known as a "*Popping Johnny*". It put food on our table for the next 50 years.

During Spring planting season and Fall harvest season my father was on call 24/7 with his farmer customers should they need a repair part when the dealership was closed. Planting and picking the Iowa corn crop goes on from early morning to late into the night. When a farmer needs a repair part at eight o'clock at night he calls the man who sold him the equipment. Then he sends his wife or son in to town to get the part. My father always would go to the store and provide the part.

We only had one land-line phone in our house in the 50's and 60's. And Mom and Dad were the only ones who answered it when it rang. However, as children my sister and I would ALWAYS ask when the phone rang ... "*who was that daddy?*"

When he was asked, my father always answered ... "*It was Cuv Evanson*"

Of course, it was a name he made up. But, it always worked with my sister and I because we heard it so often we never asked any more questions of my father. Which is just what my father wanted ... no more questions. The man was a genius.

Later on, my sister and I caught on to the "*Cuv Evanson*" joke. In our teens when we finally were allowed to answer the phone and we didn't want to tell Mom or Dad who we were on the phone with ... we'd just answer "*Cuv Evanson*" when asked.

In 1999 "*Cuv Evanson Cachets*" appeared on my covers as CEC.

My father died in 1989 ten years before I was on eBay and began using his "*Faux Nom*". I'd like to think if he were around today to hear the story; it would put a smile on his face.

Peter R McClure
August 2013