

ALL MEMBERS ... Please fill out and return this form before 12/31/13!!!
Membership renewals not postmarked by December 31, 2013 – add \$4.00 late fee to your payment.

2014 PNC³ MEMBERSHIP UPDATE FORM

Name _____ PNC³ Number: _____

Address: _____ () Check if new address

City: _____ State/Prov: _____ Zip/PostalCode: _____

Country: _____ e-mail address for *Coil Line* _____

Day Phone: (_____) _____ Evening Phone: (_____) _____

	<u>Regular Member</u>	<u>Life Member</u>
USA – Annual Dues with Electronic Full Color Coil Line	___ \$16.00	___ Included
USA – Annual Dues with Bulk Mailing of Coil Line	___ \$30.00	___ \$14.00
USA – Annual Dues with First Class Mailing of Coil Line	___ \$38.00	___ \$22.00
Worldwide: Annual Dues with Electronic Full Color Coil Line	___ \$16.00	___ Included
Worldwide: Annual Dues with Surface Mailing Coil Line	___ \$43.00	___ \$27.00
Membership Pins with PNC ³ Logo available (postpaid)	___ add \$5 USA, \$7 Worldwide	

Please remit by check or money order payable (in US funds) to: PNC3

Mail Renewal Form and Remittance to: John Himes, PNC³ Treasurer
 PO Box 453
 Cypress, CA 90630-0453

Please do NOT send payment for more than one year, as the dues structure might change next year.

For Club Use: Date Received: _____ Amount: _____ By: _____

In accordance with the PNC³ bylaws (ARTICLE II, SECTION 3c), **Life Membership** may be requested by any individual member in good standing who has been a member for ten continuous years and who submits a fee equal to ten times the current annual dues. Any member whose membership number is **1787 or lower** will have the necessary ten years of membership as of January 1, 2014.

This Life Membership fee pays for membership and includes Electronic delivery of COIL LINE. Life Members desiring Bulk or First Class mailing AND those with foreign mailing addresses will have to **annually** remit to the Club Treasurer the additional amount then in effect for mailing. See chart above. Life Membership fees are not refundable.

If you wish to apply for Life Membership, please complete the name and address information at the top of this form, along with the items below, and submit the form to the Treasurer along with the Life Membership fee which is 10 times a member's current annual dues.

Date of Birth: _____ Signature of Life Member Applicant: _____



Coil Line

Journal of the PNC³ www.pnc3.org
Plate Number Coil Collectors Club
 American Philatelic Society Affiliate # 185

December 2013
 Vol. 26, No. 12
 Whole No. 306

Unusual "courtesy"
 of a plate #
 strip of 4...

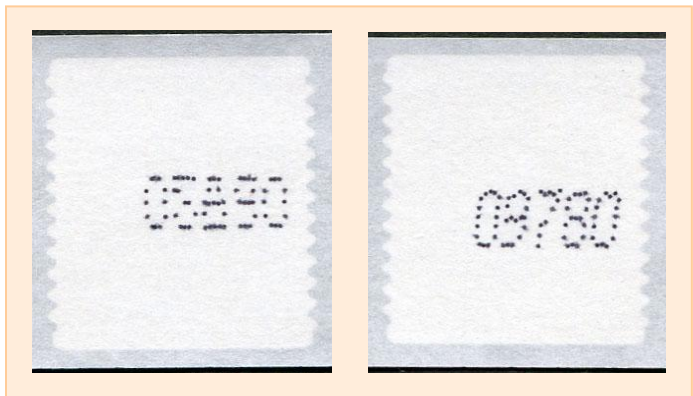
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A little revealed,
 or a lot...
 page 149



Unexpected
 different
 backnumbers...
 page 149



Something
 shifty...

page 150



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 PNC³ Regional Meeting
Arizona Philatelic Exhibition
 February 14, 2014... page 151

Coil Line

Journal of the Plate Number
Coil Collectors Club (PNC³)

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ecoilline@comcast.net



Scott #2258 plate # 1
(issued October 29, 1988 – last of
the “25-year olds” as of this year)

PNC³ Contacts

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email: webmaster@pnc3.org

(For Coil Line-related matters, please
consult column at left for appropriate contact.)

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Advertising Rates (one-time)

Full Page	\$ 100.00	Eighth Page	\$ 20.00
Half Page	\$ 80.00	Business Card	\$ 20.00
Third Page	\$ 65.00	Back Cover	Add \$ 50.00
Quarter Page	\$ 45.00	Inside Cover	Add \$ 25.00
Sixth Page	\$ 35.00	Color, full page	Add \$ 100.00

(For Color Ads, Electronic Version only, Add \$25.00)

A check or money order, made out to **PNC³**, must accompany camera ready ad. Advertising copy must be submitted by the 1st of the previous month prior to the publication date. Please send all copy to Ronald Blanks, Coil Line Editor, PO Box 9282, Chesapeake, VA 23321.

The Classified Ad rates are six cents a word per issue, with a minimum of \$3.00 per individual ad. (Two 50-word ads per year per member are available at no charge. There is a 10¢ a word charge for words over 50.)

All material, including articles submitted, will be edited and formatted for inclusion in **Coil Line**, and must be received by the 1st of the month prior to publication.

Coil Line reserves the right to edit copy as necessary.

Coil Line is published monthly and as a member benefit is sent electronically with annual dues of \$16.00. Printed version of **Coil Line** is also available. To U.S. addresses, to receive printed version add \$14.00 for Bulk Mailing; add \$22.00 for First Class Mailing. To Non-USA addresses, add \$27.00 for mailing. Past issues of **Coil Line** available at \$2.50 per copy (quantities limited).

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All content matters, letters to the Editor, and advertising questions should be sent to **Coil Line**, c/o Ronald Blanks, PO Box 9282, Chesapeake, VA 23321. Phone 757-478-8719; email: coillineeditor@yahoo.com.
For mail delivery problems, contact the mailer below.

Postal mailings prepared by: Brian Snippen, PO Box 5542, Albuquerque, New Mexico 87185-5542. Email: bsnippen@comcast.net. Phone: 505-404-1624. Mailed from Zip Code 87185 on or near November 27, 2013.

President's Message

Welcome!



from the PNC³ president ...

There's a treat in store, from a kindred philatelic organization, for PNC collectors and "Flag over Porch" specialists. If you are also a member of the United States Stamp Society (USSS), you've probably already seen the November issue of *The United States Specialist*. If not, you might try to look at a friend's copy, as there's a terrific article by PNC³ member Richard Nazar called (in abbreviated form) "Die Cut Production Varieties of the 32¢ Flag over Porch Self-Adhesive..."

This is a truly magnificent work that details the wide variety of experimental and final production die cut and incision types that the Bureau of Engraving and Printing used in bringing the first mass-produced self-adhesive coil stamps to the postal scene. Nazar has done his usual comprehensive treatment of the subject, and this article is a keeper. Try to find a copy – you'll be glad you did. Kudos to Rich!!

Last month I mentioned that we have elections coming up next year, and asked that members interested in helping the club by serving on the Board or on a committee contact me to see if there's a fit for you. It seems as if the members of this club don't much care about who is in charge of decisions affecting them, as I haven't heard from a single member offering to help. This club, as for most others, depends largely on member volunteers to carry on the necessary work to bring our benefits to our members each month. It really doesn't require a tremendous amount of time to serve as an officer of the club, and even less time to serve on or chair a committee. The current officers (with the exception of our Treasurer) are term-limited this year, and cannot continue in their present positions. I have always advocated that there should be a choice offered for elected positions, so that requires at least two persons running for each position. Please don't leave it to someone else. Step up now!

I'd like to wish all our members and their families and friends a happy and healthy holiday season.

Don't forget to send in your dues form, if you haven't already done so. – Gene Trinks

If you are a new reader to *Coil Line*, PNC³ is in our 26th year. We are a community of stamp collectors specializing in plate numbered coil issues of the USA. The first PNCs were issued in 1981 and, in February 1988, a network of PNC specialists founded our club. *Coil Line* was launched in May, 1988 and serves (along with other club literature) to inform collectors on the many aspects of PNCs. Studies include scarce numbers, varieties, printing methods, market values, PNCs on mail, and more. Thank you for visiting, and we hope you'll join us!

PNC³ Regional Meetings

ORCOEXPO – Anaheim January 18, 2014

John Himes and Jeff Haas are planning to host a PNC³ club meeting at the ORCOEXPO Stamp Show on Saturday, January 18th, 2014. Unfortunately at this time, we don't have a firm meeting time or meeting room, although we do expect to have this information shortly. Please watch for the details in the next issue of *Coil Line*. Also, we'll mail the information out to those on our Southern California mailing list prior to the meeting. If you're not sure if you're on our mailing list, contact John or Jeff (information below) to be included.

OrcoExpo will take place at the Embassy Suites Anaheim South Hotel, 11767 Harbor Blvd. (1 mile south of Disneyland, just north of Chapman Ave.), Anaheim, Calif. 92840. (*please see page 150*)

Want to Sponsor a Regional Meeting?

Contact Tony Bruno for suggestions. He can put you in contact with others who have taken on the task. Several members have made it a regular habit of promoting meetings in their area.

Regional Meeting Chairman

Tony Bruno, PO Box 624, East Lyme, CT 06333-0624; email, tbbee@aol.com

(PNC³ meeting notices in this column are free. Please submit details to the Editor 3 months before the meeting.)

A Letter from the Webmaster

Editor's Message

Greetings PNC³ Members,

The New Member Login System Is Ready!

After many hours of work over the last several months, the new PNC³ Member Login System is ready!

It has come to my attention that some web browsers are having trouble operating this screen. If you are having trouble, I suggest that you instead use a browser from Mozilla Firefox, Google Chrome or Opera by Opera Software. I apologize for the inconvenience.

Do We Have Your E-mail Address?

When we implement the system you will receive an invitation message via e-mail from me. It is therefore important that you provide a current e-mail address on your membership application and / or dues renewal form. The welcome message you receive will contain a link to take you to the activation screen. When you get there, the system will ask for three things: (1) your user name, (2) your password, and (3) your retyped password.

When you have entered an acceptable User Name and Password, the red "X" to the right of the field will change into a green "Check Mark." Also, below the password fields there is a "password strength" gauge. This gauge will tell you (as you are typing it) how strong the password is. Finally, below the strength gauge is a field that will tell you if the passwords you have typed are a match.

Please take a few minutes when choosing these values. Once set, no one will be able to change your User Name. Your User Name can be anything you want (all characters except for spaces are acceptable). The only requirement is that it must be at least four characters long.

The passwords have several requirements: (1) they must be at least 8 characters long, (2) you are required to include at least two upper-case letters, two lower-case letters, and one numeral.

Once you have correctly entered all three values, click on the "Activate" button and the process is complete. At this point, you will be redirected to the main site. Note: When logging

"Let's try something different." One has to recognize, if not admire, those who will try to step out of conventional thinking otherwise preoccupying others around them. Of course, in commerce sometimes the implemented idea proves successful, or falls flat and/or invites scorn among consumers of the goods or services.

In the stamp hobby, recent offerings of the U.S. Postal Service have seen about equal share of both outcomes, it seems. Topical subjects chosen and executed with good designs have populated the commemorative stamp program, delighting many. The "Classic Cars" series, for example, has proved quite popular and its 2013 edition resulted in more printing ordered, something that rarely occurs beyond definitive stamps.

On the other hand, the introduction of uncut press sheets and stamps in special editions lacking die cutting are seen by many hobbyists as blatant marketing attempts to grab more collector dollars – stamps very far removed from the purpose of prepaying postage.

While this might not be a factor for many of our members, I appreciate that our hobby specialty area is closest to the "mail use" part of the USPS stamp program. In no small measure this insulates us (so far) from the expansion to the coil format of marketing ideas that approach gimmickry.

The "Flags of Our Nation" series of 50-count coil rolls did blur the line a bit between commemorative and workhorse functions. But overall most collectors did not complain (even if some in the general public, including one notable Oregon letter-to-the-editor writer, grouched about the "wasted paper" in a roll of stamps that otherwise required only half the usual outlay for a purchase of that format).

In early 2008 during the hobby discussion period leading up to the first set of the flag series, I corresponded with David Failor, manager of the USPS stamp program, about the planned coils.

(please see page 150)

.....
into your account, your user name is not case-sensitive. However, the password is case-sensitive.

My Open Door Policy

My door is always open to you. Feel free to write to me anytime you have a concern or a suggestion on how to improve the site. My e-mail address is webmaster@pnc3.org.

– Allan Clapp, Webmaster

Readers' Forum



Holes at the bottom. Frank Covey recently obtained images from Bruce Kutsche of the mint plate-numbered coil strip of seven (25¢) Diner shown nearby. What is interesting is that a line of perforations is evident along the entire bottom edge. Doug Iams last described these holes in the October 2009 issue of *Coil Line* (page 147).

The stamps are from the bottom row of the printed web, and a slight mis-slitting during coil-roll production allowed a peek at this device. The holes are also made above the top row. They reportedly help to stabilize the paper as it moves through the coil perforator. Over a decade ago I found a mis-slit (5¢) Mountain example still on-piece, shown at right.

Or is it mis-slit? It is notable for showing the entire height of horizontal perforating, as seen in the closeup. But attention to the spacing between the stamp design and these holes reveals a different cause than the mis-slitting of the Diner stamps: The Mountain printed web was mis-aligned going into the perforating, before the rows were slit apart.

Interestingly, the 1996 Mountain's row-edge holes are set close together, approximating the normal between-stamp perforations. The 1998 Diner's row-edge holes are spaced twice as far apart. Doug Iams noted that since these issues were produced, another change was made. The rows of holes are now positioned further away from the stamp images, thus making it extremely unlikely that they will be found in rolls again. This seems to be borne out with a lack of reports in eleven years from all of the many rolls in the American Design series made by the same supplier (Sennett), starting with 2002's 5¢ Toleware. — Ron Blanks #2119



Two fonts behind Snowflakes. I have attached images (shown below) that show two different fonts were used in printing back numbers on the new (10¢) Snowflakes presort-rate rolls.

The “square” font (*left image*) came from a “1 Left” (1L) roll purchased from the Stamp Shoppe in Minneapolis, MN. (“1L” means, on this roll the back number nearest the plate number was printed behind the stamp to the left of the PNC.)

The “round” font example (*right side*) came from a 2L roll that was purchased from Oneco, CT.

The difference in fonts is most noticeable by looking at an “8”. — Frank Covey #319



... PNC³ Regional Meetings

(from page 147, OrcoExpo)

Both parking and admission are free. All club members are invited to attend, and guests are welcome. If you need any additional information, feel free to contact John or Jeff:

John Himes, email: johnwhimes@yahoo.com
phone: 714.826.8552 (H)

Jeff Haas, email: jhconsult@yahoo.com
Phone: 949.219.3179 (W)

As usual, we'll try to make sure there are some great door prizes for everyone who attends, we'll discuss the latest news in the PNC world, and we'll make sure there's sufficient time for buying, selling, and trading amongst the club members at the end of the meeting.

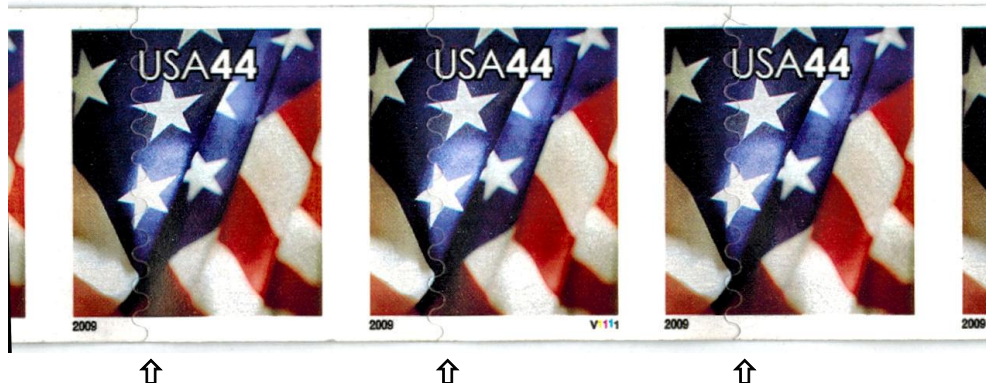
Very Important: The OrcoExpo staff asks that we formally check in prior to coming to the meeting. They want to make sure they get registrations from all attendees. We promised them we would comply with this simple request. We hope to see you there! Sincerely, John and Jeff

Sarasota, FL – February 8, 2014

Welcome to sunny Florida! A PNC³ Regional Meeting is scheduled for 10 a.m. Saturday, February 8, 2014 during the Sarasota National Stamp Exhibition, February 7-9, 2014. The PNC³ meeting place is in the North Balcony of the Sarasota Municipal Auditorium (same as the show location).

The auditorium address is 801 N Tamiami Trail, Sarasota, FL. The exhibition hours are Friday 10 a.m. to 6 p.m., Saturday 10 a.m. to 5:30 p.m., and Sunday 10 a.m. to 3 p.m. For further details on the PNC³ meeting, contact Al Light at al.light@verizon.net. For more information about the exhibition, contact this year's show chairman, Jack Seaman, at jakcman@verizon.net.

Closeup of PNC area, 44¢ Star Flag coil with die cutting shifted about 5mm to right



.....
(from page 148, Editor's message)

Revealed here for the first time, I raised with him the possibility that perhaps the affixer-coil format could be used for the double-width coils, but in 50-count rolls for consumers in addition to large rolls for mass mailings. With the flags spaced apart on liner paper for lettershop affixing machines, mass mailers for the first time would have commemorative-sized (and commemorative subject!) coil stamps to affix to marketing mail. And all of the collector angst about separating the ten different colorful designs in the rolls of the series would be banished with the liner gaps.

Mr. Failor replied that he would ask the manufacturer (Sennett Security Products) about the idea, but the 50-count packaging likely was problematic, assuming the idea progressed that far.

Meanwhile, among direct-mail marketers we do see, from time to time, some of their "different" creativity as it relates to coil stamps' use. "Direct Mail Sightings" this month recounts an example. Enjoy the issue, and Happy Holidays! – Ron Blanks

.....
(from page 149, Readers' Forum)

Entire roll shifted. I was checking some stamps in the first week of November and found this 44¢ Star Flag Avery-produced roll of 100 (Scott 4394, *portion shown below*). The roll has at least a 5mm die cut shift in each stamp. The roll is still intact. I thought this would be of interest to members of our club.

If you zoom into the image 200% or so you should be able to see the die cuts to the right of where they should be. I only scanned a portion of the roll with the plate number showing.

– Jim Lowery #976

PNC³ Auction #49 Results

**Joe Sedivy,
Auctioneer**

Closed Date October 31, 2013 – We had 43 bidders in this auction, with 41 of them winning at least one lot and two bidders won over 30 lots each! Of the 349 lots offered, only 222 sold this time. I want to thank all consignors and bidders as they are the members that make these club auctions work! Also, a big thanks to all who donated lots for this and future auctions. Only two did not sell in this auction.

LOT	BID	LOT	BID	LOT	BID
1	\$18.00	72	\$2.00	123	\$60.00
3	\$7.00	73	\$7.00	124	\$6.00
4	\$4.00	74	\$3.00	126	\$7.50
6	\$120.00	75	\$6.50	127	\$7.50
8	\$2.00	76	\$2.00	128	\$7.50
9	\$5.00	77	\$5.00	129	\$7.00
15	\$2.00	78	\$2.50	130	\$6.50
17	\$7.00	79	\$4.00	132	\$6.00
24	\$4.00	80	\$7.00	133	\$6.50
25	\$80.00	81	\$9.50	135	\$7.00
26	\$26.00	82	\$11.00	140	\$1.50
27	\$24.00	83	\$5.00	141	\$40.00
30	\$140.00	84	\$2.50	142	\$60.00
31	\$8.00	85	\$6.00	143	\$2.00
32	\$4.75	87	\$5.00	144	\$7.50
34	\$87.50	91	\$13.00	145	\$5.50
35	\$50.00	92	\$12.00	147	\$7.00
36	\$120.00	93	\$7.00	150	\$7.00
37	\$2.75	95	\$32.00	151	\$4.00
38	\$15.00	97	\$5.00	152	\$3.00
39	\$15.00	98	\$6.00	153	\$2.75
41	\$22.00	99	\$5.00	154	\$6.50
42	\$7.50	101	\$8.00	155	\$7.00
43	\$35.00	103	\$12.00	156	\$2.00
45	\$32.00	104	\$15.00	157	\$2.50
46	\$28.00	105	\$3.50	158	\$34.00
47	\$40.00	106	\$6.00	159	\$14.50
48	\$32.00	107	\$7.50	160	\$5.00
49	\$32.00	108	\$7.00	161	\$60.00
51	\$12.00	109	\$7.50	162	\$4.50
53	\$57.50	110	\$9.00	164	\$25.00
57	\$50.00	111	\$7.00	165	\$12.00
59	\$8.00	112	\$5.50	166	\$5.00
60	\$6.00	113	\$5.50	167	\$5.00
64	\$3.00	114	\$5.50	168	\$2,000.00
66	\$1.50	115	\$8.50	169	\$38.00
67	\$11.00	117	\$5.00	170	\$40.00
68	\$11.00	118	\$7.00	171	\$20.00
69	\$5.00	119	\$6.00	172	\$40.00
70	\$6.00	120	\$7.00	173	\$30.00
71	\$5.00	121	\$8.00	174	\$18.00

LOT	BID	LOT	BID	LOT	BID
175	\$20.00	219	\$28.00	278	\$7.00
176	\$60.00	221	\$5.50	279	\$20.00
177	\$75.00	225	\$12.00	280	\$10.00
178	\$95.00	226	\$10.00	281	\$13.00
179	\$28.00	227	\$15.00	282	\$5.00
180	\$35.00	228	\$12.00	283	\$16.00
181	\$29.00	229	\$12.00	284	\$1.00
182	\$40.00	230	\$38.00	285	\$4.00
183	\$23.00	231	\$15.00	286	\$4.00
184	\$7.00	232	\$10.00	287	\$6.00
185	\$5.00	233	\$25.00	288	\$6.00
186	\$18.00	234	\$13.00	289	\$300.00
187	\$10.00	239	\$8.00	297	\$65.00
188	\$70.00	240	\$20.00	308	\$11.00
189	\$70.00	245	\$3.00	309	\$5.00
190	\$275.00	246	\$3.00	310	\$5.00
192	\$5.00	248	\$60.00	311	\$5.00
193	\$4.00	249	\$55.00	314	\$42.00
195	\$3.00	253	\$7.00	319	\$1.00
196	\$100.00	254	\$6.00	321	\$500.00
199	\$13.00	255	\$4.00	331	\$200.00
200	\$20.00	256	\$2.00	334	\$25.00
204	\$1.50	257	\$7.00	336	\$2.25
206	\$5.00	259	\$5.00	338	\$2.00
208	\$5.00	260	\$5.00	339	\$2.00
209	\$9.00	263	\$18.00	340	\$2.00
210	\$8.00	264	\$5.50	343	\$3.00
212	\$110.00	267	\$70.00	344	\$3.00
213	\$130.00	272	\$4.50	345	\$3.00
214	\$125.00	273	\$12.00	346	\$1.00
215	\$175.00	275	\$19.00	347	\$2.00
217	\$38.00	276	\$15.00	348	\$2.00
218	\$28.00	277	\$15.00	349	\$3.00

Aripex 2014 Meeting – Feb. 22

PNC³ will hold a Regional Meeting on Saturday, Feb. 22 at Aripex 2014. The show and meeting is at the Mesa Convention Center, 263 North Center St., Mesa, AZ 85201. Our meeting will be held 10–11 a.m. in the Serrane Room at the center. We'll arrange topics discussion of interest, door prizes and time for trading.

It's been almost a year since I reported on PNC rarities we all should be looking for. In the last report, I announced the find of two copies of the fully tagged (25¢) Jukebox #22222, found on cover. I had expected that this announcement of a newly discovered rarity would inspire collectors to search their holdings and report locating used (and maybe even mint) examples, but this has not been the case. Surely there are some lurking among the holdings of our members. Let's find and report them!!

Thanks to those alert searchers who have reported on their finds of items listed below. There has been another mint PS/5 of the 32¢ Flag over Porch 13231A 10/10 VP die located, to bring that total to 9. A nice find, indeed. Also another 37¢ Egret V3211 PV, the rarer of the two die cuts for this number. Three more copies of the (25¢) Diner #22211 round shoulder die have also surfaced, bringing the total reported to over 100. That's the most common of the items on this list, but still pretty rare, don't you think? Other changes this month include one copy of this same item on cover, and a used single of the Green Bike #444 square shoulder die. The last of this report's changes involve the (5¢) Avery Mountain V333342 13L/12R die and the V333343 round corner dies, with two of the 13L/12R and one of the V333343 round corner reported. Let's hear about more finds so I can update again next June or July!

The counts now stand at:

PNC Issue	PNC ID	Scott No.	Mint Single	Mint P/S 5	Used Single	On Cover
32¢ Flag over Porch ("Famous Five")						
66666 10/11 die	1996-8.221	2915A	--	--	21	2
66666 12/11 die	1996-8.241	2915C	--	--	4	2
78777 10/10 die	1996-8.211	2915A	--	9	70	5
88888 11/12 die	1996-8.252	2915C	--	--	4	--
13231A 10/10 VP die	1996-8.212	2915A	7	9	56	15
(5¢) Avery Mountain V333342 13L/12R die	1996-10.211	2904A	--	--	23	3
V333343 round corner die	1996-10.211	2904A	--	--	6	--
(5¢) BEP Mountain #1111 9/10 die	1997-1.22	2904B	2	5	23	2
(25¢) Diner #22211 round shoulder die	1998-7.21	3208A	--	--	101	9
(10¢) Green Bike #444 square shoulder die	1998-4.22	3228	--	--	32	4
(10¢) Eagle&Shield STD #11111 round shoulder die	1998-15.1111	3271	1	6	12	4
(10¢) Atlas V13222	2003-9.11	3770	--	--	67	2
V21113	2003-9.11	3770	--	--	4	--
V21211 tagged	2003-9.12	3770a	--	--	6	1
37¢ Snowy Egret V2121 VP die	2003-8.22	3829	--	--	32	1
V2121 PV die	2003-8.21	3829	--	--	2	--
V3211 VP die	2003-8.22	3829	--	--	47	4
V3211 PV die	2003-8.21	3829	--	--	8	2
(10¢) Lion #S666666 fully tagged	2000-2.12	3447b	--	--	1	--
(25¢) Jukebox #22222 Tagged	1996-13.12	2912Bc	--	--	--	1

These counts represent only the stamps that have been reported to me, NOT the quantities that actually exist. Some owners choose not to report their holdings, and others are not aware of this survey. If you have a new find to report, please send a report to me at 16415 W. Desert Wren Ct., Surprise, AZ 85374. My e-mail address is gctrinks@cox.net. Send a scan too, if you have the capability. Many thanks to all members who have reported in the past. Keep up the good work!!

In 2005 (has it really been eight years ago?), I could chalk up another unusual use of postage stamps to a direct mail marketer's creativity. That year, I witnessed a charity donation appeal mailing that included a business-reply envelope (BRE) with a twist -- two cents in stamps were also affixed.

Shown in Figure 1 is the BRE I received February 1, 2005 in a Marist Brothers mailing. A pair of the 1c Tiffany Lamp coil stamps (Scott 3757) is neatly affixed over the "No postage necessary..." imprint at upper right.

This use of such a small amount of partial postage ingeniously works on several levels. All of these ideas were not necessarily in the minds of the direct mail marketers who employed this device. Under tight budgets, just being different enough at lower cost to get a higher response rate is enough.

First, there is the psychological effect of showing that some effort went into the appeal preparation, so the recipient does not just see the usual BRE. Second, this "live postage" makes an understated impression of real value that is not so easily discarded.

Third, the stamps reinforce the business-reply concept that the return postage "has been taken care of," removing one hurdle in the recipient's mind to responding. Interestingly, this is similar to the effect

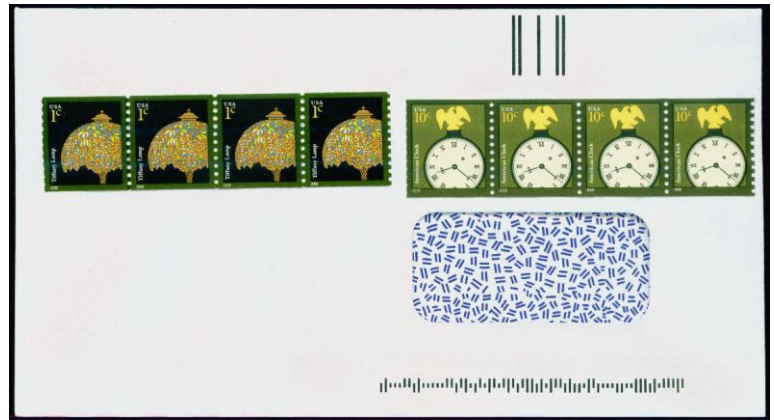


Figure 2. Typical use of 1c Tiffany Lamp coils. This reply envelope from DAV was received in April 2011.

caused by affixing full postage to courtesy reply envelopes, such as the one shown in Figure 2. As my fellow collectors of PNCs on-cover are aware, many bulk mailers have found the technique can raise response rates.

However, there is a risk in paying the cost of full postage on courtesy envelopes that are never returned based on the expected appeal response, compared to the cost of business reply mail (BRM). While the per-response postage costs on BRM is higher, it is only paid for those replies... and the direct-mail industry average is only near 3%.

For example, the fee per piece for BRM such as shown in Figure 1 was 40¢ during the 37¢ letter-rate period. (Some high-volume mailers who met requirements could qualify for 34.8¢.) So, it does not take much volume in a mailing for courtesy-reply postage such as used in Figure 2 to be quite costly, even with an expected response rate higher than average.

Of course, the actual numbers a direct-mail marketer analyzes also include the average donation expected.

(please see page 154)

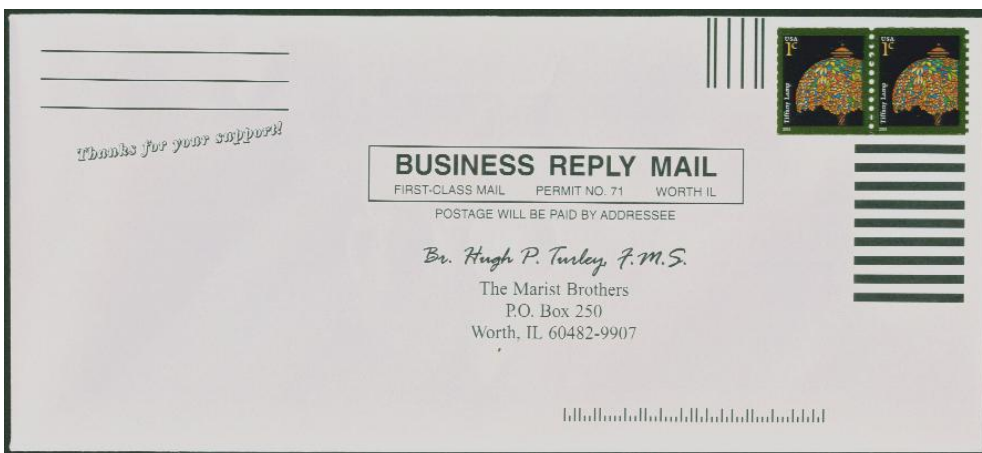


Figure 1. This business reply envelope with two 1c Tiffany Lamp coil stamps affixed was found in an appeal mailing in February 2005.

(from page 153, Direct mail sightings)

This has the most effect on decisions to provide reply postage and with what type. The beauty of the 1¢ Tiffany Lamp stamps here is that they combine the perceived benefits of affixing live postage, with the substantial cost savings of BRM.

Paulette Karas, co-director of development for Marist Brothers, offered the following remarks when I asked her in 2005 to comment on the mailing:

“The use of the two penny stamps was a test. We were trying to determine whether the perceived value of stamps on a BRE worked as well as full postage. I cannot take full credit for this idea. I happened to see it used on another organization’s mail and also thought it was a novel idea. The cost savings are enormous.”

(Past mailings I received from the Marist Brothers included prestamped reply envelopes, like the one in Figure 2 from Disabled American Veterans.)

The stamps also work on another, minor level. Prospective donors are used to seeing some BREs with a reminder that they can pay the postage themselves to save funds for their cause. Figure 3 shows examples of such encouragements cropped from different sources.

The top one reads, “Your first class stamp on this envelope helps, too!” The middle one says, “Your first-class stamp will allow us to put more of

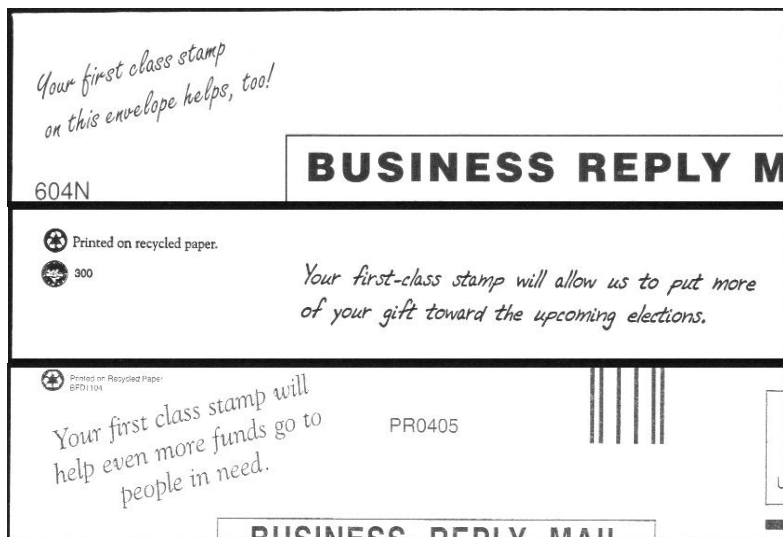


Figure 3. Some BREs from non-profit mailings include a suggestion for the donor to apply a first-class stamp.

your gift toward the upcoming elections.” The bottom example is, “Your first class stamp will help even more funds go to people in need.”

The two cents in coil stamps can also work as a reminder that postage can be added. Anyone so inclined would likely have added a 37¢ stamp, since only stamp collectors might have exactly 35¢ in stamps to affix.

Finally, there is the interesting fact that for mailed replies, two cents postage is already paid. I can imagine this causes a little bit of a headache for the destination post office calculating the postage due. While a mere pittance of funds, it bests the loss of nickels, dimes, even quarters and similar induce-

ments that bulk mailers have stuck onto various mailings without certainty of return. The coil pair in Figure 1 did not happen to have a plate number, which occurred every fourteenth stamp on rolls of this variety. With this “partially prepaid” use, we have yet another interesting source of possible PNCs. (please see page 156)

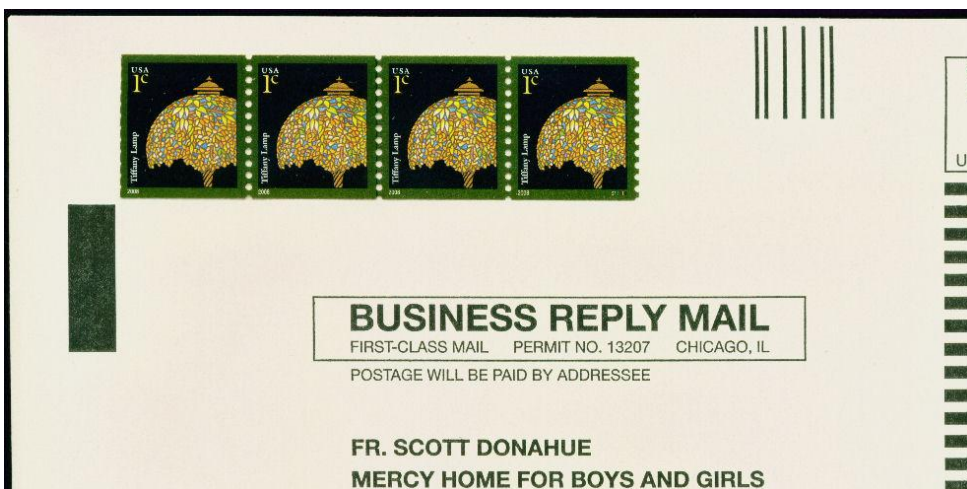


Figure 4. Shown excerpted from a BRE received Jan. 21, 2012, this 2008-version 1¢ Lamp strip ends with a PNC.

Classified Ads

PNC used singles, used strips, MNH PS5s. Great prices! Guaranteed quality! No hassles! Visit <http://www.angelfire.com/ca5/HimesPNCs> or send LSASE for lists to John Himes, PO Box 453, Cypress, CA 90630-0453. Please specify what you collect. Or e-mail johnwhimes@yahoo.com. Member 957L

US Postal Counterfeits Wanted. And information about them. PNCs or any US issue; used, unused, and on cover. Will buy or trade for other philatelic material. John Hotchner (compiler of the *Scott US Specialized Postal Counterfeits listings*), PO Box 1125, Falls Church, VA 22041-0125. Email: jmhstamp@verizon.net. Member 1619

Now all-color e-book: Prominent Americans Series production types and postal history, 2nd Edition. 300+ printable pages in 27 chapters, bonus material. \$22 postpaid in USA for CD. Ron Blanks, PO Box 9282, Chesapeake VA 23321. Email: rblanks_stamps@yahoo.com. Member 2119

New find: Test coil Scott #107b. Slightly yellow paper, untagged shiny gum. See 2014 Scott Specialized catalog. \$7.50 per stamp. (Line strips are all sold.) Ken Moreau, 402 Coronation Dr, Franklin MA 02038. (508) 528-9028. Member 447

CLASSIFIED AD rates are 6¢ per word, with a minimum cost of \$3.00 per insertion. **PNC³ members** are entitled to two free 50-word ads per year. (There is a 10¢ charge for each word over 50 with free ads.) Contact the editor to place an ad (see page 146).

Membership Update

Deceased

John H. McNeilly (1878)

Display Advertising Rates *Coil Line*

• Full Page	\$ 100.00
• Half Page	\$ 80.00
• Third Page	\$ 65.00
• Quarter Page	\$ 45.00
• Sixth Page	\$ 35.00
• Eighth Page	\$ 20.00
• Back Cover	Add \$ 50.00
• Inside Cover	Add \$ 25.00
• Color Ad (<i>for full page</i>)	Add \$ 100.00
• Color Ad - Electronic Version	Add \$ 25.00

(Discounts available for multiple insertions.)

Annual Membership Renewal

Here's the second (and final) monthly reminder for you to renew your membership in PNC³ for another year. The renewal form is printed on the outer wrapper of this month's *Coil Line*. Please recall that we also placed this form on the wrapper last month, *so if you've already sent in your annual dues, you can just ignore the form this month*. If you haven't already renewed, we want to encourage you to take a few minutes right now to fill out the form and send it in while it's fresh on your mind. (Those of you with the electronic version will need to print out the form, of course.) If we don't receive your renewal payment by December 31st, there's a late fee, and we want you to avoid having to pay that fee unless it's absolutely necessary.

Last year there was confusion among a few members who thought we would bill them for their annual membership dues. Interestingly, PNC³ has never done that, as it's expensive to send a letter to every member. We'd rather save those funds as part of our effort to keep the annual dues as low as possible. So please take note – it's up to you to be proactive and send us the form along with your annual dues payment.

Life members who opt to receive *Coil Line* electronically don't owe any additional fees, but we still encourage you to send in the form to keep us apprised of your status. This is important to assure the Club officers that they can contact everyone when needed. Thanks in advance for your kind help in keeping our membership rolls up-to-date.

– *John Himes*, PNC³ Treasurer

One membership change is noted at left this month.
PNC³ membership count: 541

(from page 154, *Direct mail sightings*)

For modern postal history enthusiasts, we also get to wonder from where the next twist in live-postage application will come.

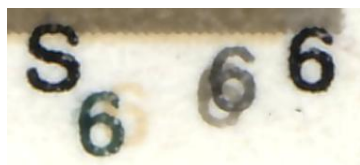
Postscript: Since 2005, my records show I've only received two other BREs with any added franking, both from the same mailer and franked alike with *four* 1¢ Lamps (received January 2011 and January 2012; the latter's strip ends with a PNC, shown in Figure 4). However, this increased length in coil strips seen affixed was just recently bested. Frank Covey reported early last month a new twist for these BREs, easily seen in Figure 5 (but still, no PNC was present with this length). Now, can any more BREs be reported that do include PNCs?



Figure 5. A new "length" reached in novel use of low-value coils on BREs.

EFOs Show & Tell

This month, we have two EFOs to show in color, courtesy of Dan Forgues.



➔

25¢ Honeybee (Scott 2281) with ink-shift problems
(last month's back page showed Jeff Fiszbein's PNC #2 also, "2" raised over a digit's height above the bottom frame line; this #2 [and bee] of engraved black is well-behaved here)



←

(10¢) Lion (Scott 3447) appears to have "slight" ink-shift problems *(but note the plate # closeup)*

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