



Coil Line

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

September 2013
 Vol. 26, No. 9
 Whole No. 303

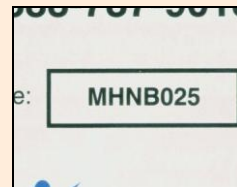
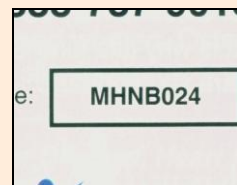
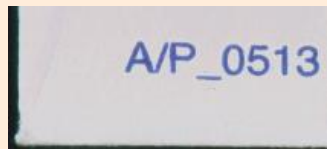
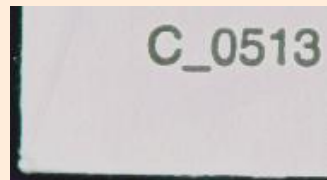
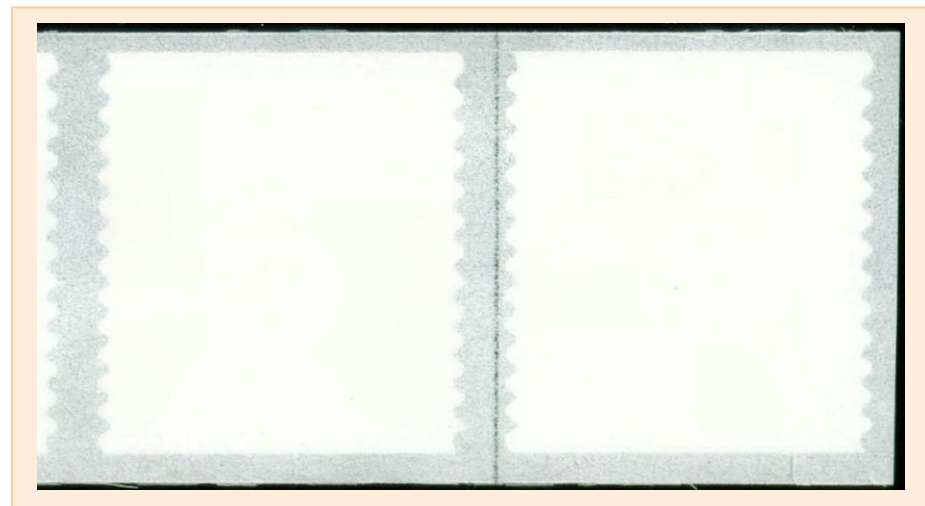


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.....
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Coil Line

Journal of the Plate Number
Coil Collectors Club (PNC³)

Published by: PNC³
ISSN: 1931-5112



Scott #2281 plate # 2 (Issued
September 2, 1982 – 25 years ago)

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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
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Sixth Page	\$ 35.00	Color, full page	Add \$ 100.00

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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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President's Message

from the PNC³ president ...

The Annual Meeting in Milwaukee on August 10th is now concluded, with 19 members and guests present. Some members who attended the four-day APS event could not stay for the membership meeting, and others had other duties at the time of the meeting. I was pleased at the attendance, however. Some 30+ members signed the sign-in sheet at the club table and there was good activity at the table for much of the time. Many thanks to Carol Covey, Mary Jakes, Margaret Wigger, and Lorraine Conway for staffing the table during the show hours on Saturday during our PNC³ meetings. We recruited four new members, and many visitors at the table took application forms with them. Hopefully, a few more will take advantage of the opportunity to join the club.

Ron Maifeld gave a review of progress on the reconstructed website, and announced plans for a "members-only" section in the near future. This section will initially give access to currently-restricted *Coil Line* issues from the prior three years. (Earlier issues are now available to the public on the website). As time goes on, more features will be added, as needed. If you have suggestions for features you'd like to see, let Ron or me know. This section will be password-protected so that only current members will be able to gain access.

Membership chair Mike Conway mentioned at the Board meeting Saturday morning that the free dues offer is still open. (Sign up two new members before the end of the year and receive free 2014 dues – but electing hardcopy of *Coil Line* will still incur the usual fee for printing and mailing costs).

The Catalog Committee announced that there will be three new publications this fall. They are: a new chapter on Flags of Our Nation; a Values List for precancel gaps; and an updated Illustrated Glossary. Later, a new edition of the standard Values List will be published in late winter or early spring, along with the 2013 New Issues chapter.

Looking ahead to our autumn auction in October, auctioneer Joe Sedivy reminds members to submit bids using e-mail whenever possible. A hardcopy bid sheet is not needed. – *Gene Trinks*

Welcome!

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 Meeting

SESCAL – Los Angeles October 5

PNC³ club members will be meeting at 12:00 noon on Saturday, October 5, 2013 at the SESCAL 2013 Stamp Exhibition. This is a wonderful get-together for those of us who live in the Los Angeles area or for those who will be traveling to the show. SESCAL will be taking place at The Hilton Los Angeles Airport Hotel, 5711 W. Century Blvd., Los Angeles, CA 90045, phone (310) 410-4000. The Exhibition will be held from Friday through Sunday, October 4-6.

The PNC³ meeting will be hosted by club members Jeff Haas and John Himes. Door prizes will be given, and we should have enough to assure that everyone attending goes home with a nice item. Several informative talks are being prepared for the meeting, including talks on (please see page 108)

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.)

Control Numbers Gallery



It wasn't long after writing "Direct Mail Control #s," partly to help explain the inkjet-printed black numbers plastered over two (10¢) Banner "V333" PNCs pictured in the August issue, that I came across some older images of other examples.

Shown here is mixture clippings' evidence of mass mailing covers, now destroyed. Some reveal other causes for numbers besides the mailers' control IDs occasionally printed on envelopes either before or after a stamp is affixed.

Depending on the placement of the permit number of a Mailer's Postmark Permit cancel, and/or the spot where the stamp gets affixed (or the cancel placed), that number might wind up on the stamp with little or no hint of the cancel itself. — *R.B.*



(from page 107, SESCO regional meeting)

at least two areas of PNC specialization that you should find fascinating. There will also be plenty of time for club members to ask questions about their PNCs, as well as provided time for trading extra material at the end of the meeting. Please check for the finalized room location when you arrive at the show, as this can sometimes change.

Visitors to the meeting are always welcome. Admission to SESCO is free, and a special parking rate of \$8.00 is available to show attendees. Full information on the show is available at www.sesco.org.

Editor's Message

Kudos to the U.S. Postal Service for some (finally!) innovative thinking when it comes to the stamp designs for our presort coils program. As noted elsewhere in this issue, later this year, in time for the upcoming winter holiday season, we'll see the release of a new five-design issue for presort coils in the standard mailing class. Priced at a nominal 10¢ each, the Snowflakes issue will supplement the current "Patriotic Banner" design for advertising mailers to use.

Some might be surprised to know that this will be the U.S.'s first truly setenant-design coil issue for presort-rate qualified mailers. And not to throw cold water on the novel development, but it cannot be helped to note that the five designs are seasonal in nature, so it will be interesting to see what kind of postal "life" they have after New Year's Day.

Why presort mailers couldn't have had multiple designs in these large affixing-machine rolls before now just tempts one to caricature the Washington, D.C. bureaucracy in stereotypical fashion as being so "slow-moving." I wonder if this innovation was motivated in part by the financial straits in which the USPS continues to find itself (thanks mostly to the 2006 "postal reform" law Congress passed that saddled the agency with 75 years' worth of pension prefunding — a requirement shared by no other federal agency).

At least a stab in this "variety is the spice of life" direction was taken ten years ago with release of the first (25¢) American Eagle coil format for presorted First-Class use. While it only had one design, it was implemented with a subject and background color scheme that created stamps in ten color combinations.

Some large-roll coil formats (3000 / "3K" or 10,000 / "10K" count) have seen multiple designs before, but these were only at the retail first-class rate and shared designs, until recently, with rolls of 100. (The 45¢ Weathervanes issue marked the first time a multiple design was used for the full first-class rate without the design also available in 100-count rolls.)

Even the current 46¢ Kaleidoscope Flowers, available only in large rolls, is just one design, yet with four stamps of different color pairings. The upcoming (10¢) Snowflakes issue will be the first true multiple-design issue in a presort-coil format. Here's hoping it sees lots of use, even if seasonal, for a fun collecting challenge. Based on the reception among mailers, it might be the first of more spice to come. — *Ron Blanks*

Readers' Forum



I've enclosed some interesting finds of recent material. First, I purchased several strips of 25 of the 46¢ Kaleidoscope Flowers from "the caves" in Kansas City. On some of them I noticed a vertical "seam line" between the second and third stamp at left of plate number ("2L – 3L")... on the BACK of the liner paper. I've enclosed a no-back-number example, but I've also seen this line on the backs of strips *with* back numbers at 1R, 2L. I've received strips from other sources, but only the K.C. strips have these vertical lines. Could the reason for these faint lines have something to do with the back number inkjet printer? Under magnification, it appears that this line consists of dozens of the small dots produced by the printer. *[The line on back is shown in "This and That," page 111.]*

Next is a copy of a no-number Sennett-produced 46¢ Patriotic Star with a plate number every 27 stamps. I've purchased some strips from the caves, but I've also purchased a continuous roll of 500 from another source. It seems that there is a vertical die-cut shift that occurs every 24 stamps, and this seems to be uniform from one 10K roll to the next, at least from the strips I've examined. The shift is about 0.5mm, and the printed design appears to remain level from one stamp to the next.

I've noticed a similar die-cut shift on the (10¢) Banner Avery-produced self-adhesive coils, and many other earlier affixer coils including:

(5¢) Mountain from BEP (Scott 2904B),

(10¢) Auto from Sennett (Scott 2906),

(25¢) Jukebox from BEP (Scott 2912B), in addition to a vertical shift at 1L – 1R, a vertical and horizontal shift at 1R – 2R (these only on PNC #111111 with square transition die cut).

It seems these shifts can occur at any position with any producer, although I have yet to find a shift from an Ashton Potter large roll. These shifts do not appear to be too difficult to find, unless one

is only looking at strips of five. *[Doug Iams also comments on this anomaly in "This and That."]*

Finally, there are some interesting things about the latest American Design coil reprints. Could there be a 4th variety of the 10¢ Clock? Enclosed is a strip of 11 of this possibility. Recently, I had access to a 10K roll of what I thought would be the recent untagged reprint (new plate #S2222 with no back numbers). The roll label stated "American Clock, no back numbering."

That led me to believe that plate S2222 was inevitable, especially since I had the near-identical experience with a 3¢ Coffeepot roll. Further inspection revealed phosphor-tagged, no-back-number plate S1111. Comparing colors of this and the "original" (Scott 3763, 2008 date) revealed that the colors were darker and less uniform (smooth). Different paper or ink perhaps?

[Gene Trinks reacted to the report by noting he thought he had found a 10¢ Clock partial roll without back numbers a couple years ago. Doug Iams thought this was old news, too, but I could not find any mention of it in Coil Line. – Editor]

Another minor surprise was the enclosed 4¢ Chippendale Chair from a 10K roll. Since the USPS has been offering strips of 100 *[news in last month's issue, p.96]*, I decided to purchase several strips expecting to find back numbers on these, especially since the latest *USA Philatelic* (2013 Quarter 3) catalog had no listing for any Chair reprints. Of course, there weren't any back numbers. But I expected that the USPS would list these as reprints, as they did for other denominations in the series. The colors on the "reprints" do appear richer and darker than the original with back numbers. – Ray Beer #1614

[See Frank Covey's results of similar ordering in "Unfolded Strips of 100," page 112. Close-up images of Ray's 4¢ and 10¢ finds are in color on the back page. Doug Iams cautions, "I'm loath to try ascribing any significance to minor shade differences between one printing and another on modern stamps. One would have to look at a huge number of examples from many sources to be sure the difference really held up." It should be added that one would want to be sure of including samples from the start, middle and end of a print run before generalizing about a new shade. – Editor]



**(Forever) A Flag for all Seasons
Plate V1111
PNC ID 2013-6**



The 2013-edition Forever stamps in coil rolls of 100 for the first-class domestic letter rate feature “A Flag for all Seasons.” 2013 Flag rolls from Avery went on sale nationwide on May 3, 2013. Midwestern post offices seem to have Avery-produced rolls available first with some post offices having them in stock before May 3rd. However, these could not be sold until the computer systems recognized them on May 3rd.

The V1111 plate number (shown at left) repeats every 20th stamp along the roll on the Spring design. Most collectors will save this as a PS9 (plate strip of 9) with the plate numbered stamp in the middle of the strip.

A different design is used for each season of the year. The roll begins with the Spring design followed by Summer, Fall, and Winter.

Avery continues to use two basic die cut patterns for most of the rolls/100 issues it produces. The peak/valley (PV) type is shown at upper left and the valley/peak (VP) type is shown at bottom left. These are identified by the first serpentine shape in the upper left corner and the last one in the lower left corner. Of the two die cuts, *for this issue* the VP is the most difficult to find. In a typical flat of 50 rolls, only about four rolls can be expected to have a VP die cut. Within some flats, the die cutting is aligned so poorly with the design that any VP rolls will be difficult to find. Misaligned ones will be disguised with now-visible row-separator (or web-edge) shapes like “knolls” and “thimbles”; these were illustrated in last month’s issue (pp. 100-101).

Microprinting is in a different spot on each design and blends in well, making it difficult to find. I didn’t see the “USPS” microprinting on the Fall stamp until it was pointed out to me. [See page 116 for more on this.]



← **“USPS” microprinted near the top of the flag pole on the Summer stamp.**

(Microprinting is located in a different position on each design for the Avery version of this issue.)

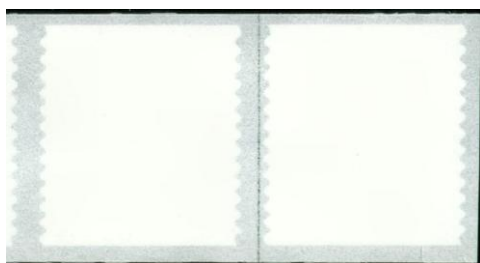


Wrapper that seals the roll

This and That

Doug Iams

Mystery Line



Ray Beer has found a faint vertical black line on the back of some 46¢ Kaleidoscope Flowers strips that he got from rolls of 10K from the caves in Kansas City. The line is said to be between the 2L (“two-left”) and 3L stamps in relation to the plate number.

His first guess is that the line might be from the back numbering inkjet printer. This seems possible, but he indicated that he has this line on different strips with different back number positions. I would expect if it came from the back numbering step that it would have a fixed position with respect to the back numbers rather than a fixed position with respect to the plate number.

Black lines were previously found on the backs of some of the self-adhesive (25¢) Eagles (Scott 3792-3801), but those were very strong (thicker and darker) and clearly deliberate. All known rolls with that line started with the same design and had the same back number position.

As of this writing, the reason or cause of this line on the 46¢ Kaleidoscope Flowers remains a mystery.

Affixer-Roll Die Cut Shifts

Another report from Ray Beer (Readers’ Forum, page 109) concerns die cut shifts on the large-roll self-adhesive coils. This has the same cause as the sudden die cut shift (named the “dramatic die cut shift”) seen at times on rolls of 100 produced by Avery that has been featured in *Coil*

Line in the past few years in articles by Frank Covey or Ron Blanks. It is caused by the die cutting mat being placed askew on the die cutting cylinder (one end slightly higher than the other end). The skew causes a tiny slope in the die cutting that causes a tiny shift between stamps that is virtually imperceptible. But over the length of 24 stamps (the length of the mat) it adds up. Where the two ends of the mat meet, it suddenly corrects in a perceptible shift.



(Note distances of “USA” from bottom edge.)

For a couple of reasons, the shift is a bit harder to notice on these rolls than on rolls of 100, so not as much attention has been given to them.

Presort Standard (10¢) Coils Coming in Holiday Designs

Recent Internet reports revealed that the U.S. Postal Service is planning on releasing a new five-design (10¢) self-adhesive Snowflakes coil issue in 3K & 10K rolls, for use on large mailings around the winter holidays. The designs are very similar to the various 39¢ Snowflakes issues of 2006 (Scott 4101-4116). But the upcoming coils feature a different set of snowflakes and are inscribed “Presorted Standard.” These are for use on authorized commercial mailings at discounted postage rates based on preparation work done that reduces post-office work. Issue date is currently unknown. It is possible, based on the printing quantity that the USPS orders, that these will see use again during the holidays in later years. Or, the USPS could wait to see how the issue does before deciding. They might also come up with new designs each year.

[Website editor Ron Maifeld obtained the USPS media photo of the new designs, reproduced in color on the back page.]

Unfolded Strips of 100

Frank Covey

In the August issue of *Coil Line*, our editor told us about unfolded strips of 100 from large coil rolls (3,000 or 10,000 stamps) with denominations ten cents or less available from USPS' Stamp Fulfillment Services (SFS) in Kansas City (available through the *USA Philatelic* sales catalog, or usps.com website). I ordered all but one of those listed and report the fulfillment results below.

Recall that when ordering (or buying over the counter) coil rolls from USPS, one cannot specify a plate number. When I received my order in late July, I was pleased to find that both the 3¢ Silver Coffeepot without back numbers and the 10¢ Clock without back numbers both had the new plate number of S2222. *(As it turns out, the 10¢ Clock without back numbers is now known for plate number S1111 as well, reported elsewhere this issue. – Editor)*

I was surprised to find that both the 10K 1¢ Tiffany Lamp and the 4¢ Chippendale Chair lack back numbers, and to find the 1¢ Bobcat WAG that wasn't supposed to be released until August 9th.



◀ (left)
An open box with a coiled strip of 100 neatly placed inside received from SFS



(right) ▶
Scan of the bottom of box at left.
(The box can be opened from the bottom without breaking the seal. Do we have a new collectible?)

Strips/100 "Box" Score Boxes Received from SFS – Kansas City in July

<u>Item No.</u>		<u>Plate #</u>	<u>Plate # Interval</u>	<u>Backnumber?</u>	<u>Notes</u>
789105	1¢ Bobcat, SA	P1111	27	2310-2400 (top)	<i>(self-adhesive)</i>
789205	1¢ Bobcat, WAG [#]	S111111	31	(no)	Medium-hole perf
786405	1¢ Tiffany Lamp 10K	S11111	31	(no)	Small-hole perf
788005	2¢ Navajo Jewelry	S111111	31	yes (bottom)	medium perf
782905	3¢ Coffeepot	S1111	14	3510-3600 (top)	small perf
782915	3¢ Coffeepot	S2222	14	(no)	small perf
785615	4¢ Chippendale Chair	S1111	14	(no)	small perf
778105	5¢ Toleware	S1111111	14	08010-08100 (bottom)	small perf
708105	5¢ Toleware	S1111111	14	(no)	small perf, active* yellow ink
784305	10¢ Clock	S2222	31	(no)	medium perf

[#]All coils below are water-activated gum (WAG)

*– yellow ink fluoresces under shortwave UV light

Current Plate Numbers, Roll Sizes, Die Cuts & Tagging

Issue	Plate#	Roll	Freq	Cut	Tag
1¢ Bobcat	P1111	3k	27	VP	
► 1¢ Bobcat	S111111	10k	31	w	
1¢ Tiffany Lamp 2008	S11111	3k	31	w	
		10k	"	w	
1¢ Tiffany Lamp 2003 ≠	S11111	3k	14	w	
2¢ Navajo Jewelry	S111111	10k	31	w	
3¢ Silver Coffeepot	S1111, S2222	10k	14	w	
4¢ Chippendale Chair	S1111	10k	14	w	
5¢ Toleware	S1111111	10k	14	w	
10¢ Clock 2008 ≠	S1111	10k	31	w	OA
◇	S2222	"	"	w	
10¢ Clock 2006	S1111	10k	14	w	
20¢ Washington	P11111, P22222	100	31	VP	OA
32¢ Aloha Shirts ≠	S1111111	100	25	PV	S
33¢ Apples	S11111	100	32	PV	S
42¢ Flags of Our Nation Set 1, Set 2, 44¢ Flags of Our Nation Set 3, Set 4	S111111111	50	10	PV	S
44¢ Flag ≠	S111	3k	31	w	S
44¢ Flag (affixer) ≠	V1111	3k	16	VP	S
		10k	"	"	"
44¢ Quill & Inkwell ≠	S1111	3k	27	S	S
		10k	"	"	"
45¢ Weather Vanes	S1111111	3k	25	S	S
		10k	"	"	"
46¢ Kaleidoscope Flowers	S11111	3k	28	PV	S
		10k	"	"	"
46¢ Patriotic Star	S111	10k	27	PV	S
(5¢) Art Deco Bird	P1111, P2222	3k	27	S	
		10k	"	"	
(5¢) Sea Coast	P7777, P9999	3k	27	S	
	P7777 ≠, P9999 ≠	10k	"	"	
(5¢) Sea Coast	B111	500	10	w	
		10k	"	w	
(with luminescent ink)	S1111	3k	14	w	
		10k	"	w	
	S11111	500	31	w	
(10¢) Banner	S111	10k	27	S	
	V111, V222, V333	3k	10	VP	
		10k	"	"	
(10¢) Banner	S111	500	31	w	
(25¢) Spectrum Eagle	V11111	3k	30	S	
		10k	"	"	
(25¢) Eagle 2003	S3333333	3k	20	S	
	S1111111, S2222222, S3333333	10k	"	"	
(weakly tagged)	S3333333	10k	"	"	S

Supplier IDs P = Ashton Potter
by S = Sennett Security Products
Plate Number Prefix: V = Avery-Dennison

Issue	Plate#	Roll	Freq	Cut	Tag
(25¢) Spectrum 2005	S1111111	3k	25	S	
(25¢) Spectrum 2004	S1111111	3k	10	w	
(∞) 2013 Flags-Seasons	P1111	100	32	VP	??
(∞) 2013 Flags-Seasons	S1111	100	32	PV	??
(∞) 2013 Flags-Seasons	V1111	100	20	PV	S
	"	"	"	VP	"
(∞) 2012 Four Flags	P1111	100	32	VP	OA
	P2222	"	"	"	S**
(∞) 2012 Four Flags	S11111, S22222	100	32	PV	S
(∞) 2012 Four Flags	V1111	100	32	PV	S
	"	"	"	VP	"
(∞) 2011 Liberty & Flag ≠	P111111	100	32	VP	S
(∞) 2011 Liberty & Flag	S111111	100	32	PV	S
(∞) 2011 Liberty & Flag	V111111	100	40	PV	S
	"	"	"	VP	"
(∞) 2011 Flags of Our Nation Set 5, (∞) 2012 Flags of Our Nation Set 6	S111111111	50	20	PV	S

Key to Symbols

► **new number or variety** ◇ **update or correction**
 ≠ new "sold out" (strips of 25 with PNC) or no longer shown in *USA Philatelic* (USPS catalog)
 ?? unreported attribute (∞) Forever first-class value
Freq – frequency or interval of # appearing in roll
Cut – **w** = water-activated gum (perforated);
 PV = peak/valley die cut; VP = valley/peak;
 S = serpentine without corner variation.
Tag – phosphor tagging if not blank/white: S = surface phosphor with smooth appearance; U = surface phosphor with uneven or grainy look; OA = overall.

Notes to this Report

** – Until data are received to the contrary, it is assumed the new S22222 PNC version of Sennett's 2012 Four Flags coils has same phosphor tagging as S11111 version.

The first-report entry (June *Coil Line*) for the 2008 10¢ Clock S2222 rolls had "overall tagging" indicated.

The *USA Philatelic* catalog for 3rd quarter 2013 shows self-adhesive strips only from 3k rolls of (5¢) Sea Coast remain available.

Note PNC interval change from 10 to 20 for Sets 5, 6 of Forever Flags of Our Nation.

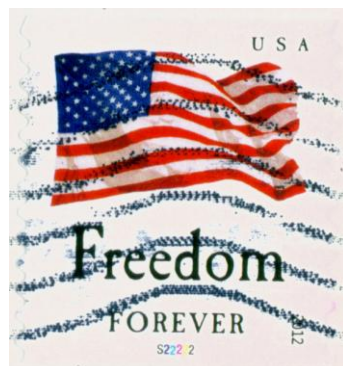
Note: Existing post office supplies of 2012 Four Flags coils held up release of the new 2013 edition Forever "A Flag for All Seasons" coils in some post offices.

In a past article on direct-mail use of “live stamps” to get our attention as opposed to permit imprints or metered postage, I remarked on the desire to obtain a “test” mailing. I can’t recall if that article was in *Coil Line*. One might think a test would be a mailing that partly used presort coils (allowing us to find a PNC) and partly used no stamps, to compare response rates. And this test is done on occasion.

But I was referring to another, more common kind of test, in which the advertising copy and/or nature of the insert(s), and so on, differs between two parts of a large mailing. I recently found an example of this, but first an additional twist to this prologue.

As you likely have observed in the past few years, after the onset of the Great Recession, overall mail volume is down. Thus, with our own non-hobby incoming mail, the chances of a PNC on mail are that much further reduced. So I needn’t quote statistics from my multi-year log of direct-mail stamp use, most of which I obtained from saved mail of family and friends as well as some “dumpster diving.”

The only regularity of that latter source is a once-a-week check of a modest post office’s trash can. One recent Saturday I found in my PO box a mailing from a frequent advertiser of for-fee health screenings. It was franked with an Avery-supplied (10¢) Banner presort coil that happened to be a PNC (#V333, shown below). Then, imagine my surprise when the PO trash bin turned up a First-Class mailed advertising card franked with the PNC #S22222 version of 2012’s Four Flags produced by Sennett. (I still don’t have a set of the “ones” PNCs from the three Flag coil suppliers, and here was a “twos”.)



It is rare to find two PNCs in that manner. But another surprise awaited when I returned home and found in the day’s mail another mailing franked with a (10¢) Banner from the same health screening outfit – yet with small differences on the outside envelope.

PARK CENTER PLAZA II
6150 OAK TREE BLVD. • INDEPENDENCE, OH 44131

PARK CENTER PLAZA II
6150 OAK TREE BLVD. • INDEPENDENCE, OH 44131

The black lettering’s font on the front and back (above, *top*) on the PO box PNC cover looked like a typical medical office’s. The same text used on the mailing at home was blue instead and in a different font (above, *bottom*), one reminiscent of earlier mailings from this company if my recall is correct.

The differences did not end there. Inside, the main distinction was the use of a *four*-page letter in the mailing at home, compared to a *one*-page letter in the PO box version. A few other differences were much more subtle. Was one mailing a test?

Historically over the decades, direct-mail campaigns have relied on mailed responses, making it relatively easy to track response rates of tests. Nowadays, it is not surprising to see a mix of reply methods (some offered in the same mailing), including using the Internet as well as the phone.

These health screening mailings do not use mail for replies, but require one to phone for a reservation. (We see this almost exclusively for all those financial seminar pitches, also heavy uses of direct mail.) So, if one of my mailings was a test against the other, how are the replies tracked? One obvious method is to use different phone numbers, but in this case another method was used: Each mailing carried its own “Priority Code” to provide when phoning the toll-free number given.

I hope my two mailings show you how to recognize your own example of a direct-mail test.

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

* * *

For Sale: **Scott's** Comprehensive Plate # Coil Strip Albums. New Never Used. Complete album pages 1981 through 2007 in 2 each Scott albums. Scott's sales price over \$430 plus tax. My sale price \$200 plus shipping. Ron Bergstrom, 916-543-2251 or ron.bergstrom@c21selectgroup.com. Member 2120

* * *

Estate Sale: 5# Precancels loaded with PNCs, \$35. 5# Used PNCs on-paper, \$40. 1-1/4 # Used PNCs off-paper plus 3-3/4# Used PNCs on-paper, (both) \$45. Used Strip/3 Scott 1891 #6 Superb condition \$725 OBO. All PostPaid. Gerald Blankenship, asppp134@verizon.net. Member 587L

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 106).

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4¢ Chair S1111 without back #s.....	109
10¢ Clock (2008) S1111 without back #s.....	109
46¢ Kaleidoscope Flowers, black line....	109, 111
46¢ Patriotic Star die cut shift.....	109, 111
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"strips of 100" in boxes report.....	112
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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.)

Membership

New Applicant

Linda G. Gilmore (2234)
27 Brentwood Rd
Chelmsford, MA 01824
LGGRN@comcast.net

Reinstated

Raymond Benzinger (555)
Raymond D. Scruton (1644)

Resigned

Bruce Haefemeyer (1574)

Previous Membership Count	533
New Applicant	1
Reinstated	2
Resigned	(1)
PNC³ Membership Count	535

Names of applicants are published for review. A member who questions the suitability of a prospective member should contact the Membership Committee Chair Michael Conway with the objection (mjconway@hotmail.com) or (203)268-5896.) Applicants are accepted as members one month after publication if no objection is made.



↑ (from page 111, *This and That*)

(from page 109, *Readers' Forum*) →

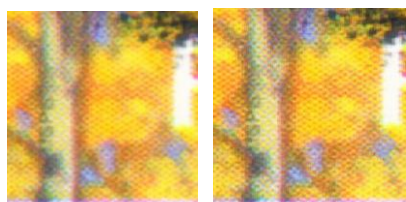
Well-Disguised Micro-“USPS”

The Avery-produced 2013 edition of our annual “flag” design coil stamps in rolls of 100 for the first-class letter rate (“Forever”) is causing some collectors fits looking for the security microprinting. Of the form “USPS”, Avery has placed the text at different spots among the four “A Flag for All Seasons” designs respectively. As noted in this issue’s “Catalog Corner,” the Autumn (or “Fall”) design is causing the most difficulty.

Due to a combination of factors coming together for that one design, it might be very difficult to discern “USPS” in its printed spot, depending on the given coil stamp one examines and at what magnification. To highlight the difficulty, note below (*left*) a close-up image of a coil that Frank Covey furnished. To its right is an image cropped from a high-resolution stamp image Frank also sent.



Below are two images (unedited, *left*; edited, *right*) from a used example on-cover on hand at time of writing. When these appear in print hopefully you can see the letters along the trunk’s left side.



– Editor



From: new no-back# roll ↑ back# roll ↓



From: new no-back# roll ↑ back# roll ↓

