

Auction #51 -- Plate Number Coil Collectors Club Consignment Sheet

(Photocopy this page. A separate sheet is required for each lot.)



Saturday August 16, 2014 is Auction Consignment Deadline



Please Note: Auction Lot fee is 10% of hammer price (minimum 50¢ per lot), and a 50¢ lotting fee for each UNSOLD lot (all fees deducted from the sale proceeds).

- 1) Keep this entire page intact and attach only one lot in its own glassine with tape on the top half (***do not use staples***). I understand that this might not be possible for longer strips.
- 2) **LIMIT YOUR CONSIGNMENT TO 25 LOTS**, please. **Firm Limit of ONE non-PNC/non-Coil lot.**
- 3) As I find that there is no totally acceptable definition of a commercial cover, all covers will be listed as either "First Day Covers" or "Other Covers". There will be no exceptions.
- 4) If you do not state a minimum bid, your lot(s) will go to the highest bidder regardless of the price(s) realized.
- 5) Bidding increments are: \$0.01 to \$4.75 -- 25¢, \$5.00 to \$9.50 -- 50¢, \$10.00 to \$49.75 -- \$1.00, \$50.00 to \$97.50 -- \$2.50, \$100.00 to \$495.00 -- \$5.00, \$500.00+ -- \$10.00

OWNER IDENTIFICATION

Preferred E-mail address: _____

Name _____ PNC³ Number _____

Address _____

City _____ State _____ Zip Code _____

Phone: Day _____ Evening _____

Scott # _____ Minimum Bid (see rules above) \$ _____ Is this Your ONE *Non-PNC* Lot? _____

Description of material:

Note! It is assumed that all mint material is never hinged, with undisturbed gum, sound perfs, etc. If otherwise, please note under "Faults" below. Used materials are assumed to be unhinged with sound perfs, etc. If otherwise, please note under "Faults".

(For COTTRELL press issues, please grade **both** design centering and line centering.)

Centering – Overall for non-Cottrell issues or Cottrell designs (see grading notes) (Circle one)

Ave F F/VF VF XF S

Centering (line) Cottrell issues only (Circle one)

Ave F F/VF VF XF S

Faults (describe below)

If my lot does not sell...

Please return it to me

Please hold it for the next auction

SEND TO: PNC³ Auctions, c/o Joe Sedivy, P. O. Box 410602, Chicago, IL 60641

EMAIL: PNC3auctions@aol.com

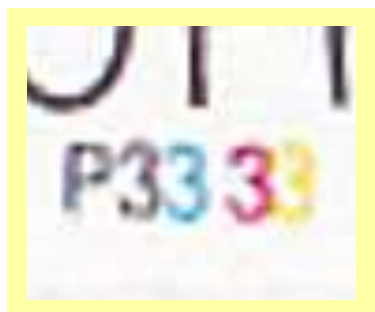
Our 27th Year



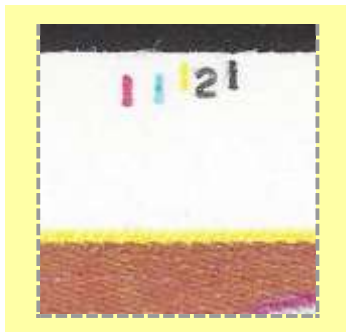
Coil Line

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

August 2014
Vol. 27, No. 8
Whole No. 314



▲ **New number...**
page 99



▲ **New update: 100% #**
on Top... page 106



▲ **New error... page 103**



New paper...
◀ **page 104**



New artifact:
...Now you don't
(see it)...
◀ **page 108**

PNC³ Autumn Auction
Last Call for Auction
Consignments!
⌚ **Deadline August 16** ⌚
(see wrapper for
Consignment sheet)

Also...

- PNC³ annual meetings... *page 99*
- PNC³ election results... *page 101*
- First look at CCL die cut shapes... *page 102*
- Catalog Corner: SSP's <49¢> Banner... *page 105*

Coil Line

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(issued March 8, 2006)

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see column at left for appropriate contact.)

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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 531, Windsor, VA 23487.

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.

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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 531, Windsor, VA 23487. Phone 757-478-8719; email: coilineditor@yahoo.com.
For mail delivery problems, contact the mailer below.

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Mailed from Zip Code 87185 on or near July 29, 2014.

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President's Message

Welcome!



from the PNC³ president ...

The results of the election of members to the PNC³ Board are in! As you know, we had three officers of the club running unopposed, one for a second term (John Himes, Treasurer). We welcome our new President, Robert Thompson (unopposed), our new Secretary, Richard Beecher (unopposed), and new Vice President, Michael Mules, who has previously served on the Board as a Member-at-Large. Also elected to the Board as Members-at-Large are Jill Ambrose and Mel Borofsky. Jill serves the club as Content Mistress of the PNC³ website, and has contributed over the years in ways too many to count here. Mel is new to the Board and brings to our ranks many years of experience in Florida philatelic circles. Mel has collected PNCs in many different formats since around 2007 and says that he can contribute to our recruiting efforts for new members.

The new officers begin their terms on September 1st, and my congratulations and best wishes go to them. My thanks to the Ballot committee, Mel Borofsky and Dave Agrodnia, who conducted the ballot tally.

I hope that many of you will be able to attend the club's Annual Meeting in Hartford, Connecticut this year. The time and place is Saturday, August 23rd at 4 p.m. at the Hartford Civic Center, a location that is within easy driving distance for many members. We'll install our new Board members, so come and meet them.

We will also have a table on the show floor during the entire APS StampShow, so come to visit if you can't make it to the Saturday meeting. I expect that we'll have copies of the current offerings of the PNC³ Catalog Committee available, so if you haven't ordered your copies, you can pick them up at the table (provided we haven't sold out).

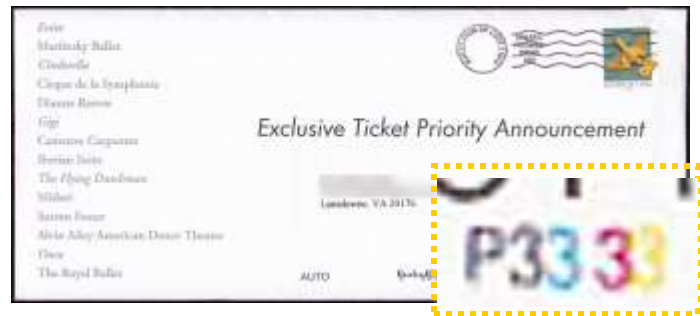
I also expect that Mike Conway will have the PNC presentation on DVD that he has prepared as a means of interesting non-PNC collectors in joining the club. Check out this interesting display and you can arrange with Mike to get a copy of your own to show to members of your local stamp club at their next meeting.

— Gene Trinks

If you are a new reader to *Coil Line*, PNC³ is in our 27th 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!

New (5¢) PNC P3333

Member Michael Lipson discovered new PNC P3333 for the (5¢) Art Deco Bird nonprofit-org. presort coil. His June 20th report of the new number on-cover (*shown here*) was on the same day that his household received the cover in the mail.



Notice of Annual Meeting

APS StampShow – August 23

The Annual Meeting of the Plate Number Coil Collectors Club will be held at the Hartford CT Convention Center in conjunction with the APS StampShow on Saturday, August 23rd at 4 p.m. in room 24. Also, the PNC³ Board will meet in room 17 that Saturday morning at 9 a.m. Interested members are invited to attend. The Club will have a table on the exhibition floor on all days of the show; the booth number will be assigned later. Members are encouraged to help staff the booth, especially on Thursday, August 21st.

PNC³ Regional Meetings

SESCAL – Los Angeles October 18, 2014

PNC³ club members will be meeting at 12:00 noon on Saturday, October 18, 2014 at the SESCAL 2014 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 17-19.

The PNC³ meeting will be hosted by club members Dan Forgues 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. There will also be plenty of time for club members to ask questions about their PNCs, as well as time for trading extra material at the end of the meeting. The meeting will be held in the Newport “C” room.

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

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.)

Call for Auction Consignments

The wrapper of this issue repeats the Consignment form for PNC³'s Autumn Auction – see last month's *Coil Line* for more information. The deadline for Joe Sedivy to receive completed lot forms is **Saturday, August 16**.

Editor's Message

New! New! New! Everything's new this issue! Well, almost everything... yes, we did have a little bit of fun with the front page this time, but we actually did not have to hardly stretch to make that happen. In fact, one more matter definitely “new” wasn't even touted as such on the cover; you'll have to read the President's Message (prior page) to see that word associated with the incoming PNC³ officers and board.

Meanwhile, amidst our postal workhorse coil issues old *and* new, happenings continue to abound. Some reports were barely able to make it into this issue in time. Given our monthly schedule, we like to include such coverage, however tentative, for the benefit of our printed-copy edition readers.

On the other hand, if a delay of a day or so at our end should result in an issue's first-class mailing reaching some, say, past the second of the month, would more grumbling ensue? For guidance I'd like to hear from those receiving the first-class mailing.

Back to this issue, the reports on the (5¢) Art Deco Bird and luminescence deserve comment. Many members do not take note of luminescent qualities of PNCs, but we could use a reminder of some background to its relevance at times.

Simply put, a few PNC varieties exist of which a luminescent attribute is uniquely coincident with another attribute. So for those so inclined, checking the luminescent factor is one way to identify the variety. (Admittedly, this is usually not the case. But it is in exploring and testing these factors that some enjoy the hobby. We benefit when, once in a blue moon, a finding proves material.)

We see this situation noted in the Scott specialized catalog when applicable; e.g., Scott 2452Dg, 5¢ Circus Wagon, described as “Printed with luminescent ink, shiny gum [plate #S2]... low gloss gum [#S3].” The shiny gum with this ink is exclusive to #S2, but the converse is not true; 2452D (#S1 and also S2) PNCs have “low gloss gum.” If you're not comfortable with gum types, checking an S2 for fluorescent ink will work (and of course is the practical recourse for used or on-cover copies).

As for a novel “invisible ink” use (page 108), this follows a history of hobby reports and questions of non-plate numbers found on PNCs. Regarding this case of a known source, we've shown in a past issue [*August 2013, page 101*] how this might occur on the coil itself and not just the cover... another possible discovery for some day ahead. – *Ron Blanks*

Readers' Forum



Upper-left corner (*left*), middle bottom (*center*), upper-right corner (*right*) closeups of PNC at right.

Recently issued PNC with embedded “bell.” Member Jeff Fiszbein found a <49¢> Star Spangled Banner PNC #C11111 (made by CCL Label) with serpentine die cuts mis-aligned with the design. The row separation section is moved down to reveal its “bell” shape, as shown in images above.

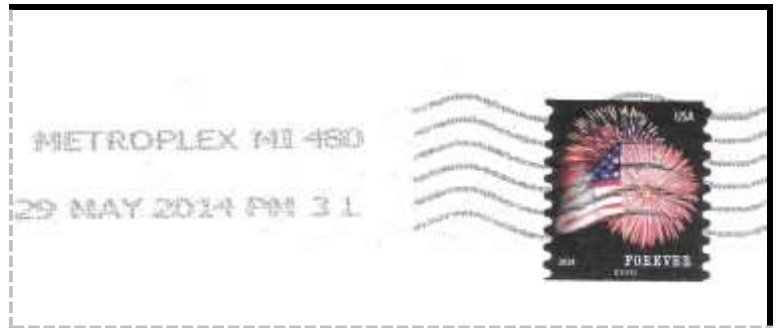
Those pesky adhesives. Regarding John Himes' article in this past month's *Coil Line* (July): Ronsonol is indeed an effective means of removing stamps from paper and adhesive from the removed stamp. Ronsonol is, however, quite expensive. I've found naphtha to be as effective and much cheaper than Ronsonol. Naphtha is generally used as a paint thinner and is available where paint is sold.

– Charlie Still #2124

I just saw John Himes' *Coil Line* article (July) on Ronsonol. I've been using it the past few years. A fellow collector suggested trying naphtha, which is a petroleum-based solvent. It worked similarly (I couldn't tell the difference). An advantage is that you can buy it cheap; I found it at Lowe's where a one-quart can was about \$7-8; it also comes in a gallon for about \$15. I pay about \$2 for Ronsonol at Walmart (everywhere else it's twice that).

The only issue I have with naphtha is trying to get it into a smaller container; the Ronsonol container is just the right size. I haven't tried the orange stuff [“Pure Citrus”]. I used to use Harco watermark fluid when it was available.

– Jeff Fiszbein #1148



Closeups (*left*) of above PNC on cover postmarked May 29, 2014. (The basic die cut pattern that includes the row separation shown at left is “peak-valley” as opposed to valley-peak. See page 102 for more shapes.)

PNC³ Election Results

The election of officers and Board members for the upcoming two-year term has been completed. Ballots were counted by the Election Committee (Melvyn Borofsky and David Agrodnia, both of Florida), on July 18, 2014. Of the 146 ballots received, one was disqualified because all selections were checked.

The positions of President (Robert Thompson), Secretary (Richard Beecher), and Treasurer (John Himes) were elected by acclamation since they were unopposed. The position of Vice President was won by Michael Mules (85 votes) over Lynnette Wood (50 votes). These officers will serve a two-year term beginning on September 1, 2014.

Also elected to the Board as Members-at-Large are Jill Ambrose and Melvyn Borofsky with vote counts of 87 and 91, respectively. They garnered more PNC³ member votes than Andrew Jakes and Thomas McFarland (vote totals of 62 and 50, respectively).

Rounding out the seven-member PNC³ Board is outgoing President Gene Trinks, who serves in the capacity of immediate Past President, an ex-officio (non-elected) post.

The club extends its congratulations to the winners and sincere gratitude to all candidates for their willingness to serve the membership in an elected capacity.

First Look at CCL Die Cuts

Frank Covey

Thimble Top die cut



Bell Top die cut

On July 1, 2013 CCL Industries purchased two divisions of Avery Dennison and one of these produces United States stamps. Avery's coils were known for interesting die-cut shapes found at intervals between their vertical serpentine die cuts, and now CCL Label is using the same die cutting tools and creating the same interesting die cuts. Those intervals are in fact the row separation sections, normally bisected by row slitting. The interesting shapes usually appear from mis-alignments.

← To the left is a **thimble top** die cut. It comes only from the top row of the web. If the die-cutting tool was aligned properly with the stamp, this would have been a peak/valley (PV) die cut with a peak in the upper left corner of the stamp and a valley in the lower left corner. Looking at the left edge, there is a long straight cut at the top before the first peak appears. On the bottom left corner is another peak with just a hint of a valley below it. These are the indicators of a Thimble Top die cut.

← The **bell top** die cut gets its name from the half bell shape in the upper right corner. If the die cutting tool was aligned properly, this would be a normal PV die cut. Instead, on the upper-right corner you can see that part of the peak from the stamp above ended up on the bottom stamp. (Go back and look at the lower-right corner of the Thimble Top to see the peak cut in half.)

Below left are **knoll top** (from a VP row) and **knoll bottom** (from a PV row) die cuts. Horizontal slitting to separate the printed web into rows is meant to cut directly through the middle of this knoll, producing valley/peak die cuts on the row below the slitting. Look at the upper left and lower left corners to see the knolls. The lower right image below is a **bell bottom**. The inverted bell (this being from a PV row) is in the lower-left corner.



← Knolls Top & Bottom

Bell Bottom →



<49¢> Star-Spangled Banner: Vertically Unslit-Between Triplets

Robert E. Thompson



Figure 1. Portion of unslit three-roll-high “super coil.”

Recently, I bought a roll of 300 stamps of the Star-Spangled Banner printed by Sennett Security Products (SSP). What is unusual about the rolls is that it is really one roll. The roll is unslit between the top and middle rows; and between the middle and bottom rows. There are three full plate number strips with plate number S11111 on the roll. There are only three other PNC issues (37¢ US Flag, 39¢ Lady Liberty and <44¢> Forever Lady Liberty/Flag), that have been found unslit between vertical pairs. All of them were printed by SSP. This is, however, the first PNC issue that has been found vertically unslit between triplets. *(For an alternate view of the missing row-slitting, see the negative image below, cropped from Figure 1. To its right is a negative image of the Figure 2 seam line image.)*

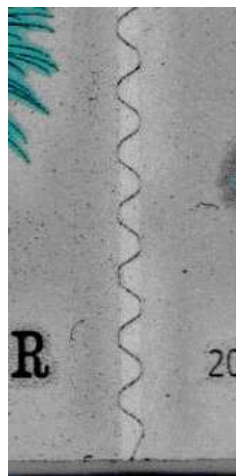
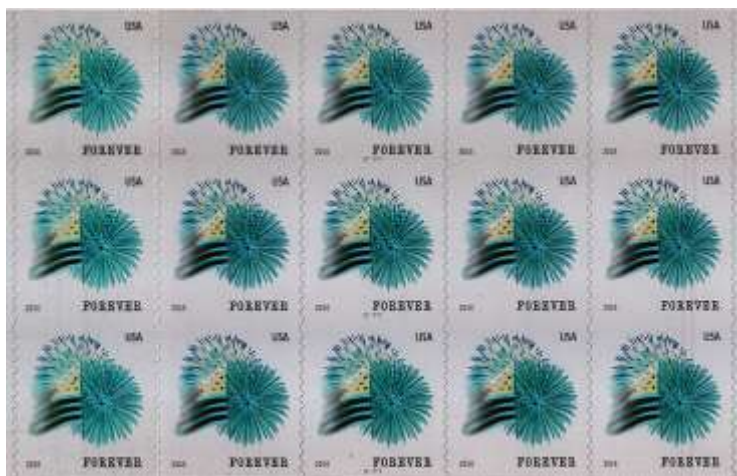
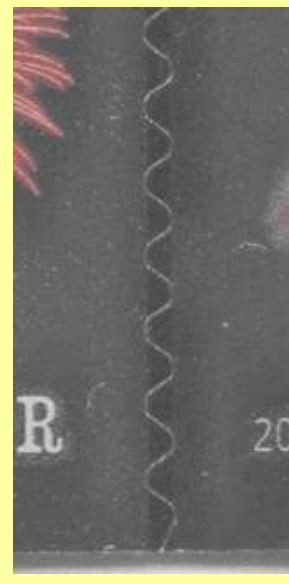


Figure 2. Seam line.



Direct Mail Sightings

News Edition

Ron Blanks



Original (left), newer paper types found.

(Note: Image made under longwave UV light. Colors, shades and intensities do not necessarily reflect what might be seen using one's own UV lamp.)

Michael Lipson's find of a new number for the (5¢) Art Deco Bird coil (page 99) has added some excitement to the hunt for interesting direct-mail examples with PNCs. On May 18th of this year I found an unnumbered (5¢) Bird on a discarded, unopened 9 by 12 inch nonprofit organization mailing. That in itself is not unusual, but when I examined it in shortwave ultraviolet light (SW UV), it revealed something I had not seen before on this issue: The paper was somewhat fluorescent (all 500+ prior examples I've seen were unresponsive in SW-UV).

The glow is not as bright as the consistent paper fluorescence one sees on most recent (10¢) Banner self-adhesive coils or on all (25¢) Spectrum Eagles (bright enough under SW UV, I suppose, that it has led some to mistake the paper for "prephosphored," which it is not).

At my request, Robert Thompson photographed both (5¢) Bird paper types under longwave UV (image shown above). But I made a mistake; I should have asked for SW UV light (since that is what I used). As a result, it seems the original paper that is "dead" under SW actually has some brighteners evident under LW, and the new paper is brighter still. (We hope to have a more suitable image under SW UV in a future issue.)

I've been expecting to eventually find a P2222 PNC version of the new paper type, but so far only

three more unnumbered examples have turned up. Two of these are on ASPCA mailings that member Cerel Fritz, Jr. received on May 20th and July 3rd, respectively. I found the third one in a post office trash can on May 24th on a National World War II Museum mailing. During this period, 55 original-paper examples were found, including two PNCs.

Then came the P3333 discovery, and I wondered: Why this third plate number for an ordinary "nonprofit org." coil that doesn't even require phosphor tagging? In this era of "no new plate numbers" shouldn't there have been a production change? To date there's been no reason reported for the change from P1111 to P2222. (After the above was written, it was reported to me that the P3333 on-cover does not react to SW-UV light.)

This being an election year involving the U.S. Congress, political lobbying and fund-raising direct-mail campaigns are in high gear compared to last year's pace. Below are some of the more interesting examples using coils encountered to date.

The coils in Figure A on the outside cover were not canceled. The discarded, unopened letter seemed bulky owing to its two-ounce weight and contents of standard letter sheets folded in thirds. However, the cover received a standard barcode (*please see page 106*)



Figure A. (top) Two self-stick coils & pair of gummed coils used to meet 70¢ two-ounce first-class rate (letter insert dated April 24, 2014). (bottom) A <49¢> Ferns coil used to pre-pay postage on enclosed courtesy reply envelope.



Forever <49¢>
 Star Spangled Banner (SSP)
 (self-adhesive)
Plate S11111
 PNC ID 2014-7

The first-class rate “forever” <49¢> **Star Spangled Banner in coils of 100** from **Sennett Security Products** was to be issued in March 2014. But from personal experience, it was available in some post offices in western Illinois by February 18, 2014.

The **S11111** plate number, shown to the left, repeats **every 32nd** stamp along the roll. Most collectors will save this as a PS5 (plate strip of 5) with the plate numbered stamp in the middle of the strip.

“USPS” is microprinted vertically in the top fireworks burst, just above the tip of the flag pole. (See illustration below.)

A phosphor tagging break occurs between the stamps one left (“1L”) and two left (2L) of the plate numbered stamp. Also, a visible black seam line appears in the same location and then again about midway between plate numbers. (But due to the black background, it is difficult to see in the printed image shown below, edited to lighten the background. Viewing this page’s electronic version at 200% will help some.)

The roll is sealed with a wrapper like the one shown at the bottom of the page. The coils of 100 come in sticks up to 10 rolls high which are attached to one another by pieces of uncut paper called bridges. Strips can be saved in the stacked coil block format with the tiny bridges holding the block together.



Microprinted “USPS”



Seam Line



Phosphor Break



(from page 104, Direct mail sightings)

and readable delivery-point address translation by inkjet printer. This attests to the item conforming to the letter shape attributes. But the printing was upside down in the upper-left corner. Was the only phosphor-tagged stamp (<49¢> Fern) too far to the left to trigger the facing circuitry? But wait...



Figure B. The 21¢ Lincoln is from a coil of 100.

In Figure B, 2014-issued coils adorn the upper-right corners of another two-ounce mailing and its enclosed reply envelope, respectively. Unlike the three different coil issues in Figure A, this mailing includes a coil (21¢ Lincoln) that cannot be machine-affixed. Delivered on or before this past May 17th, the discarded, unopened cover likewise did not receive a machine cancel even though it was inkjet-printed as letter-shaped mail with barcodes and codes.

Ironically, it was disappointing enough not to find a plate number among all of these examples. While the lack of cancels “tying” the coils to the covers was disappointing, had they been PNCs it would have been even more so. Who will first report any of these more desirable examples?

Figure C shows a third example in-part. Yes, examples have progressed from full affixing machine use, to two of three coils being machine-affixed, to only the reply postage coil being machine-affixed. Delivered near July 10th, its (please see next page)

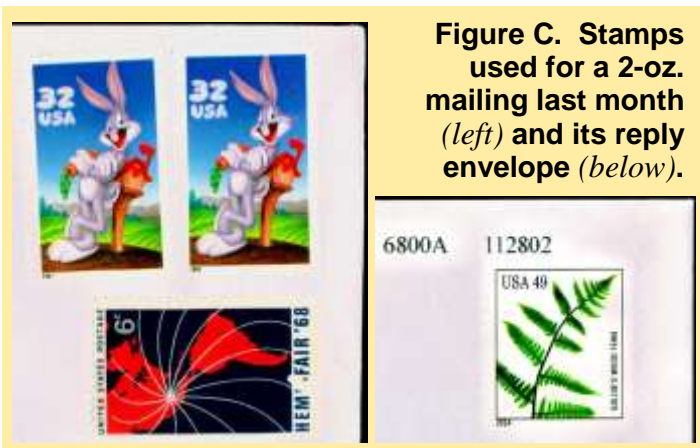


Figure C. Stamps used for a 2-oz. mailing last month (left) and its reply envelope (below).

100% # on Top Census, Update 10

Mark Schultz

Some new additions have surfaced in recent weeks and these are all to be filed under “rarely-if-ever seen.” The first two come by way of member Michael Mules. He spotted this used single of a 1982 10.9¢ Hansom Cab Precancel #4 [Scott 1904a, color image (A) on back page] in a dealer’s dollar box at a show earlier this year. The reason this single has me grinning is because it is a gap 0L (precancel lines gap at the joint line).

The only other circulating #-on-top cases of 10.9¢ plates #3 or #4 came from a 1983 meeting of the Birmingham, Michigan Stamp Club. The club had met for a lick-n’-stick to affix the then-bulk mail-rate stamps onto a mailer for an upcoming regional show. Out of the three rolls used, four or five pairings of mint #3 and 4 #-on-top were pulled for the attending members. All were PS3s without any gap.

(There is one other report of #3 and 4 Hansom Cab #-on-top from a 2000 Kim Cuniberti auction. Both strips were torn at the 3L gap, one a PS6 and the other PS8, and each were misperfed and without gum.) In any case, you can pretty much count the number of #4 precancels known using one or two hands and this is the only 0L reported to date, albeit a used single. Good eye, Michael!

The second offering from Michael is from a mint PS5 of the 1985 18¢ Washington Presort #11121 [Scott 2149a, (B) images page 108]. I have surveyed any number of similar strips as #-on-top but this is the first where all five plate numbers are unequivocally clear of the top slitted edge (with daylight). That last black “1” on all other strips I’ve seen invariably pooches up to the cut, discounting the strips from the 100%-on-top Census. Even though the other four numbers in the plate number have white paper above, all five need to have clearance.

The final example is from a strip of 2002 37¢ Flag #7777 [Scott 3632, image (C) page 108] that recently turned up in an eBay auction. From the roll of 100 being offered at auction, only two 100%-on-top plate numbers were found due to a gradual production misalignment. The roll ranged from being slit apart *very high* on one end of the roll to almost normal at the other end. Since this example is clearly not from the top row of the web, it might also mean that other similarly slit rows might have been produced. (please see next page)

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 * * *

CLASSIFIED AD rates are 6¢ per word, with a minimum cost of \$3.00 per insertion. (Only members may advertise in *Coil Line*.)

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 98).

Mailing List Available

Rental of the club mailing list is available upon request. A one-time usage fee of \$50.00 includes preprinted address labels. Contact Harvey Wales, Secretary. Email: hwales16@aol.com or see page 98 for more contact methods.

(from page 106, 100% # on Top)

Additional 100%-on-top examples might have survived on other rolls. But for the time being these two appear to be the only known. Keep 'em coming, folks, and please contact me with information, questions and scans at: Mark Schultz, 1002 Wisteria Trail, Austin, TX 78753, mschultz@jomarpress.com. *(images on page 108)*

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 *-only change to *Current Plate #s chart*, p.94 July.

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 Update

New Applicant

Albert E. Canalizo (2251)
 621 Carol Dr
 New Orleans, LA 70121-1705
acan@msn.com

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 notice if no objection is made.

Previous Membership Count	516
New Applicant	1
Reinstated (removed in error)	1
PNC³ Membership Count	518

(from page 106, Direct mail sightings)

addressee was apparently jaded enough that not even the hand application of three older commemoratives was sufficient to move him or her to open it.

While ostensibly from three different mailers, two or all of these users might have outsourced the mail preparation to the same firm. The way the firm (and/or the mailers) presented these mass mailings to the postal plant might have figured in the lack of cancels in the three cases.

(from previous page, 100% # on Top)



(A)

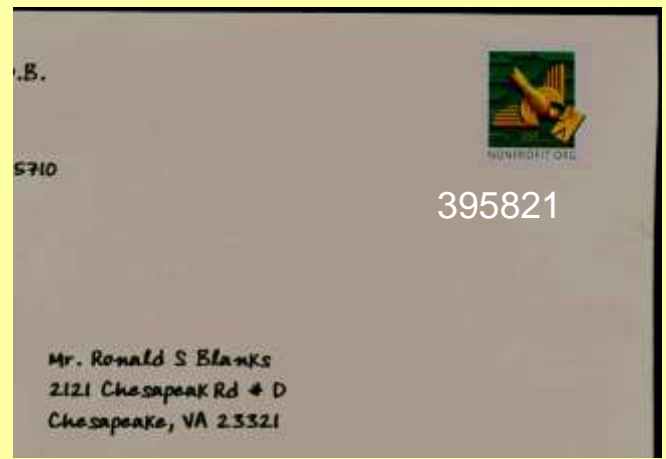


(B)



(C)

Breaking News Exclusive



During final layout work for this issue, an interesting discovery was made on a direct-mail donation appeal from Salesian Missions. Delivered on July 15th, the mailpiece bears a (5¢) Art Deco Bird coil, so it was examined under shortwave ultraviolet light for possible luminescence. (See related story, Direct Mail Sightings, page 104).

The stamp did not react. But a most unusual artifact on the cover, *invisible in normal light*, did: A six-digit number glowed bright white in the UV light, with a slight chromatic effect noticed on the last two digits. The number is almost a half-inch below the coil, positioned slightly left to it.

The image above simulates the number's appearance under SW UV, superimposed over an edited image of the actual cover. A similar check of the personalized inserts' surfaces did not turn up a matching artifact. However, a closer look at the reply form revealed a tiny-font code at upper-right, "K-395821." The digits match the invisible ones, revealing it was address printing that applied the number to guide the insertion equipment. – Ron Blanks

