



APS CHAPTER #122934



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ODDBALL POSTAL HISTORY - IS THIS THE WORLD'S SMALLEST BUSINESS REPLY MAIL?
By your Editor, Tom Reiff

Duane is a friend of mine. We first met years ago during a collectibles show where I was set up selling collectibles and he was browsing, looking for items for his collections. As I found out during our initial conversation was that Duane was a matchbook and match cover collector, his main interest being matchbooks and match covers in regards to billiards, pool, and the like. Of course, like almost every other collector, I found out that he also had interest in topics other than the billiards topic.

We are both members of the Three Rivers Postcard Club in Pittsburgh. At a recent show or meeting, Duane and I were talking about various things and somehow one of the discussions involved Business Reply Mail. I remember selling him some "giant" matchbooks that had Business Reply Mail as/on the matchbook. In any case he told me that he had a 20-strike (20 matches), front striker, matchbook with the BRM as the cover. Next time we met, he handed me this matchbook and said it was a gift as he another one.

Well, as a postal history collector, and the fact that one of my previous, now-sold, collections was Business Reply Mail, I was very pleased and thankful. This "oddball", interesting postal history item may be the world's smallest Business Reply Card/Cover. I don't feel they could be any smaller than this one.

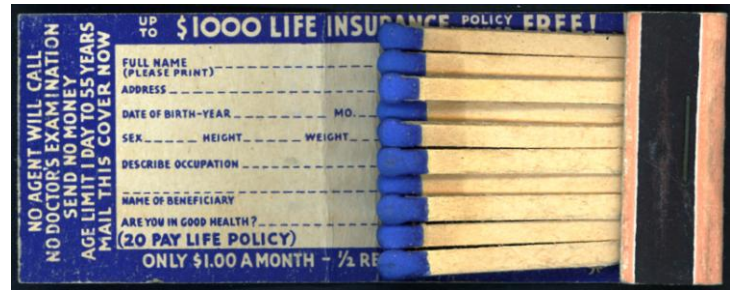
Actual size of the matchbook is a tiny 3 13/16" by 1 1/2". If and when any of these were mailed, I am sure that special attention was given to make sure they didn't get lost. Also, you would have to print or write very small to fill this out.

This BRM card is most likely from the 1940's but could date earlier or later. But the notation of "4¢ POSTAGE WILL BE PAID BY..." would date it between July 6, 1932 and July 31, 1958 as the first class rate was 3¢ and the BRM fee was an additional 1¢.

The BRM address is for the American Life & Acc. Ins. Co in St. Louis, Mo. The inside has an application for up to \$1000 life insurance with an age limit of 1 day to 55 years. Cost was only \$1.00 a month with 1/2 regular rate for the 1st 5 years. Policy mailed FREE!



FRONT OF MATCHBOOK



INSIDE OF MATCHBOOK

The Postal Service has offered the Business Reply Mail service (BRM) since July 1, 1928 and it continues to this day.

By opening an account with the local Post Office, a business may supply their customers with return envelopes or labels. This allows customers to send a reply via First-Class Mail or Priority Mail. The business pays the postage and a per piece fee only for the pieces returned. To ensure the postage is collected, clerks at the delivery Post Office calculate the amount due and withdraw the money from a customer account. In some cases, carriers collect the postage when they deliver the pieces to the business. Generally, BRM pieces are identified through automation process; however, the Postal Service relies on clerks and carriers to identify and hold out any BRM pieces that have not been isolated through automation.

WILKINSBURG STAMP CLUB - NOVEMBER, 2015

OFFICERS / ADDRESS / WHEN WE MEET

President: Andy Novotny
([email: novoand@hotmail.com](mailto:novoand@hotmail.com))

Vice-President: Laura Kaczynski
([email: laurakac13@verizon.net](mailto:laurakac13@verizon.net))

Secretary: Tom Reiff **Treasurer:** Danielle Weaver

MAILING ADDRESS: Wilkinsburg Stamp Club
P.O. Box 10552
Pittsburgh, PA 15235-0552

We meet on the second and fourth Sunday (except holidays and fourth Sunday in June, July and August) of each month. Meetings are from 12:30 P.M. until close of business, with the business meeting at 2:00 P.M. Meeting at the Churchill Borough Building, 2300 William Penn Hwy, Churchill, PA 15235.

DUES ARE ONLY \$8.00 PER YEAR (JULY-JUNE)

Newsletter Editor: Tom Reiff
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EDITOR'S PERSONAL NOTE...

It's pretty soon time to put away the lawn mower and get out the leaf rake, but hopefully not the snow shovel or snow blower.

NOVEMBER, 2015 MEETING DATES

November 8th and November 22nd

On November 22nd an AUCTION is scheduled after the meeting. Bring your auction lots. You will receive 100% of the selling price.

**FLAT SCREEN COLOR TV AVAILABLE FOR
THE PITTSBURGH STEELERS GAMES.**

*** PLEASE JOIN US ***

This newsletter is published ten times per year. Eight issues are published monthly for the months of January, February, March, April, September, October, November and December. For the months of May through August, two issues are published, one for the months of MAY-JUNE and one for the months of JULY-AUGUST.

**** OUR FISCAL YEAR IS JULY 1 – JUNE 30 ****

CLUB NEWS

ANNUAL HOLIDAY SEASON PARTY:

Our annual holiday season "party" will be held on December 13th. There will be no meeting, just friends, food and fun. The Club, as usual, will cover the expense of the chicken. Members at the October 25th meeting and meetings in November have/will designated/designate other "goodies" that they have volunteered to bring. Tom Reiff will have his annual philatelic trivia contest with the winner receiving a "prize" from Lorraine Vincent. Also, members may bring in a SHOW AND TELL item (or items), philatelic or not.

PLEASE NOTE: You are welcome to bring guests, however any non-member guest will be charged a \$5.00 guest fee.

LUNCHEON HELD: Our annual luncheon was held at Drew's Family Restaurant in Forest Hills on October 24th. There were 23+ attendees, (members and guests). It was reported that the food was excellent and that everyone had a good time. The Club will consider going back there for our 2016 luncheon..

WEBSITE ENHANCEMENT: Thanks to our expert webmaster, Debbie Foltyn, a new enhancement has been added to our club website. Titled **MEMBER MARKETPLACE (UNDER QUICK LINKS ON THE LEFT SIDE OF THE HOME PAGE)**, it allows any member in good standing to list up to 10 items or a short paragraph to describe items for sale, or items they are looking to add to their collection. Give it a look. You may want to use it now or in the future.

WILKPEX 2016 EXHIBIT UPDATE: We have six members committed to exhibit. Bill Badali (2 exhibits/4 frames), Gene Bujdos (1 exhibit/1 frame), Laura Kaczynski (1 exhibit/1 frame), Lorraine Vincent (1 exhibit/2 frames) and Danielle Weaver (1 exhibit/2 frames). That leaves 7 frames that need to be filled. Please consider exhibiting. Thanks!

WILKINSBURG STAMP CLUB - NOVEMBER, 2015

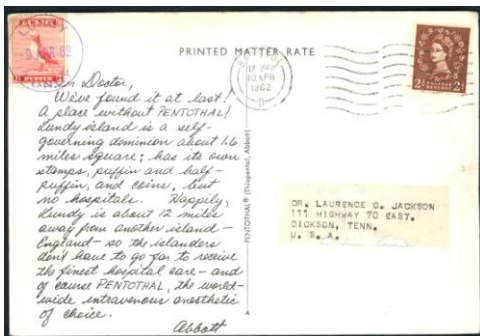
**NOVEMBER 1, 1929 – FIRST LUNDY ISLAND STAMPS ISSUED
(86 YEARS AGO THIS MONTH)**

Owing to a decline in population and lack of interest in the mail contract, the GPO ended its presence on Lundy at the end of 1927. For the next two years Martin Coles Harman (owner of the island) handled the mail to and from the island without charge. On 1 November 1929, he decided to offset the expense by issuing two postage stamps (1/2 puffin in pink and 1 puffin in blue). One puffin is equivalent to one English penny. The printing of Puffin stamps continues to this day and they are available at face value from the Lundy Post Office. One used to have to stick Lundy stamps on the back of the envelope; but Royal Mail now allows their use on the front of the envelope, but placed on the left side, with the right side reserved for the Royal Mail postage stamp or stamps. Lundy stamps are cancelled by a circular Lundy handstamp. The face value of the Lundy Island stamps covers the cost of postage of letters and postcards from the island to the Bideford Post Office on the mainland for onward delivery to their final destination anywhere in the world. The Lundy Post Office gets a bulk rate discount for mailing letters and postcards from Bideford. Lundy stamps are a type of postage stamp known to philatelists as "local carriage labels" or "local stamps". Issues of increasing value were made over the years, including air mail, featuring a variety of people. Many are now highly sought-after by collectors. The market value of the early issues has risen substantially over the years. For the many thousands of annual visitors Lundy stamps have become part of the

collection of the many British Local Posts collectors. The first catalogues of these stamps included Gerald Rosen's 1970 *Catalogue of British Local Stamps*. Later specialist catalogues include *Stamps of Lundy Island* by Stanley Newman, first published in 1984, *Phillips Modern British Locals CD Catalogue*, published since 2003, and *Labbe's Specialized Guide to Lundy Island Stamps*, published since 2005 and now in its 11th Edition. Labbe's Guide is considered the gold standard of Lundy catalogues owing to its extensive approach to varieties, errors, specialized items and "fantasy" issues. There is a comprehensive collection of these stamps in the Chinchin Collection, donated by Barry Chinchin to the British Library Philatelic Collections in 1977 and now held by the British Library. This is also the home of the Landmark Trust Lundy Island Philatelic Archive which includes artwork, texts and essays as well as postmarking devices and issued stamps.

NOTE: Lundy Island stamps are NOT listed in Scott's Postage Stamp Catalogue. These are considered labels or Cinderella stamps: used sometime for Local Post. Since the regular post doesn't have a service to the island, people use these stamps to send a letter to the nearest post office on the coast. Some collectors like those stamps but you won't find Local Post stamps in Scott cat. There is a market for those stamps; there is Lundy auctions on eBay.

SOME IMAGES OF LUNDY ISSUES (A "TOPICAL" STAMP PARADISE)



1962 POSTCARD FROM LUNDY



1954 – MAP



???? – ROYALTY



1954 - TRIANGLE



1929 – BIRD



???? – OVERPRINT



1939 – LIGHTHOUSE / PLANE



???? - SHIP

WILKINSBURG STAMP CLUB - NOVEMBER, 2015

MARK YOUR CALENDARS

Upcoming
Stamp, Postcard and Collectible Shows

STAMP SHOW – November 7-8 – PITTPEX '15
South Fayette Fire Hall, 661 Millers Run Rd.,
Bridgeville, PA Sat. 10AM – 5PM Sun 10AM – 4PM
FREE

STAMP SHOW – November 14 – Johnstown Stamp
Show – Johnstown Stamp Club, Johnstown Activities
Center (Main Hall), 550 Main Street, Johnstown. Sat.
10AM – 4PM

POSTCARD SHOW – November 20 - 22– York, PA
York County Fairgrounds. Horticultural Hall, 334
Carlisle Ave., York. Fri 9AM – 5PM Sat 9AM – 5PM
Admission charged.

STAMP SHOW – November 21 – Elyria, OH - Black
River Stamp Club Show Black River Stamp Club,
St. Judes School, 590 Poplar St., Elyria.. Sat. 9AM –
6PM

POSTCARD SHOW – November 27 - 28 –
Lancaster, PA. Lancaster Fall Postcard Show (the
former Morlatton show), Farm & Home Center, 1383
Arcadia Rd., Fri. 10AM -6PM, Sat. 10AM - 4PM
Admission charged.

STAMP SHOW – December 5 - 6 – Columbus, Ohio
– Worthington Stamp Club Annual Show and Bourse.
Disalle Center at the Ohio Expo Center, 717 E. 17th
Avenue. Saturday 10 AM-6 PM, Sunday 10AM-3PM.

STAMP SHOW – December 6 – CRANBERRY, PA,
Four Points Sheraton, Cranberry, PA 10AM – 4PM
FREE

ATTEND A SHOW – FIND A TREASURE



1971 MALI – MAYFLOWER IN 1620

*** HAPPY THANKSGIVING ***

PITTSBURGH AREA STAMP CLUB WEBSITES

Here are our local stamp clubs Internet Web Sites. Once
you access this URL, you may be able to navigate to other
parts of the web site.

WESTMORELAND COUNTY PHILATELIC SOCIETY
<http://www.muleshoepa.com/WCPS/WCPS.HTM>

PHILATELIC SOCIETY OF PITTSBURGH
<http://www.presidentdrive.com>

50 YEARS AGO – NOVEMBER 1965



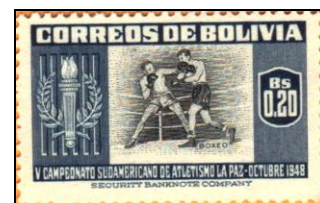
1968 B.I.O.T (Sc. #33)



1965 RHODESIA (Sc. #207)



1965 P.R.C. (Sc. #845)



1948 BOLIVIA (Sc. #352)

**HISTORICAL FACTS WITH PHILATELIC CONNECTIONS
OVER THE YEARS, STAMPS HAVE BEEN ISSUED FOR THE
BRITISH INDIAN OCEAN TERRITORY, RHODESIA,
PEOPLES REPUBLIC OF CHINA AND BOXING**

NOVEMBER 8, 1965 - The British Indian Ocean Territory
is created, consisting of Chagos Archipelago, Aldabra,
Farquhar and Des Roches islands (on June 23, 1976
Aldabra, Farquhar and Des Roches are returned to the
Seychelles).

NOVEMBER 11, 1965 - Nov 11 - In Rhodesia (modern-
day Zimbabwe), the white-minority government of Ian
Smith unilaterally declares de facto independence ('UDI').
Headed by Prime Minister Ian Smith, the Rhodesian Front
remained in government until 1 June 1979, when the
country was reconstituted as Zimbabwe Rhodesia, then
Southern Rhodesia, then finally Zimbabwe.

NOVEMBER 17, 1965 - General Meeting of UN refuses
admittance of China PR (People's Republic). Finally
"exchanged" for Republic of China (Taiwan) in 1971.

NOVEMBER 22, 1965 - Defending champion Muhammad
Ali TKOs Floyd Patterson in 12 for heavyweight boxing
title.