NOVEMBER MEETING – Happy Thanksgiving!

WHERE: **BROWN COUNTY AGING AND DISABILITY CENTER**
WHEN: **November 15, 2018** (third Thursday of every month)
TIME: **7:00 pm to 9:00 pm, No Business Meeting in June, July, and August**
PROGRAM: **U.S. Stamp Related and Silent Auction**

*Reminder: We need volunteer members to pick up a key from the Senior Center by 4:00 pm on the day of the meeting. November's volunteer is **Mark Schroeder**.*

October Meeting

The meeting was called to order by president, Mark Schroeder.

Treasurer, Kirk Becker updated us on the status of our treasury. In summary expenses exceeded revenue last year by about $111.

There were no Committee Reports.

In the area of New Business, there were three items as shown below in bullet point fashion:

- Ray noted that an individual donated some 25 to 30 cacheted envelopes to GBPS. The cachets were for various occasions including 1st days, shows, and others. It was decided to offer the covers to WFSC for their junior program or one of their silent auctions. If the Federation does not want them, we will offer them in one of our silent auctions with the proceeds going to the club.
- Reminder for key pick-up in November and December:
  - Nov.: Mark Schroeder
  - Dec.: Dave Burrows

Thanks to Arnie Nommensen for picking up the key for October.
- Members were reminded of the upcoming Oshkosh show on Nov. 3rd.

October Program

For the October program, Ray presented his non-competitive Packers exhibit. Nine pages were shown including the eight in the exhibit and one that displayed a cover autographed by Bob Skoronski, Max McGee, and Jerry Kramer (shown below).
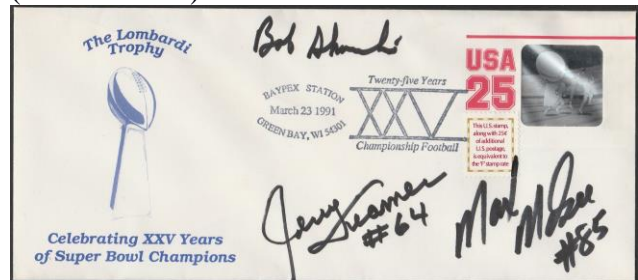
BAYPEX cover autographed by Bob Skoronski, Jerry Kramer, and Max McGee.

This ninth page was added after the exhibits were completed. There was a great deal of discussion about the Packers after the presentation. I learned something about my exhibit thanks to club member Colin Dahl.

Colin looked up the significance of the date (November 29, 2004), on one of the covers. It turns out that was the date of Brett Favre's 200th consecutive start. The Packers beat the St. Louis Rams 45-17 that day and Favre threw for three touchdowns in the game.

Brett Favre cover postmarked
November 29, 2004 commemorating
his 200th consecutive start.

The entire exhibit will be posted on the WFSC website at: wfscstamps.org.

There was also a silent auction.

November Program

The November program will be a presentation by Don Buntman on some facet of U.S. philately. Should be good, be sure to come.

Ray's Ramblings

Editor's Note: The following article on the Zone Improvement Plan (ZIP Codes) was written by one of our club members, Darlene Waterstreet. This article was written in conjunction with the article on Mr. Zip in last month's newsletter. I want to thank Darlene for stepping up and writing this very interesting article. Should anyone else have any writing ambitions, just let me know and we'll find a way to get one of your articles in our newsletter.

THE ZONE IMPROVEMENT PLAN

An important breakthrough in modern communication appears on envelopes, just after the address -- the ZIP Code.

The development of postal codes began in large cities. Postal districts existed in London as early as 1857 and in some U.S. cities at least by 1920, implemented by local post offices, not the Post Office Department.

During World War II, when thousands of postal workers left to serve with the American military, the Post Office Department began a zoning system in 124 of the country's largest urban areas. Delivery districts within these areas were given one- or two-digit codes, to be written as part of the address after the city name -- for example, Milwaukee 11, Wis.-- so that mail could be sorted by inexperienced employees. These early postal zone codes faced little opposition and caught on quickly with businesses and the American public.
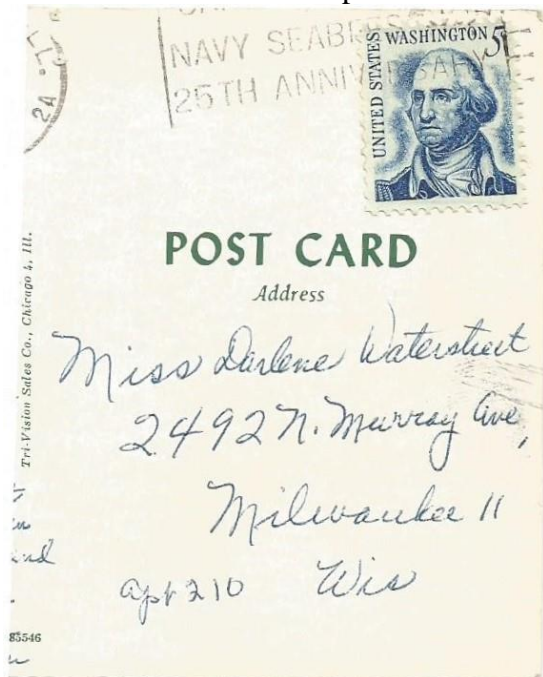
Address part of a postcard showing the
old two-digit delivery district in Milwaukee.

Between 1943 and 1962, annual mail volume doubled, from 33 billion to 66.5 billion pieces, but the mail was sorted much as it had been when the Post Office Department started. In 1962, the Postmaster General, James Edward Day, proclaimed an urgent need for a national code to automate the sorting process, and by the end of the year the system was ready.

Locations were given five-digit codes. The idea for the first three digits in the code, which refer to broad geographic areas and central post office facilities within those areas, had been submitted by Robert A. Moon, a career postal employee, in 1944, and implemented almost 20 years later. The final two digits, which signify the local post

office, were the work of a committee.

Map showing U.S. ZIP code zones.

In the summer of 1963 the public was introduced to the Zone Improvement Plan, or ZIP Code, probably named to capitalize on its main selling point: speed. To make the system work, the public had to adopt the habit of including the codes in their mailing addresses. Today, most people hardly think about the numbers they put at the end of the address on an envelope. However, the inclusion of the ZIP Code was not always second nature.

Ad encouraging the use of zip codes.

The Post Office had little difficulty in getting mass mailers to use the ZIP Code, and the majority of Americans seemed to adjust to adding the extra five digits to the end of mailing addresses. However, there was a small, vocal group of Americans who opposed ZIP Codes for a variety of reasons. Many did not understand how the system worked, and doubted that it would speed up their mail. Some felt that numbers only make life more complicated. Newspaper editorials warned of Big Brother and "numerical neurosis." Individuality was at the heart of American identity; being assigned an identification number was not, so ZIP Codes were seen by some as un-American! The Post Office Department pointed out that the codes were for places – not people.

In spite of ZIP Code directories, obtaining codes seemed to be extra work, and many Americans chose not to put forth the effort. The Post Office Department issued "ZIP-A-List" kits consisting of nine postcards. Americans could write an address for which they needed a ZIP Code on each card and send it back to the Post Office Department for free. The Department would then send people the ZIP Codes they needed. Most Americans saw the ZIP-A-List kits as a helpful way to collect the codes they needed. Others, however, used their postcards to send complaints about the ZIP system to the Post Office Department.



Ad for ZIP-A-List service.

The need for public cooperation resulted in the ZIP Code campaign becoming one of the largest government promotional campaigns in American history. To encourage its use, the Department introduced one of the most famous trademarks in advertising history for the public campaign -- Mr. ZIP™. (See last month's newsletter.)

Though a large number of Americans originally objected to using ZIP Codes, their opinion improved as a result of national advertising, and as people realized that ZIP Codes really did increase the speed of mail delivery. While public cooperation was only 50 per cent in

1966, improvement was acknowledged as early as 1969 (84 per cent). By that year a newspaper article reported that even letter carriers, many of whom had originally opposed the system, fearing loss of jobs, were coming around to the idea of the codes. "The ZIP Code is working well," they said, "far better than we anticipated when it was first introduced." By 1970, ZIP Code use had reached 86 per cent, and by 1979 it was reported at 97 per cent.

Not every place in the US has a ZIP code. There are still remote and rural areas of the country which do not have mail routes. Without mail delivery, a ZIP Code is not needed.

Places without ZIP codes

United States
Zip Codes.org
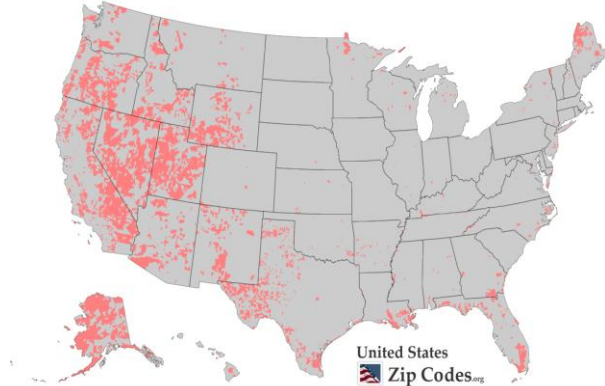
Map showing areas in the U.S. that still do not have a ZIP code.

The idea behind the ZIP+4 zoning code system introduced in 1983 was that the extra four digits would allow machines to take mail sorting one step further, identifying a specific carrier route and block, eliminating all need for manual sorting. The ZIP + 4 system is used today almost exclusively by large volume mailers. New sorting and location technologies decreased the value of the additional four numbers and most mailers tend to stick to the five-digit codes.

Today, ZIP codes are translated into "automation-readable barcodes" that contain 31 digits of information that tell the post office everything from whether it was presorted, if the mail is first-class or a periodical, and even which business sent it, and allow the USPS to track virtually every letter and package around the country. Today, even the Postal Service`s competitor, United Parcel Service, uses the ZIP Code as a method of sorting its packages.

As ZIP Code use became widespread, the codes took on new meaning for the government as well as businesses. Today, ZIP Codes are used to gather demographic statistics, and asking for a person's code in the checkout line allows retailers to determine where customers are coming from and where new stores should be built. ZIP Codes also enable companies to mail advertising to households across the country.

What's next for the ZIP code? Well, before he died, Robert Moon left behind an idea for future use: ZIP codes for interplanetary mail. I wonder how many digits would be required for that system!

Editor's Note: I hope you enjoyed this second article by Darlene. Watch out for Zip Code questions on our annual philatelic trivia contest ☺. Thanks again Darlene for your educational and interesting articles on Mr. ZIP and ZIP Codes.

Reminder: Dues for 2019 are now due. Please bring them to the November meeting or mail them to: Ray D. Perry, 2214 Allouez Ave., Green Bay, WI 54311. THANKS!

Stamp Shows
Nov. 3 OSHKOSH STAMP BOURSE, Oshkosh Philatelic Society, Elks Club, 175 W. Fernau Ave., Oshkosh, WI
Nov. 16-18 CHICAGOPEX 2018, Chicago Philatelic Society, Westin Chicago Northwest Hoteel, 400 Park Blvd., Itasca, IL
Nov. 24 SUPEX '18, Suburban Collectors Club of Chicago, Operating Engineers Hall, 6200 Joliet Rd., Countryside, IL
Dec. 1-2 MSDA Milwaukee Show, Midwest Stamp Dealers Association, Crowne Plaza Milwaukee Airport, 6401 S. 13th St., Milwaukee, WI
Dec. 8-9 MSDA Holiday Show, Midwest Stamp Dealers Association, Holiday Inn Chicago Oakbrook, 17W350 22nd St., Oakbrook Terrace, IL

Schedule of Events
Shown below is the program schedule for the current year:

November	U.S. Stamp Related – Don Buntman
December	Christmas Party, Christmas Seals
January	Way-out Topicals
February	Stamp Trivia Contest
March	UPU Stamps – Tom Johnston
April	Fakes and Forgeries – Mark Schroeder
May	Elections
June	Silent Auction (no business mtg.)
July	Silent Auction (no business meeting)
August	Picnic at the Burrows residence (no business meeting)

Note: There will be a silent auction each month except at the picnic.