

Green Bay Philatelic Society Newsletter

GREEN BAY PHILATELIC SOCIETY 2214 Allouez Ave., Green Bay, WI 54311

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OCTOBER MEETING – Go Pack Go!

WHERE: BROWN COUNTY AGING AND DISABILITY CENTER

WHEN: October 18, 2018 (third Thursday of every month)

TIME: 7:00 pm to 9:00 pm, No Business Meeting in June, July, and August

PROGRAM: The Green Bay Packers 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. October's volunteer is Arnie Nommensen.

September Meeting

The meeting was rather sparsely attended, must be hard getting back in the swing after the summer break. Anyway, there was no Treasurer's Report, Committee Reports, or Old Business.

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

- Ray mentioned that October is National Stamp Collecting Month. Posters to put up in the community are available on the WFSC website at: wfscstamps.org.
- Ken Coakley has been under the weather. A get-well card was passed around for well wishes. It will be mailed to Ken.
- Dave Carney mentioned that he attended the stamp show in Crystal, MN and ran into Tom Johnston – seems like GBPS members are everywhere.
- Dave also thanked GBPS members for helping to support the Appleton show. He commented that it was much better attended than it has been in recent years.

- Dave showed a very nice U.S. revenue stamp that he recently acquired.
- Tom Johnston presented the financial audit. He reported all things in order. Thanks to Tom for doing the audit.
- There was discussion about who would pick up the key to the ADRC facility in the future. It was decided to do this on a rotational basis. Volunteers for the next 3 months are:
 - Oct.: Arnie Nommensen
 - Nov.: Mark Schroeder
 - Dec.: Dave Burrows

Thanks to these members for stepping up for this important task.

- Members were reminded of the upcoming Oshkosh show on Nov. 3rd.

September Program

The September program was "20 Questions." Dave Burrows put together 20 multiple choice questions related to U.S. philately. As each question was answered there was discussion about the topic. For instance, the first question was: What is an RPO? The answer is Railroad Post Office. Discussion revealed that it was a rail car where mail was canceled in route. In smaller communities the train did not stop, but

mail was transferred to and from the train by use of a hook system. It was pointed out that one of these cars is on display at the Railroad Museum in Green Bay. Thanks Dave for an interesting, educational, and entertaining program.

There was also a silent auction.

October Program

Ray will do a presentation on his non-competitive exhibit of Green Bay Packers philately. There will also be a silent auction.

Ray's Ramblings

Editor's Note: The following article on Mr. Zip was written by one of our club members, Darlene Waterstreet. I am really tight on time to get the newsletter to the publisher this month. I want to thank Darlene for stepping up and writing this very interesting article.

Mr. ZIP™

To help promote the use of ZIP Codes, the Post Office Department introduced one of the most famous trademarks in advertising history. Designed by Howard Wilcox, son of a letter carrier, to advertise a bank-by-mail campaign, the figure was used only a few times, and later acquired by AT&T, which let the Department use it at no cost. Post Office Department artist Joe Lawrence made very little change to the original design. The character was originally called "Mr. P.O. Zone" but later changed to something catchier -- Mr. ZIP.



Mr. ZIP, who has no first name but was occasionally referred to as "Zippy," was unveiled at a postmasters' convention in October 1962, when the ZIP Code was introduced. Many postal workers disliked the caricature. One declared, "No Letter Carrier that I have ever seen looks as absurd as Mr. Zip." In spite of this, the Post Office Department recognized the importance of using post offices for marketing, and it's estimated that Mr. ZIP appeared on buttons worn by 50,000 post office window clerks and on the uniforms of 125,000 letter carriers. He also caught attention from cutout figures in post offices, and on the side of mail delivery vehicles.

In addition to national promotional materials, local post offices used Mr. ZIP for parade floats, boat races, county fairs, and banquets for people who were doing a good job of using ZIP Codes. Promotions aimed at children included "Mr. ZIP and the 5 Little Digits" and a four-page comic book explaining how ZIP Codes work and why Americans should use them. The Department even linked Mr. ZIP to Santa Claus by inviting children to include the North Pole's ZIP Code in their letters to Santa. Mr. ZIP also appeared in newspapers, magazines, on the radio, and in public service announcements on local television channels.





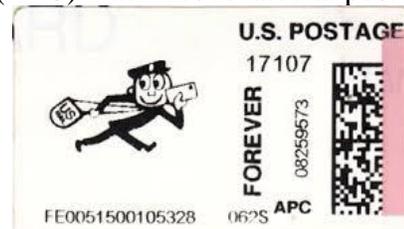
Despite its hard work, by 1965 less than half of the letters mailed by individuals carried ZIP Codes, which forced the Department to continue operating the pre-ZIP system of mail sorting. A new public information program developed by the Advertising Council produced a number of advertisements for magazines, newspapers, in bus stops and around post offices, in addition to broadcast media promotions, including one with Broadway singer Ethel Merman, who sang a ZIP Code promotional jingle to the tune of Zip-A-Dee-Doo-Dah. Mr. ZIP also began to make appearances on numerous retail items, from coffee mugs to toys, a tin lunch box and thermos set, a tin bank, a ZIP Code board game, jewelry, apparel, tote bags, and a bobble-head doll, among other things. A USPS Web page still sells Mr. ZIP T-shirts, and Amazon sells a number of Mr. ZIP items.



Mr. ZIP stressed the speed that ZIP Codes were expected to give the mail, as he was often pictured running, accompanied by words such as "faster" and "easy," with his mail bag flying behind him. From about 44 per cent of all first class mail with ZIP Codes in 1966, the percentage rose to about 63 per cent in 1967, 86 per cent in 1970, and 97 per cent in 1979.

So, by the late 1970s, the vast majority of mail users were using the ZIP Codes, and Mr. ZIP was gradually phased out. His image still was printed on the selvage of some sheets of stamps, but that practice ended effective with the first stamp issue of 1986, when Mr. ZIP was retired, although USPS retained rights to the copyrighted figure. To quote an article which appeared in the *Chicago Tribune*, "The happy little fellow with the wide grin and big eyes, dressed in a mailman's uniform, did his job too well. ... As happens in real life, Mr. ZIP just worked himself out of a job."

However, Mr. ZIP is still used occasionally by the Postal Service. In 2013, for the 50th anniversary of the ZIP system, a "forever" postage stamp featuring Mr. ZIP was introduced, available from Automated Postal Center (APC) machines located at post offices.



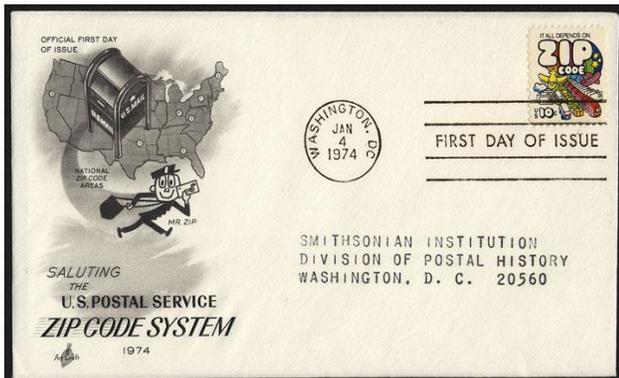
For a while Mr. ZIP appeared on the Postal Service's ZIP Code lookup Web page but the current page does not include him. And on a page outlining significant years in U.S. postal history, there are several references to ZIP Codes, including their implementation date, but no mention of Mr. ZIP.

The National Postal Museum has an extensive Web site that celebrates the history of the ZIP Code campaign and its mascot, created in conjunction with a display at the museum. In 2008, while working on the exhibit, curators came upon "Mrs. ZIP." There is no known



documentation, but the museum staff believes she may have been used in local parades, beauty pageants, or at New York City's old main post office where she was discovered.

Except for the APC stamp in 2013, Mr. ZIP never appeared on a postage stamp, not even the ZIP stamp issued in 1974. But he did appear in the selvage of stamps, starting with the Sam Houston commemorative stamp on January 10, 1964, although the Battle of the Wilderness stamp of May 5, 1964, is sometimes listed as "first" because it appears earlier in most stamp catalogs as part of a five-issue Civil War series. Later designs included a standing version of Mr. ZIP or just his head. Mr. ZIP cachets appeared on covers, and he also showed up on stamp booklets.



ZIP blocks were widely collected. White Ace

issued a fully illustrated album, which sold for over \$400. The Zippy Collectors Club was formed in 1972 for those interested in collecting stamps -- and all manner of Mr. ZIP paraphernalia. Even more than thirty years after his retirement, the Mr. ZIP collectors' market is still flourishing; a recent search on eBay brought up more than 4,000 results! It's interesting to note that a ZIP block of the Sam Houston stamp (first ZIP block) is priced at \$5, while the Mr. ZIP comic book produced by the Post Office Department is more than \$200! When introducing him in the '60s, the Post Office Department stated, "We fully expect Mr. ZIP to become as familiar a figure as the Agriculture Department's Smokey Bear." Within four years of his appearance, eight out of ten Americans knew who Mr. ZIP was and what he stood for. It would be interesting to know how many (other than collectors) would recognize him today.

Editor's Note: I hope you enjoyed this article by Darlene, she has another one on zip codes in general that will appear in a future newsletter. Thanks again Darlene.

Stamp Shows

(See Across the Fence Post for more details)

- Oct. 13** Monroe Stamp and Postcard Show, Monroe Moose Lodge, 639 3rd Ave., Monroe, WI
- Oct. 13-14** MSDA Fall Stamp Show, Midwest Stamp Dealers Association, Ramada Inn Chicago North Shore, 1090 S. Milwaukee Ave., Wheeling, IL
- Oct. 20** CENWISPEX '18, Central Wisconsin Stamp Club, Holiday Inn Stevens Point, 1001 Amber Ave., Stevens Point, WI
- Oct. 27** TRI-STATE STAMP EXPO, Tri-State Stamp Club, Northeast Iowa Community College, 8342 NICC Dr., Peosta, IA
- Oct. 27-28** TOSAPEX '18, Wauwatosa Philatelic Society, St. Aloysius Gonzaga Hall, 1435 S. 92nd St., West Allis, WI
- Nov. 3** OSHKOSH STAMP BOURSE, Oshkosh Philatelic Society, Elks Club, 175 W. Fernau Ave., Oshkosh, WI

Schedule of Events

Shown below is the program schedule for the current year:

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| October | The Green Bay Packers – Ray Perry |
| 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.