



# 94<sup>th</sup> Edition

## MAIL AUCTION

# COLOUR SUPPLEMENT

Closing Date: 5pm Tuesday 2nd July 2024



6446

(image enlarged by 185%)

### Unique Reducing Reserves & Estimates System

ALL LOTS 100% GUARANTEED NO BUYER'S PREMIUM COMPLIMENTARY COPY

Plate 2



27161



29909



13081



29605



29908



29604



12849



29899



24811



10876



18641



11993



6454



7984



12795



28061



16965



23132



959



960



13050

Plate 3



85 \*      86 \*      92      93      95      100



101      102      288      313 \*      360      359



260 \*      293 \*      348      413      446      447



452 \*      453 \*      460 \*      467      483      485      484



487      491      492      495      497      498      499



501      503      504      508      511      511



493      500      517      522



520      560 \*      564      661 \*

SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 4



Plate 5



NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 6



1257      1414 \*      1418 \*      1421      1517 \*      1519 \*      1522 \*



1408      1411 \*      1457      1546



1390      1587      1588      1594      1596      1597      1599      1600      1601



1603      1609      1610      1620      1625 \*      1647      — 1736 —      1792



1721 \*      1730 \*      1734      1757 \*      1803      1849      1868



1863 \*      1876 \*      1875 \*      1878 \*      1904      1921 \*      1939



1952 \*      1953      1983      2018 \*      2020 \*      2021      2023      2026      2029



2153 \*      2157 \*      2160      2162      2163



2030      2149 \*      2154 \*      2155 \*      2156 \*      2170      2171

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 7



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 8





Plate 9



3170 3221 3413 3415 3421 3457



3431 3452 3448 3474 3485 3288



3664 \* 3666 \* 3726 \* 3729 \* 3731 \* 3740 3749



3750 3751 \* 3759 3769 \* 3774 3777 \* 3810 3818



3814 3826 \* 3886 3953 3954 3961 \* 3979 3993



4024 \* 4057 4181 4101 \* 4140 \* 3994



4159 4160 4251 \* 4246 \* 4266 \* 4269 \* 3995



4250 \* 4272 \* 4285 \* 4295 \* 4307 \* 4310

NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 10



4354 4410 \* 4411 \* 4418 4557 \* — 4558 \* — 4596



— 4564 \* — 4575 4598 4603 \* 4614 \* 4644 \*



4645 \* 4670 4671 4672 — 4652 \* — 4673



4674 4681 \* 4688 4689 4691 4692 4706 \*



4728 \* 4737 \* 4759 4762 4763 4764 4765 4768



4769 4770 — 4785 — 4812 4813



4795 4801 4828 4859 4866 4918



4941 4948 4949 \* 4970 4985 4986



4993 4997 4998 5006 5007 5008

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 11



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 12



Plate 13



NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 14



6656 7031 7425 7543 \* 7630 \* 7585



6579 \* 7408 7414 7420 \* 7569 7629 \* 7631 \* 7633 \*



7523 \* 7526 — 7575 — 7584 7683 \* 7745



7746 7750 7751 7752 7754 7768 7767 7769 7771



7770 7774 7792 7793 7797 7799 7800 7802 7803



7809 7814 7815 — 7817 — 7819 7826 7825 7829



7843 7844 7845 7846 7847 7851 \* 7852 \*



— 7869 — — 7870 — 7871 — 7873 — 7894 7910



7882 7880 7881 7884 7885 7886 7887

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 15



7888 — 7908 \* — 7915 7919 7921 7922



7923 7924 7925 7911 7926 7927 7928 7929



7933 7951 7956 \* 7957 \* — 7959 — 7960 \* 7968 \*



7920



7979 7980 7981 7982 7983 7984



7947 — 7962 \* — 7998 8001 8016 \*



8058 8057 8056 8065 \* 8067 \*



8069 \* 8076 \* 8080 \* 8092 8008 \*



8088 8107 8109 8113 \* 8118 \*



8355 8376 \* 8377 8423 \* 8545 8547 8566

SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 16



UPA UNIQUE REDUCING ESTIMATE SYSTEM – ALL LOTS GUARANTEED



Plate 17



NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 18



DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 19



10618



10644



10645



10648 \*



10649



10630



10631



10637



10636



10638



10662



10663 \*



10664 \*



10665



10671 \*



10673 \*



10678



10680



10684



10707 \*



10710 \*



10711 \*



10715



10737 \*



10752 \*



10753 \*



10766



— 10768 \* —



10767 \*



— 10769 \* —



10777



10779



10790



10794 \*



10796 \*



10798 \*



— 10799 \* —



10811 \*



10825



10831



10845 \*



10846



10861 \*



10862 \*



10868 \*



10874



10875



10876



10901 \*



— 10908 \* —



— 10908 \* —



— 10908 \* —



10957



10962



10966



10967



10968



10976 \*



10977 \*



10981 \*



10987



10988



10989



11027



11041



11049



11047



11052

Plate 20



10925 10949 11019 11050 — 11081 —



11057 \*



10965 11071 11072 11079 \* 11086 \* 11100 11101



— 11113 \* — 11118 11160 11161 11589 \*



11162 11163 11165 11170 11598 \*



11171 11209 11211 11212 11213



11278 11326 \* 11348 11381 11383



11604 11625 \* 11663 11664 11683 \* 11712 11753



11719 11735 11756 11757 15197 15198 15199



15200 15201 15202 \* 15203 15207 15206 15216 15218 15217



15221 15222 15223 15232 15237 15238 15241 15243 15245

Plate 21



11888 11892 11895 11852 11911 11859 11858 11901 11902



11870 11853 11875 11874 11873 11896 11867 11910 11872



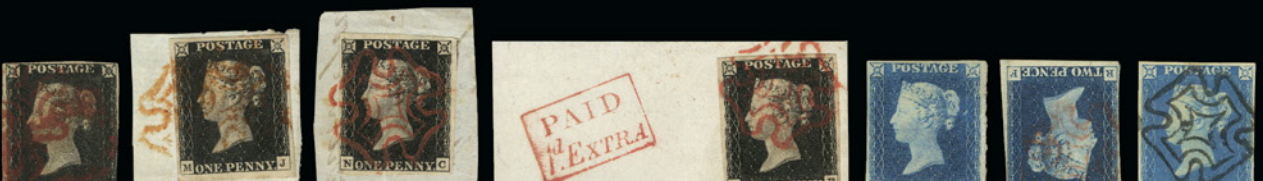
11854 11885 11883 11879 11900 11908 11898 11871 11894



11877 11893 11890 11939 11876 11881 11884 11887 11889



11868 11899 11909 11897 11857 11864 11863 11865



11850 11882 11891 11869 11927 11932 11923



11916 11926 11936 11934 11935 11917 11918 11913 11922



11930 11924 11931 11920 11915 11919 11929



11937 11938 11928 11925



11921 12477 12138 12178 12027 12180 11960 12009 12496

NO BUYER'S PREMIUMS, NO PAYMENT CHARGES - CAN SAVE YOU UP TO 27%

QUIZ

# Which Type of Collector are You?

START HERE

COLLECTOR:

GENERAL?

ADVANCED?

SPECIALIST?

BUDGET:

MODEST?

MEDIUM?

SIGNIFICANT?

YES

Unit Prices?  
Per Stamp

NO

Learn about **Top-UpTwenty**, On-line Instant-Purchase Price-Drop Selling-System e-mail updates

Consider **Approvals** but Take Auction 1st £55 Free Offer

Up to 20,000 lot NO Buyers Premium £2M **World Auctions**

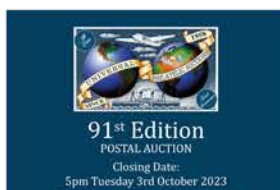
Try **Approvals** Est 62 years— 1st £25 Free

Collect **Classic GB** 1840-1940 – send wants list

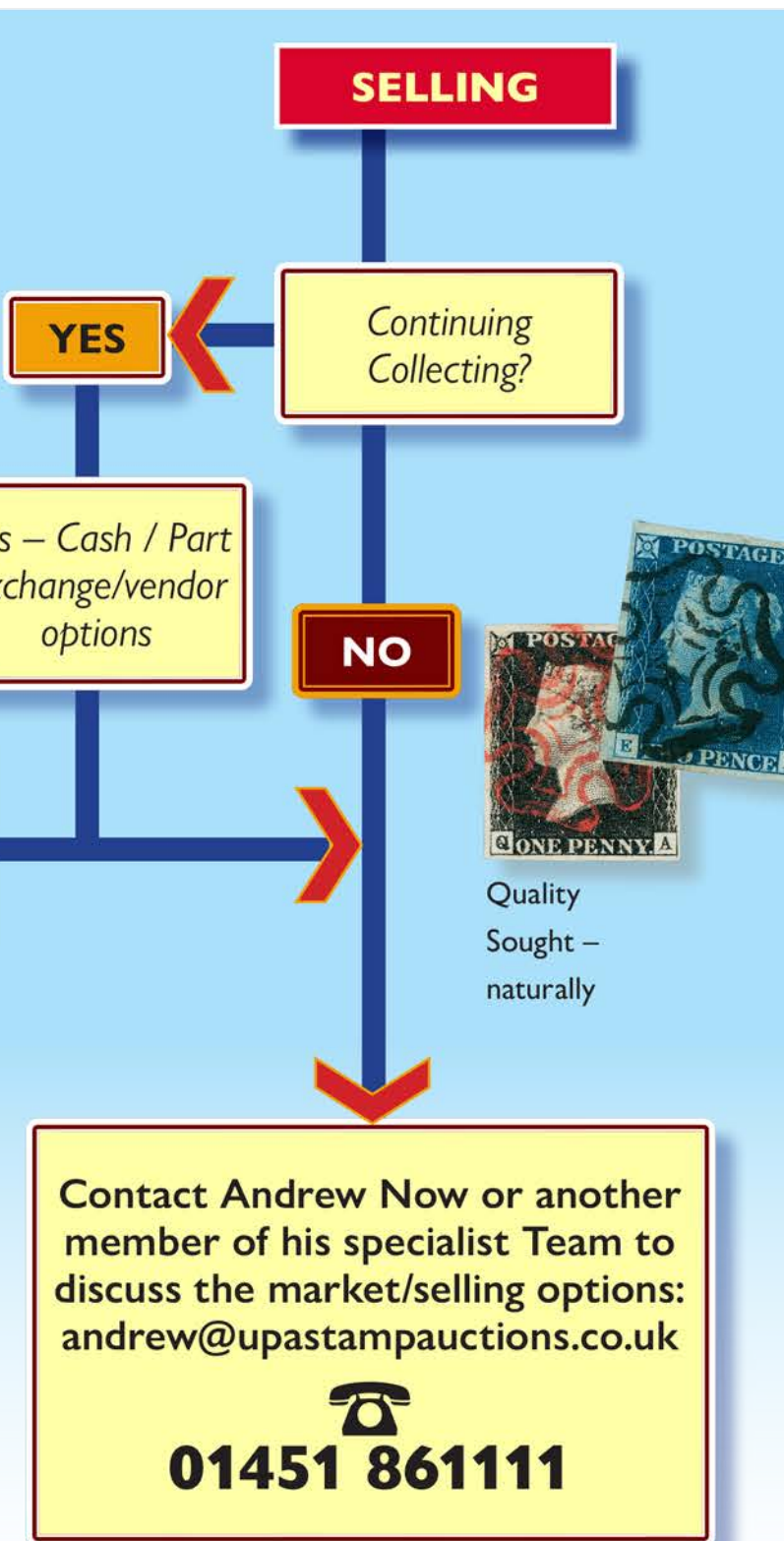
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Join 2000+ Regular Bidders in 52 different Countries – Unique, All Lots Guaranteed Reducing Estimate **Auctions + £55 Free Trial Offer** when you win £75+ – **It's easy to Request your FREE Catalogue Now**

It's Easy to Select Yours Now at **UPA**



# De-Mystifying Philately – QUIZ



***‘money spent in the wrong way soon mounts up ...’***

Successful and enjoyable collecting depends upon understanding the relationship of your budget to your interest.

Offers and services can be confusing can't they, and money spent in the wrong way soon mounts up.

In philately, sometimes it is hard to decide which way to go. Your passion may exceed your resource, so just what may be best for you?

***Often, it is not what you collect but how you collect***

This is the reason why my team and I have devised this quick and easy philatelic route-map QUIZ which does not ask you what you collect – but helps you to determine by your answers just which type of collecting service may best suit you ...

Presently you may find few philatelic companies other than UPA which can offer you integrated philatelic selling systems, but obviously once you determine which philatelic services best suit your collecting interest – you may have a clearer idea of which way is best to go – depending upon your levels of specialism and philatelic budget, of course

Check out our Philatelic QUIZ right now and see for yourself. To select your choice, visit our website or call my team

**Dedicated to De-mystifying Philately**

Andrew McGavin,

Veteran Philatelic Auctioneer  
Philatelic Expert & Author  
Managing Director  
Universal Philatelic Auctions (UPA)

**Visit: [www.UPAstampauctions.co.uk](http://www.UPAstampauctions.co.uk)**

Fax: 01451 861297 ~ [info@upastampauctions.co.uk](mailto:info@upastampauctions.co.uk) ~ T: 01451 861111

Participate in this Philatelic Route-Map to Enjoyable Collecting.

Find UPA also on-line at [www.top-uptwenty.co.uk](http://www.top-uptwenty.co.uk)

New Instant-Purchase Price-Drop Selling-System



Plate 22



14814 12010 12198 12024 12222 12220 12218 12007



12006 12056 12373 12415 12417 12062 12236 12241



12059 12061 12057 12058 12238 12237 12193 12060



12045 12046 12245 12239 12049 12051 12055



12244 12050 12192 11963 12044 12038 12052



12199 11957 12202 12201 12200 12002 12001 12000 12270



11958 12168 12022 12175 11946 11961 11944 12482 12480



12149 12481 11996 11959 12039 12003 12171\* 12028 12181



12195 12191 12185 12494



12271 12047 11950 12063

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US



Plate 23



12240



11951



12053



12054



12184



12221



12048



12219



12176



12243



11964



11993



11971



11977



11974



11992



11991



11973



11984



12329



12371



12347



12332



12317



12294



12287



12522



12335



12305



12355



12377



12376



12363



12286



12288



12327



12292



12365



12344



12343



12313



12340



12342



12354



12339



12321



12308



12356



12368



12323



12334 \*



12370 \*



12431



12418

SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 24



12392 12391 12395 12394 12393 12408 12406 12404 12405



12449 12448 12469 12463 12462 12464 12500 12497



12499 12503 12498 12502 12501 12507 12281



12506 12504 12505 12514 12510 12512 12515



12513 12511 12509 12508 12547 12556 12561 12550



12553 12549 12565 12569 12574 12543 12587



12588 12582 12586 12581 12580 12578 12583 12584 12592



12591 12609 12600 12608 12615 12612 12617 12618 12616



12633 12631 12632 12629 12661 12708 12705 12673 12663



12688 12687 12678 12722 12723 12724 12689 12690 12725

Plate 25



15009

12727

12726

12700

12656

12730

12651

12734

12736

12737

12738

12832

12844

12758

12757

12808

12760

12761

12762

12763

12764

12751

12754

12784

12759

12752

12756

12443

12747

12750

12749

12746

12745

12744

12806

12804

12805

12785

12803

12786

12807

12809

12801

12783

12802

12740

13051

12775

12921

12774

12769

12813

12812

12789

12771

12790

12767

12772

12814

12791

12768

12770

12787

12811

12788

NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 26



12742 12765 12781 12794 12792 12779 12778



12776 12795 12798 12826



12780 12797 12796 12818



12777 12819 12825 12822



12815 12820 12823 12821



12793 12816 12824 12817 12868



12856 12852 12475 12862 12870 12941 12947 12873 12959



12872 12882 12849 12890 12889 12891 12985 12989 12520



12988 12894 12906 12907 12905 12908 12978 12980 12909

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 27



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 28



13058



13088



13124



13119



13080



13118



13083



13075



13123



13084



13122



13076



13121



13082



13085



13074 \*



13079



13086



13077



13071 \*



13072 \*



13104



13069 \*



13099 \*



13114



13101 \*



13135



13134



13110 \*



13132



13138



13126



13140



13139



13125



13094 \*



13133



13117



13127



13098 \*



13116



13130



13128



13096 \*



— 13097 \* —



13103



14881



14881



13129



14845



14884



14867

Plate 29



13120 14871 14874 \* 14859 15008 13131



15007 12922 13201 \* 13202 \*



13148 13208 \* 13206 13205 \* 13546 13213 13195 13196 \*



13162 \* 13173 13175 13183 13180 13178



13145 13185 13227 13184 13186 13190



13228 13229 13187



13146 13210 13188 14891



13189 13149 14869 14861 13290 13247



13289 13283 13336 13308 13257 13306 13304 13341



13340 13355 13360 \* 13361 13359 \* 13313 13349

NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 30



13335 \* 13241 13285 13284 13287



13291 13246 13245 13252



13301 13275 13274 13344 13299



13258 13255 13256 13249



13300 13309 13259



13302 13261 13260 13254



13470 13319 13524 13453

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US



Plate 31



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 32



13680

13584 \*

13666 \*

13665 \*

14926

14917 \*



14927

14924 \*

14921

14923 \*

14928

14918

13757 \*



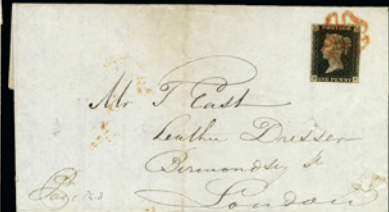
12133



11845



13789



13787



13786



13792



13788



13790



29686

Plate 33



NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 34



16042

16017

16016

16064 \*

16065 \*

16066 \*

15999

16067 \*

16068 \*

16072 \*

16128

16151

16154

16160

16159

16207 \*

16208 \*

16211 \*

16212 \*

— 16231 \* —

16193

16221

16285 \*

16299 \*

16318 \*

16372

16373

16374

16375

16376 \*

— 16380 \* —

16381

16385

16394

16404 \*

15835

16390

16391

16392

16393

16401

16427 \*

16464

16465

16468

16467

16483

16500 \*

16502

16515 \*

16519 \*

16522 \*

16524 \*

16532 \*

16533 \*

16535 \*

16546 \*

16552 \*

16553 \*

16606

16609

16543 \*

16548 \*

16599

16601

16602

16641 \*

16643

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 35



16664 16666 \* 16681 16682 16683 16702



16686 16687 16706 16719 16735 16733 16716



16718 16720 16895 16739 16759 \* 16763 \*



16769 16770 16773 16774 16775 16841 \* 16854



16792 \* 16795 \* 16798 \* 16800 16801 16815 16833 \* 16852



16857 16860 16878 \* 16879 \* 16880 \* 16883



16885 \* 16887 16888 16900 \* 16902 \* 16911 16912 16955



16913 16918 \* 16919 \* 16924 \* 16927 \* 16933 \* 16965

SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 36



16916 \* 16925 \* 16937 \* 16956 \* 16969



16966 16967 16970 16974 16975 16977 16981



16982 16983 16984 16985 16986 16987 16992 \*



16993 \* 16994 16995 17003 17004 17005 17016 \*



17017 \* 17020 17021 17030 \* — 17033 \* — 17060 \*



17069 17076 17077 17102 \* 17104 \* 17105 \* 17107



17108 \* 17112 17113 17114 \* 17115 \* 17118 \* 17121 \*



17126 \* 17135 \* 17140 \* 17145 17146 17147 17149 \*



17150 \* 17162 \* 17168 17169 17178 \* 17180 \* 17203 \*

Plate 37



NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 38



17546 17560 \* 17567 \* 17572 17562 17580 \*



— 17568 \* — 17581 17582 17586 17587 17588 17590 \*



17592 17593 17599 \* 17600 17602 \* 17603 17604 \* 17605 \*



17610 \* 17618 17623 \* 17624 17625 17627 17626 17634 17656 \*



17635 \* 17609 \* 17601 \* 17644 \*



— 17597 \* — 17639 \* 17638 \* 17640 \* 17643 17649 17651



17647 17646 17674 \* 17676 \*



17657 \* 17660 17661 17662 17663 17664 \* 17669 \* 17671 \*



17658 17659 17679 \* 17681 \* 17683 \* 17684 \* 17697 \*



17686 \* 17703 \* 17713 \* 17714 \* 17721



17688 \* 17699 17704 \* 17711 \* 17717 \* 17725 17769 \*

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US



Plate 39



17700 \*



17705 \*



17710



17712 \*



17722



17726



17731 \*



17738 \*



17747 \*



17748 \*



17750 \*



17752



17754



17758 \*



17760 \*



17767



— 17778 \* —



17782 \*



17785



17786



17787



17788



17801 \*



17802 \*



17803 \*



17806 \*



17807 \*



17813 \*



17817 \*



17819 \*



17824 \*



17826 \*



17830 \*



17833 \*



17849 \*



17850



17852



17853



17861 \*



17866 \*



17868



17869



17872



17873 \*



17808 \*



17867 \*



17881 \*



17883 \*



17884 \*



17887 \*



17889



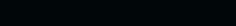
17908



17920



17942



17941



17944

SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 40



Plate 41



18745



18550



18552



18744



— 18746 —



18615



18641



18758



18963



19001 \*



19019



18868



18788



18790 \*



18791 \*



18793 \*



18794 \*



18797



18884 \*



18918 \*



18922 \*



19032



19054



19055



19056



19031



19057



19058



19059



19060



19066



19160



19067



19070



19075 \*



19090



19094



19180 \*



19332



19185 \*



19222



19252 \*



19257 \*



19290 \*



19294 \*



19295 \*

NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

## ATTENTION OWNERS OF LARGE/ VALUABLE COLLECTIONS -

from / respond to: **Andrew McGavin**

### Are You **THINKING** of **SELLING**?

# This is How **The** Stamp Trade Works

### Philatelic Expert Lets You into his *Selling Secrets* so you can benefit from a *totally different* (and New) Selling Experience

**1** ▶ If You want to learn how the stamp trade works, please read on... When I was 15, I did. I wondered if there was some secret source of supply? So, I bought my 1st stamp mixture, (wholesale I thought), broke it into 50 smaller units, advertised it in Stamp Magazine 'Classifieds', and waited for the orders to roll in... I'm still waiting, 51 years later !...

**Wrong Offer** ✗ **Wrong Price** ✗ **Wrong Place** ✗  
(naïve seller) ✓ = 😞 me but I was only 15 at the time!



ANDREW PROMOTING PHILATELY ON THE ALAN TITCHMARSH SHOW ITV

**About The Author** ▶ Andrew found his Father's stamps at the age of 10. A year later at Senior School he immediately joined the School Stamp Club. He 'specialised' (!) in British, but soon was interested in Queen Victoria which he could not afford. The 2nd to last boy wearing short trousers in his school year, he religiously bought Post Office New Issues on Tuesdays with his pocket money. He soon found that he enjoyed swapping / trading stamps as much as collecting them. Aged 19, eschewing University he quickly found a philatelic career in London, leading to creating his own companies in stamps. Andrew has authored many internationally published Stamp 'Tips' articles, appearing on Local Radio and National TV promoting Philately with Alan Titchmarsh. Andrew's area of expertise is unusual – in so far as his grounding in collecting and wide philatelic knowledge has given him a deep understanding of Philately. He has studied Philately for the past 51 years, in combination with Commerce and Marketing Expertise, enabling him to create synergies in 'lifetime' interlinked Stamp Selling Systems, selling unit-priced stamps through to handling collections & Rarities up to £700,000 each. Today Andrew is fortunate to be co-owner with his Wife, of Universal Philatelic Auctions (aka UPA) – the Largest No Buyer's Premium Reducing-Estimate System Stamp Auction in the World, creating records selling stamps to 2,261 different bidders from 54 different countries 'in his international auctions. Andrew stopped collecting stamps aged 18 reasoning that his enjoyment of stamps would be in handling them and selling them... He loves working in stamps and looks forward to each philatelic day



**2** ▶ **Three years later**, attending my first public stamp auctions I wondered how some bidders seemed to buy everything, paying the highest price? It didn't occur to me that they were probably Auction Bidding Agents, paid by absent (dealer) bidders to represent them. I wondered why two collectors sitting side by side muttered to each other "he's a dealer" as if that justified him paying the highest price...

...but did it really? What was the real reason? How could a Dealer pay a higher price than a Collector? It doesn't make sense, does it? Collectors are customers. Customers usually pay the highest price, unless... for a Collector, this was...

**Wrong Presentation** ✗ **Wrong Place** ✗  
therefore **Wrong Price** ✗

**3** ▶ **Fast-forward 48 years later** to a British Empire collection, lot #1 in an International Stamp Auction – Estimated at £3,000, but we were the highest bidder at £21,000 – **YES** – some 7x higher. Including Buyer's Premium in the extraordinary sum of £4,788 we actually paid GBP£25,788= upon a £3,000 estimate... **however**, we broke it down into sets, singles, mini-collections etc. We made a profit. Some might say it found its price. Others may say:

**Wrong Estimate** ✗ **Wrong Presentation** ✗  
**Wrong Structure** ✗ **Wrong Protection of Price** ✗

– **Lucky for the seller that 2 well-heeled bidders saw the potential value that day** or it could have been given away... the seller could easily have lost out couldn't he? or she?

So, by un-peeling the layers of obfuscation, hopefully we can all agree:

**The Secret is Simple – it's ALL ABOUT : TIMING**

**Plus the 3 Philatelic 'P's' –  
Presentation ✓ Place ✓ and Price ✓**

**4** ▶ **Understanding the problem...** I always remember the car trade had their own little 'bible' – *Glass's Guide*. I've no idea, I've not even looked – in this internet-dominated world, it may even have disappeared. Well, there was an insider Stamp Trade publication for Stamp Dealers called "The Stamp Wholesaler". There was nothing that special about it – and you would not have learnt much or found massively reduced prices by subscribing then – BUT – it was a forum, a paper focal point, a last 'bastion' in this on-line transparent world that we inhabit... whereby dealers (and auctioneers) can try and communicate with each other. I published my own articles there...

More recently in print, I discussed the outcome of my 10 years' simple research, asking dealers and auctioneers **'what is your biggest problem?'**

To a man, (why are we almost all men), they replied – **"my biggest problem is stock, if I can get more of the right stock I can sell it easily"**

Strange that, nobody ever asked me the same

question back – because my answer would have been entirely different (and I don't treat it as a problem) – I seek to satisfy more collector clients than any other stamp auction

This is the reason why my company has such massive advertising. This is the reason why we spend up to 8% of turnover – up to £200,000 per annum in marketing costs. (Most dealers don't even sell £200K per annum).

**5** ▶ **Why is that?** Because, as the world evolved the **Stamp Market, imperceptibly Changed, and incrementally – Massively**

So, although few will tell you this, it's clearly evident that the problem for most Sellers of Stamps today is no longer absent stock – but **absent collectors in the place they choose to sell their stamps in**. Simply put, other Dealers, Auctions, Stamp Fairs have not invested in marketing to have a strong Customer-core. To be fair, this is not true of all – but it is true of most – so that a former competitor had 800 bidders in a recent auction. In my most recent 18,933 lot UPA 80th Auction we had 1,893 different bidders from 51 different countries, 95% of whom were Collectors. Some other well-advertised auctions only have 200 bidders (a high percentage of whom are dealers – so that, essentially they are Dealer-dominated auctions) – so that when you sell through them – you're paying up to 18% (including VAT) seller's commission and the buyer is paying up to 25% and more in Buyer's Premium, credit card fees, on-line bidding fee, delivery and insurance etc...

**AND all of that so that your stamps may be sold, wait for it – TO DEALERS (and some collectors)**, but Dealers, that naturally must make a profit to survive...

**6** ▶ **Now, let's examine the cost implications** – **Example:** Your stamp collection sells in public auction for £800. Upon a 25% buyer's premium, the dealer pays £1,000 and it could be more. He breaks it into £2,000+ selling price (much lower and he'll go out of business). The auction charges you a seller's commission of up to 18% (VAT included) upon the £800 sale price. This is GBP£144. Therefore you receive approaching £656 – which is approximately 33% of the dealer's £2,000+/- retail selling price – **BUT... now that we have identified the problem...**

**Isn't the Solution Staring us Right in The Face ?**

**7** ▶ **Why Pay an Auction to Sell to Dealers: Sell to Collectors instead?**

In our example with buyer's premium, sellers commission, lotting fees, extra credit card charges, VAT and even insurance - you're already being charged in different ways up to 40% of the selling price to sell, possibly or probably, **to the wrong person.**

**Why not direct that 40% cost you're paying to sell to Collectors instead? Sounds good, so why hasn't this been done before ?**

**8** ▶ **Truth is, it Has been done before...** Sometimes the 'old' ways are the best ways aren't they? But in today's enthusiasm to obscure the obvious so that money may be taken, almost surreptitiously, in numerous different ways, (without us apparently noticing until we see the cheque in our pocket) – the transparent 'seller pays' has been deliberately 'obscured' – so much so that, **amazingly**, the latest 2017 European Auction Selling Legislation just introduced – now requires auctions that charge 'buyer's premiums' **to warn the buyer in advance**. Just imagine going into the petrol station, and being warned that the price you're paying to put fuel in your tank is not the real price, you have to pay a premium! Obviously, there would be an uproar...

**9** ▶ **How can you cut out the middleman and sell to Collectors instead?** Well, I can think of two ways. 1). **DIY** – Do It Yourself selling on eBay. That may be fine for lower grade material – but, would you risk auctioning relatively unprotected rare material on eBay? We don't and we're professionals, so we should know what we're doing. Or 2). Cut out the extra middle-man. **Use my company UPA, which reaches collectors instead.** Here's how it works: Continuing from our previous **Example**:

The auction sold your stamps to a dealer for £1,000 – but You received circa £656

UPA sells them to collectors for you for up to £2,000 – even after 40% commission you receive up to £1,200. Up to £544 more. Now that's amazing, isn't it? 🍷

**10** ▶ **Sounds Good Andrew, but Can You 'Deliver'?** Obviously, nothing is as simple as that, and as we auction stamps to collectors some collections may 'break' to the example £2,000+/- but the stamps may be sold for more or less – especially as we reserve all lots at 20% below, (Estimate £2,000 = £1,600 reserve) and not everything sells first or even 2nd time so prices may come down... Naturally, it's not that straightforward for a dealer either – he may sell at a discount to 'move' stock **OR**, like many dealers he may be sitting on the same unsold stamps, that you see time and time again, in dealer's stocks years later and still at the same unattractive prices... So, I think it is more reasonable for you to expect up to 36% to 50% more, indirectly or directly via my **Collector's Secret Weapon**: Universal Philatelic Auctions, which moves material more quickly, by incrementally reducing estimate (and reserve) price in a structured selling system...

**11** ▶ **Q.) What is the Collector's 'Secret Weapon'?**  
**A.) It's called the Unique UPA Reducing Estimate System...** ★★

This is a rather long explanation, I don't want to bore you, but 20 years ago, when my wife and I set up Universal Philatelic Auctions I detected that the stamp trade's biggest problem then was not what sold – **but what didn't sell...** So, because I didn't want to try to keep on offering the same either unsaleable or overpriced stock I created the unique UPA Reducing Estimate (and reserve) Selling System. Simply put, if a lot doesn't sell in the 1st auction we reduce the estimate (and reserve) by 11% and unlike other dealers and auctions **WE TELL YOU – 'US'** = once unsold. If unsold after the following auction we **reduce by a further 12% and WE TELL YOU 'US2'**, if unsold after a 3rd UPA auction we reduce by a further 13% and **WE TELL YOU 'US3'** and so on till the lot finds its price, is sold or virtually given away... ✓

**12** ▶ **Any Scientist will tell you** that combinations of ingredients can produce powerful results. So we created the unique combination of my UPA Reducing Estimate System, married (in stone), with UPA's fair 'NO BUYER'S Premium' policy, PLUS each lot carries my total 'no quibble' guarantee – this formula is the reason why within the span of 4 auctions (one year)... 90%-95% of lots broken from a collection have sold.



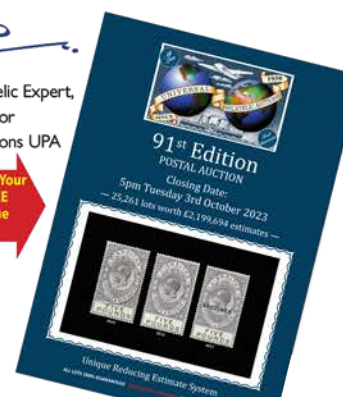
## UNIVERSAL PHILATELIC AUCTIONS

4 The Old Coalyard, West End, Northleach, Glos. GL54 3HE UK

Tel: 01451 861111 • Fax: 01451 861297

[www.upastampauctions.co.uk](http://www.upastampauctions.co.uk) • [info@upastampauctions.co.uk](mailto:info@upastampauctions.co.uk)

Request Your Next FREE Catalogue NOW



Contact UPA: 01451 861 111

### UNSOLICITED TESTIMONIAL:

Dear Folk at UPA,

I've dealt with the public for 37 + years, and as both a consumer, and a businessman, I have created huge numbers of orders from all over the world from a complete range of suppliers from all aspects of our daily lives.

But I don't believe I have ever encountered such sensitivity, such kind thought, such understanding as I have with you in our initial meeting, our subsequent successful transaction, and now this.

I recall well the item you highlight, and realise that this one item has such colossal personal value. I could never part with it.

It has been an absolute pleasure dealing with yourself, and I am more than willing for you to use this e-mail as commendation to others who may be thinking of disposing of their collection.

Many, many thanks for a memorable experience, and I will try to emulate your thought and care in my own business sphere.

Yours sincerely  
D. E. B. Bath, UK

This Unique Philatelic Selling System **Formula** is the reason why we are the largest stamp auction in the UK today with more than 2,250 different regular bidders.

In Hindsight Dealers warned me 20 years ago that my idea wouldn't work. 20 years later I think I've proven that it does. (Reader: Please Request a complimentary UPA catalogue – using the contact details further below)

**13** ▶ **OK, Cut to the Chase Andrew, what's the offer?** All of my Selling Systems are based upon **selling to Collectors Globally**, so that 95% of stamps sold by UPA are sold directly to Collectors. If you wish to benefit by up to 50% or more, depending upon your circumstance and type of material, by cutting out the middleman – then this offer may be for you. Generally 'time' is the enemy in our lives, and for most dealers not being able to sell stock. Now is the time to let 'time' do the 'heavy-lifting' and consider making 'time' work for you, so that at UPA you can make time your friend. 👍

**14** ▶ **AND the SMALL PRINT?** Some lots are too small in value for us to offer this system. Other lots may not be suited to selling in this manner (e.g. surplus mint British decimal stamps best used for postage) – especially if the market is heavily compromised by stock overhang

in specific areas. Some Collectors will not wish to use time and systems to leverage price, others will want to agree a specific price and know that they are paid precisely this amount. No client is treated like a number and no client is forced like a square peg into a round hole. ☀

### 15 ▶ OK, What Do I Do Next?

- You contact UPA to discuss with Andrew or a highly-qualified Auction Valuer/Describer what you have to dispose of and your options bearing in mind your specific interests / requirements
- If you wish, get a 2nd opinion, but investigate what type of auction / dealer you are dealing with. Is it a Dealer's auction with relatively few collectors? Can you see where / how the Dealer sells? If you can't easily see any pricelists or high quality selling catalogues – that Dealer may sell your stamps to other dealers...
- Finally you ask UPA to collect your stamps, insure in transit for an estimated replacement retail value... 📞 📧 🚚

**16** ▶ **What Happens then?** A member of my Team telephones/e-mails you to confirm safe receipt. 'Overnight' valuations, unless simple, are rare. Valuing stamp collections that have taken tens of years to create takes time. Depending upon your priorities / timescale I, or an experienced member of my Team will contact you to discuss your requirements and the options available to you for the sale of your collection. Provided only that you feel well-informed and comfortable do we agree strategy 📞 📧

**17** ▶ **How Strong is the Stamp and Cover Market?** Everybody knows that the strongest areas are GB and British Empire. Post-Independence / QEII material sells but if hinged at considerable discount. Mint hinged material pre 1952 is regarded as the industry 'norm' and therefore desirable – but genuine never-hinged commands a premium. Europe sells but at reduced levels, Americas is good, as generally is Asia but the 'heat' has come off China which is still good – and Russia which can still be good. East Europe is weaker. Overall, Rarities throughout can command their own price levels and real Postal History has good demand.

**18** ▶ **What Should I Do Next?** Discuss your collection with UPA. Contact Andrew or an experienced member of his Team now... 📞 📧

**19** ▶ **Guarantee: I want You to be absolutely Sure** So if You're not sure we'll transport and return your stamps for FREE up to £200 in actual shipping cost at our expense. It sounds generous (and it is), but it's far less than the cost of driving 100+ miles each way and 3 to 6 hours in your home valuing your stamps 😊

**20** ▶ **My Double Cast Iron Guarantee:** We can do a better job valuing your stamps in our office than in your home. If you don't agree I'll pay you an extra £50 for you to pay somebody trusted to open the boxes and put your albums back, in the same place, on the shelf they came from. 😊 😊

**21** ▶ **Act NOW: Contact Andrew** or an experienced member of his Team using the on-line selling form at our website, by fax, telephone or by mail. We'll work harder for you not to regret the decision to sell all or part of your collection... 📞 📧

*Andrew*

Andrew McGavin, Philatelic Expert,  
Author, Managing Director  
Universal Philatelic Auctions UPA

Plate 42



DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 43



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 44



— 20841 —



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— 20861 —



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— 20869 —



— 20875 —



20919 20922 \* 20923 20932 20934 20935 \* 20940 \* 20944 20991



20993 21000 21040 \* 21041 21048 21051 21077 21086 21095



21008 \* 21007 \* 21024 21072 21104 21112 21204



21211 21226 21227 21231 21232 21236 21238 21239 21240 21257



— 21256 \* — 21260 21261 \* 21265 21267 \* 21268 \* 21270 21272 \* 21277 \*



— 21276 \* — 21278 21279 21282 \*



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Plate 45



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NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 46



22214                      22215                      22216                      22217                      22220 \*



22236                      22237                      22238                      22239                      22240



— 22213 \* —                      22241 \*                      22263 \*                      22270                      22322



22274                      22323                      22326                      22328                      22329                      22331                      22334                      22340



22342                      22343                      22344                      22345                      22346                      22347                      22348                      22349                      22351



22353                      22354                      22355                      22356                      22357                      22358                      22370                      22372                      22373



22375                      22388                      22390                      22389                      22391                      22397                      22406                      22414                      22417



22418                      22425                      22429                      22432                      22436                      22437                      22439                      22450                      22442 \*



22452                      22453                      22481 \*                      22484                      22494                      22495                      22506



22502                      22515                      22518                      22522                      22523                      22524                      22525                      22529

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Plate 47



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 48



Plate 49



23459 \*      23497      23502 \*      23510 \*      23512 \*      23533



23534      23585 \*      23586 \*      23605      23608 \*      23627 \*



23628 \*      23667 \*      23677      23682      23698 \*      23700      23702      23703 \*      23758



23569      — 23752 \* —      23823      23824



23751      23772      23798 \*      23854      23855      23868



23806      23812 \*      23813 \*      23843      23888 \*      23891 \*



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23927      23928      23933 \*      — 23937 \* —

NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 50



23941      23942 \*      23945 \*      23957      23958 \*      24006 \*



24043 \*    24044 \*    24048 \*    24101    24107    — 24546 \* —    24550 \*



24080      24081      24087 \*      24127 \*      24128      24131      24135



24146 \*      24207      24208 \*      24219 \*      — 24213 \* —



24285      24354 \*      24534      — 24384 \* —      24544



— 24548 \* —      24551 \*      24555 \*      24558 \*      — 24557 \* —



— 24547 \* —      — 24559 \* —      24569 \*      24571 \*      24583 \*      24632 \*



24607 \*      24608 \*      24637      24664 \*      24665 \*      24666



24671 \*      24673 \*      24705      24716 \*      24723 \*

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 51



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 52





Plate 53



NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 54



26577 26578 26588 26590 \* 26593 26592 26594 26598 26599 \*



26603 26604 26610 26611 26614 26619 26631 \* 26700



26253 26638 \* 26688 \* 26693 \*



26691 \* 26695 \* 26702 \* 26711 26724 26737 26739 26741



26743 26744 26746 26749 26748 26751 26752 26755 26759



26758 26771 26772 26773 26775 26779 26795 26796 26804



26805 26807 26808 26811 26813 26814 26824 \* 26841 26849



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26888 26891 26892 26893 26897 26899 26912 26914

DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 55



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 56



27234 27217 27225 27228 27236 27245 \* 27245 \*



27270 27239 27271 27274 27479 27527



27254 27253 27256 27268 27528



27368 27554 27637 \* 27649 \* 27717



27682 \* 27714 27716 27722 27729 27731 27736



27739 27742 27743 27747 27752 27764 \* 27780 27783 27784



27676 \* 27691 \* 27715 27757 27793 27881



27882 27907 \* 27921 27925 \* 27926 \*



27938 \* 27976 \* 27986 27989 28058 \* 28062 28220 \*

Plate 57



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— 28408 \* — — 28414 \* — — 28505 \* — 28588



28556 \* 28580 28644 28683 28684 28685 28690 28691



28692 28698 28699 28700 28702 28705 28706 28739 29064



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29074 29078 29079 29097 29103 29108 29112 \* 29115 \*

NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 58



29116 \*    29118    29119 \*    29122    29123    29126    29135    29138



29140    29148    29155    29173    29172    29206    29224



29190    29225    29241    29242    29262    29268



29283    29284    29289    29391 \*    29426 \*



29254    29304 \*    — 29351 \* —    — 29471 \* —



29502 \*    1080    1621 \*    2526 \*    3473    3366 \*    29541 \*



29565 \*    29585    29589    29596    — 29597 \* —



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DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

# Plate 59



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**SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE**

Plate 60



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(Limited).

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Plate 61



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NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 62



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DO YOU HAVE A VALUABLE COLLECTION FOR SALE? CONTACT US

Plate 63



SPEND £80+ TO EARN YOUR LOYALTY BONUS CREDIT NOTE

Plate 64



22514      30195 \*      30221 \*      30223 \*      30224 \*      30252 \*      27133



27977 \*      30286      — 30289 \* —      30295 \*      — 30301 \* —



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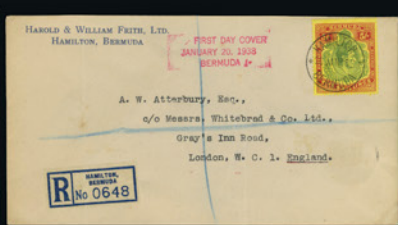
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Plate 67



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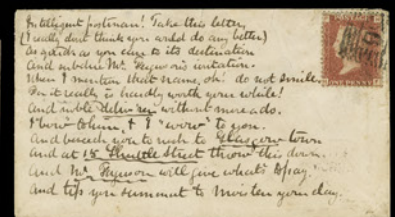
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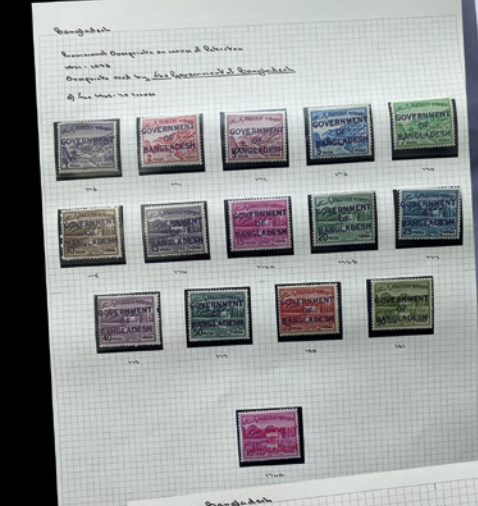
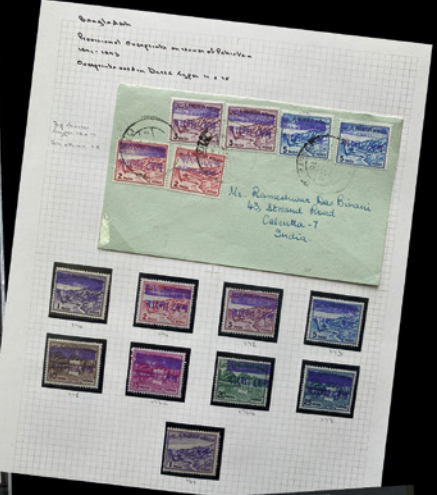
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Plate 71



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NO BUYER'S PREMIUMS, NO PAYMENT CHARGES – CAN SAVE YOU UP TO 27%

Plate 72



PLEASE SEE 'THE GALLERY' AT THE FRONT OF THE CATALOGUE FOR LOT NUMBERS FROM 29486-30304