

Pineapple Post

(Honolulu, Hawaii)

Postmaster:

Craig Miyamoto,

Honolulu, Hawaii

First Day of Operation — 11th June, 1977

Last Day of Operation — 29th November, 1987

The Pineapple Post was the brainchild of a Honolulu philatelist and Public Relations expert Craig Miyamoto. Initially the stamps introduced for the service were produced as a novelty item, something to "dress up" outgoing envelopes on Craig's commercial and personal mail. Stories in the philatelic press quickly changed that as the publicity brought in a flood of requests from collectors around the world for these new "locals".

Craig Miyamoto was quick to appreciate that there was a considerable demand for the stamps and he threw himself into a venture that last more than a decade, issuing a series of stamps that would promote the history of Hawaii and its tourist attractions.

Officially the Pineapple Post operated from the Upper Makiki residential area to the Makiki Post Office which itself is a unique postal institution as it is located beneath a modern elevated multi-laned freeway (the "Lunalili Freeway" or as it is more commonly referred to, the H-1 Freeway). The Post Office bears the ZIP Code 96822.

In the next ten years thousands of these Pineapple Post stamps, with historic Hawaiian designs were affixed to envelopes which found their way to almost every corner of the globe, creating much favourable publicity for the islands.

But at the end of 1987, after more than a decade of service, Craig Miyamoto found the Pineapple Post was becoming too much of a burden on his business activities. He called it a day and closed it down with the Postal Stationery envelope issue of 29th November, 1987 — the 42nd issue of the service.

In the decade of its operation The Pineapple Post had issued a total of 36 single stamps, five souvenir sheets and two postal stationery envelopes.

Currency of first five issues: Lei, later issues in US \$