

The Philatelic Communicator

Quarterly Journal of

Writers Unit 30, American Philatelic Society

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Second Quarter 2000

Design and Layout

by Floyd A. Walker

Barth Healey offers some excellent suggestions for improving the look of philatelic journals in the first quarter *Philatelic Communicator*. For the most part, the philatelic journals of specialist groups would have a hard time attracting readers if they had to compete for buyers at the newsstand. That may be why so many of them wind up in the "great unread burden of guilt" stack that each of us has somewhere.

Part of this can be attributed to a lack of design expertise on the part of the editor. An even bigger problem, perhaps, is that many editors fail to understand our increasing depends on graphics when we process information.

While some readers may focus on the scholarship of philatelic journals and are willing to wade through pages of gray type to find the hidden gem of new information they seek, most of us aren't that devoted. We're busy people. We want information in bite-size chunks and we tend to focus on that which is appealing to the eye. We've grown up on *CNN* and *USA Today* and sound-bites and the news of the world in 30 minutes.

So how can philatelic editors appeal to this kind of audience?

Healey offered a number of suggestions in his article: type variations, creative page layout, using and not using rules, and the planned use of white space.

There's another way to make pages more attractive and articles more readable: the effective use of graphics.

There is an axiom in publication design called the dollar bill rule. It says simply that if you can lay a dollar bill on a printed page and touch only type of the same size, you've got a dull page. Try that with your publication.

Commercial publications make liberal use of graphics to attract readers and avoid broad expanses of gray type. They break up information into small chunks with attractive headlines and eye-catching artwork.

To really understand what I mean, go to a newsstand and browse some of the current crop of specialty magazines—those that cover everything from dog grooming to fitness to history to button collecting. Think about why you would pick up any of them. What about a particular magazine causes you to reach for it and to browse through it? Good cover design? Eye-catching headlines? Attractive pictures?

Why not steal those design and layout ideas for your own publication? If you were attracted to those design elements, why wouldn't they attract readership to your publication?

I happen to be a fitness buff and therefore I read several fitness magazines. I also enjoy travel magazines. All of them have to compete for my buck at the newsstand and they do that by being well designed and full of information that makes me want to read it.

They are all crammed with design ideas I can steal. Granted, I don't have the budget for full color and my computer won't allow me to do bleeds and cross-page double trucks, but I can use boxes, illustrations, initial drop caps, and varying column widths—all of which look good even in black and white.

Illustrations in philatelic publications don't have to be entirely of stamps and covers, by the way.

If you are designing your publication on a computer—and who isn't these days—you can pick up disks of clip art at any computer store for a few dollars. Hundreds of these clip art illustrations are usable in philatelic journals. Flags, coats of arms, maps, business tools, cartoons of people, and dozens of other subjects tie in well with the articles that typically appear in philatelic journals. The clip art is easily sizeable to fit whatever space is available.

Look at the front cover of your publication. If you had to shell out cash at the newsstand would you pick it up? There is

►► continued on page 14

May 2000
The President Reports
A... President for all of four months. I was told that this is not a dull job. Other times working...
Most of this time has been spent with Secretary...
Constitution and By-Laws
It has been a number of years since we have published the Constitution and By-Laws of the Perfin Club in the Bulletin. As one of the last...
The Official Newsletter of the Perfin Club ♦ APS Affiliate 571

A clipart illustration of a PanAm Clipper ties into the headline over a front-page article about a perfin-bearing cover in *The Perfin Bulletin*. A message from the group's president shares the front page with a humorous graphic—also from computer clip art.

The Philatelic Communicator

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Second Quarter April 15
Third Quarter July 15
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Writers Unit 30 has as its primary objective the encouragement and improvement of philatelic writing in all of its various forms. Calendar year membership dues, payable in advance in U.S. funds through a U.S. bank or Post Office are:

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Please report address changes to the Secretary-Treasurer as soon as known in order to avoid loss of issues.

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The Quill

Joe Foley

I'm late! Apologies. No need to bore you with explanations, just a promise to make every effort to get back on schedule.

Response to the various approaches to layout posed in the last issue were diverse, but thin, with no clear pattern. The exception that proves the rule to this last statement is that 10 point is as small as the *PC* should go. 9 point has occasionally been used for letters and reviews, but that will now be 10 point. The response from the officers and council was stimulated a bit, and appreciated.

The international show in Vienna was quite enjoyable. Just to prove how small a world it is, my wife and I with another couple were returning from supper one night on the subway. I noticed someone getting on and said to Mary Joan "that looks like Charles Verge" - it was. Next morning on the way to visit the Schönbrunn Palace - different subway, same Chas.

We're keeping this short to provide for the Literature Exhibition Calendar.

Literature Exhibition Calendar

Coordinators of Literature Exhibitions are encouraged to submit full information, including a prospectus, for these listings. Please contact the editor well in advance of the closing date for entries.

August 24-7, 2000

A.P.S. STAMPSHOW, Providence, R.I. \$25 entry fee + 2 copies of entry, entries closed on May 15, 2000. For further information contact Ken Martin, APS, Box 8000, State College, PA 16803, phone 814 237-3803, fax 814 237-6128, e-mail: kpmartin@stamps.org

October 6-8, 2000

SESCAL, Wyndham Hotel at LAX, 6225 W. Century Blvd., Los Angeles, Calif. \$12 entry fee + 2 copies of entry (returned on request at cost of return postage), entries close July 10, 2000, handbooks and special studies must not be earlier than July 1997, periodicals—most recent complete volume or most recent equivalent. Electronic versions of publications are accepted. Prospectus from Larry Parks, P.O. Box 1116, Thousand Oaks, CA 91358, e-mail lcpphil@aol.com.

November 17-9, 2000

CHICAGOPEX, Donald E. Stevens Convention Center (formerly the Rosemont Exposition Center), 5555 North River Road, Rosemont, Ill., just 5 minutes from Chicago's O'Hare, Airport. Entries close Oct. 1, 2000 (no other information such as entry fee, etc., was provided). For information and prospectus contact Eliot Landau, 5329 Main St., Ste. 105, Downers Grove, IL 60515, e-mail: land1942@aol.com

A Concept

Editor's Note: When I received a copy of e-mail correspondence between Tom Fortunato, chairman of the APS Chapter Activities Committee and WU30 president Dane Claussen, it struck me as something that our members would find interesting, so with their permission and very little editing here it is:

From: Tom Fortunato
Sent: Monday, June 19, 2000 10:52 AM
To: Dane S. Claussen
Subject: APS CAC Writer's Unit Opportunity

Dane-

I'm writing to you in my capacity as Chairman of the APS Chapter Activities Committee regarding an opportunity for members of the Writer's Unit to share their articles with needy clubs.

As you realize, stamp clubs are always desperate for well written and interesting articles for their newsletters. The CAC has an outlet for this very purpose—our "Stamp Articles for Reprint," found at: http://www.stamps.org/cac/cac_arti.htm We would like to invite members of the Writer's Unit to send us links to their own works for inclusion here.

Providing an external link allows authors the freedom to design and format each offering in their own style. Due to server space limitations, it will probably not be possible to host these directly on the APS server itself.

Obviously, the audience for such articles extends well beyond the confines of current APS Chapters. It's our hope that other individual philatelists will enjoy the material posted as well!

Should members of the Writer's Unit take advantage of our offer, we'd certainly like to heavily publicize this information extensively in the philatelic press.

Please contact me at my home email address:

Tom

From: Dane S. Claussen
Sent: Tuesday, June 27, 2000 5:29 PM
To: Tom Fortunato
Subject: APS Chapter Activities

Tom

Yes, thank you for the email and the opportunity. I certainly would be glad to plug this in my column in the *Philatelic Communicator*, and there certainly could be a separate article about it in there as well. (Have you told Joe Foley, our editor, about this yet?)

For those Writers Unit members who do not use computers, is there a way that they could mail you or someone else their articles and they could be scanned in?

Is there a way in which writers could claim/retain copyright after posting on the Website and publication in CAC newsletters?

What other considerations am I not thinking of at the moment?

Dane

Subj: RE: APS CAC Writer's Unit Opportunity
Date: 06/27/2000 11:27:11 PM Eastern Daylight Time
From: Tom Fortunato
To: Dane S. Claussen dsclaussen@hotmail.com
CC: Peter McCann (APS Pres.), Joe Foley, Jane King Fohn, Bob Lamb (APS Ex. Dir.)

Hi, Dane.

Let's see if I can answer most of your questions below.

Regarding copyrighting...legally, the writer should indeed retain copyrights to any item published in the CAC newsletter, posted on the CAC web site, or used in a Chapter's newsletter. A disclaimer can/should be used stating that the author has granted the CAC and APS Chapters the privilege to reproduce his/her work and retains the copyrights to such. Reproduction in any way without the expressed written permission of the author is a violation of the originator's rights. Of course, the author will be acknowledged when his work is used in any fashion.

For now, we would ask that authors provide links to their material already hosted on other web sites. However this opens the door for perhaps another option—a web site run by the Writers Unit itself. Surely there is a talented pool of writers in your group with some web savvy as well. You may be able to find volunteers willing to scan articles and convert them to HTML for the web.

I propose the option above just as a thought for further consideration. No matter which route is taken, our goal remains the same, to provide the 700+ Chapters a resource for reproducible newsletter material. Perhaps an index with a "price per page" listing could be made for those Chapters without computer access, as requested articles would need to be mailed to them. This could be similar to the way the ATA handles its current checklist service.

Again, these are just ideas off the top of my head. I'd appreciate input from any of you!

Tom

From: Joe Foley
Sent: Wednesday, June 28, 2000 12:16 AM
To: Tom Fortunato & Dane S. Claussen
Subject: Re: APS CAC Writer's Unit Opportunity

With your permission, I think I'll use your exchange of e-mails on this subject, edited a bit, in the next *Philatelic Communicator*. (Which unfortunately is running late)

Joe Foley

(Both agreed.)

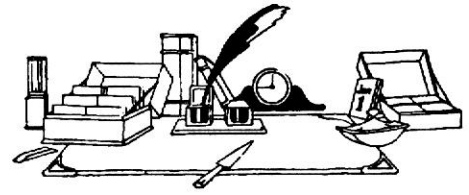
Where do we go from here? Please send us a note or e-mail which we will publish in the next issue. Send a copy to both Tom Fortunato and Dane S. Claussen. Tom's address is 42 Maynard St., Rochester, NY 14615, and Dane's is noted on page 2. □

COUNCIL MEMBER ELECTED

WU30 Council member Charles J. G. Verge of Ottawa has recently been elected President of The Royal Philatelic Society of Canada. □

President's Message

by Dr. Dane S. Claussen



Our Writers Unit breakfast at the APS winter show in Portland, Ore., was held just after I wrote my last message, and so just a few words about it here. Oregon is my home state, and therefore anything I say about the venue would necessarily be biased; but even as an Oregon native I still appreciated the view of Mt. Hood, Mt. Adams, Mt. Jefferson and so on out the window of my eastern facing room in the show hotel. At Portland's breakfast, we had a relatively small but quite spirited group—being able to fit around only four tables and almost all of us previously knowing each other. Door prizes were “awarded” that had been generously donated by Alan Warren and Randy Neil. Our old friend John Hotchner also was to have brought door prizes—but stayed home for a more important event: the birth of a grandchild. Thank you to all.

It was suggested at the Breakfast that we have a guest speaker at our Breakfast in Providence in late August at STAMPSHOW. Other members of the board and I have been working on that and plans are just about complete.

At the Portland breakfast, I also instituted what I hope can be a regular part of our Breakfasts: allowing an opportunity for each member present to stand up and very briefly ask a question, make a comment, make a request, etc., related to the Writers Unit, philatelic journalism generally and/or his/her own research and writing. I am interested in receiving more input about the Unit, and I also think that members would be interested in having more opportunities to hear each other's questions and concerns or to find out what each other is working on. Although this Unit has always been rather informal, the Breakfasts have always featured a few officers and special guests and not much opportunity for other members to interact in a public way.

Some of you may be familiar with Richard B. Kielbowicz's 1989 book, *News in the Mail: The Press, Post Office, and Public Information, 1700-1860s* (Westport, CT: Greenwood Press). In early

May, while at a conference in Toronto, I met a doctoral candidate from the University of Washington who is working with Prof. Kielbowicz on perhaps teaching an entire course there on the history of relationships between American journalism and the U.S. postal system. This is rather newsworthy in itself, since it surely would be the first college course in the country specifically on that topic. Yet it got me to again thinking generally about the relationship (or lack of it) between philatelic literature and scholarly literature in the academic world. Although I know that many philatelic researchers/exhibitors/authors search for relevant academic research on their subjects, that many others do not. Therefore, I thought I would simply mention some of the academic literature related to philatelic interests that has appeared in the last fifteen years only in the field in which I teach and conduct research (journalism and mass communication). Other research of interest to philatelists has been conducted by business professors, economics professors and history professors, and databases of the academic literature in those fields is widely available at university and public libraries. A sampling from journalism and mass communication journals:

“Mass Postal Service After 150 Years: A Review Essay,” by Brian S. Osborne, *Canadian Journal of Communication*, v.16 n.1 (1991).

“Back to the Future: Britain's 19th Century Telecommunications Policy,” by Jill Hills; *Telecommunications Policy*, v.17 n.3 (April 1993).

“Exchange System and the Development of American Politics in the 1820s,” Robert K. Stewart, *American Journalism*, v.4 n.1 (1987).

“From ‘A Cornerstone of Canada's Social Structure’ to ‘Financial Self-Sufficiency’: The Transformation of the Canadian Postal Service, 1852-1987,” by Brian Osborne, *Canadian Journal of Communication*, v.13 n.1 (Winter 1987).

“Growing Interaction of the Federal

Bureaucracy and the Press: The Case of a Postal Rule, 1879-1917,” by Richard B. Kielbowicz, *American Journalism*, v.4 n.1 (1987).

“These Great and Dangerous Powers: Postal Censorship of the Press,” by Jon Bekken, *Journal of Communication Inquiry*, v.15 n.1 (Winter 1991).

“Word Wars at Home: U.S. Response to World War II Propaganda,” by Alex Nagy, *Journalism Quarterly*, v.67 n.1 (Spring 1990).

With respect to books, many of us have become aware of (if not purchased, as I did) Richard R. John's recent book, *Spreading the News: The American Postal System from Franklin to Morse* (Cambridge: Harvard University Press), but have not had the opportunity to keep up with other books of possible interest to philatelists from mass market and/or scholarly presses. For instance, about the time you read this column, a book entitled, *Wall-to-Wall America: Post-Office Murals in the Great Depression*, by Karal Ann Marling will be out from the University of Minnesota Press. Other recent books of interest have included:

A History of the Post in England from the Romans to the Stuarts, by Philip Beale (Ashgate Publishing Company).

The Pony Express in American History, by Sue Hurwitz (Enslow Publishers Inc.).

The English Royal Messengers Service, 1685-1750: An Institutional Study, by Priscilla Scott Cady and Henry L. Cady (Edwin Mellen Press)

Emerging Competition in Postal and Delivery Services, edited by Michael A. Crew and Paul R. Kleindorfer (Kluwer Academic Publishers).

Current Directions in Postal Reform, edited by Michael A. Crew and Paul R. Kleindorfer (Kluwer Academic Publishers).

Finally, I want to emphasize that American law reviews, most of them published by the various law schools, are an excellent source of material on the history

►► continued on page 14

The Use of Non-philatelic Titles and Honors in Philatelic Publications

by Ken Trettin

For the past several weeks I have been reading a large number of last year's volumes of philatelic publications. I am on the jury for the Literature Competition for STAMPSHOW 2000. One of the observations I have made is that many publications attach titles and honors to individuals that have nothing to do with philately. The author of an article is John Doe, PhD, or he is referred to Dr. Jones in an article. While the titles Dr./M.D. seem to be the most prevalent one also finds military ranks and orders attached to individuals' names.

This has caused me to rethink what I have done and what I will do in the future with the publication I edit. First, the mailing label. If a subscriber wants their address to include Dr. or Major, or Mrs. then it is. After all, the purpose of the mailing label is to get the journal delivered to the reader and that title may be necessary.

Second, we (the American Revenue Association) still publish a membership directory. I have attempted in the past to eliminate these titles and will be much more diligent in the future in doing so. They will also normally not appear in the author bylines of articles or in the text of articles.

Third, the form of address Mrs. will normally not be used. Jane Doe is a member of our society or an author not Mrs. Jane Doe or even worse, Mrs. John Doe.

Why? It has no bearing on the philatelic worth of an article or an individual that they have attained a learned or occupational degree, or what governmental honors they have been accorded, or what their marital status is.

And yes, there can be exceptions. In an article that mentions health conditions in a military prisoner of war camp, information from a well-known philatelist Dr. John Doe, Major, US Army, Retired, can help the validity of the information more than if it came from John Doe, well known postal history collector. Likewise, an article about activities for non-collecting spouses at an upcoming convention might benefit from information from Mrs. John Doe, the non-collecting spouse of a well-known collector. But we must remember that these exceptions are very few.

Just what titles and honors are noted in my publication. Those that refer to philately and specifically our specialized area. Following an author's name I will add "ARA" indicating membership in our organization but not those signifying membership in other philatelic organizations. This would include such titles as "FRPS,L" as is often the case, election to the status of fellow is just a matter of being a member for the prescribed number of years and having no run-ins with the society. However, I would probably tend to include "RDP" signifying Roll of Distinguished Philatelists as this title has nothing to do with society membership but does denote contributions to philately.

The purpose is not to degrade those who have earned and received such honors but rather is a recognition of the fact that this is a philatelic community that we are writing for and that the worth of a philatelist and their philatelic writing is determined

entirely by what they accomplish within the area of philately.

These are a few of the unwritten guidelines for the philatelic publication I edit; I would encourage other editors to consider implementing them as well. □

Another Point of View on the Use of Non-philatelic Titles and Honors in Philatelic Publications

by Joe Foley

When Ken's article arrived, I read it with quite a bit of interest. There certainly is much validity to his position. However, there is also room for another point of view.

First let's consider the general custom in the United States. There isn't one. Check out your local phone book or just about any directory and you'll find some titles. However, look up the listing of some folks you know who have a very legitimate title that they could use. I think that you'll find that some use their title while other have chosen not to.

The operative word that last sentence is *chosen*. I recall that among the documents I received when I retired from the Army Reserve was guidance on the use of my rank. Basically the guidance involved format and inappropriate usage (e.g., that which would bring discredit to the Army). For the most part, I have *chosen* not to use my rank. However, I think I would find it more than just a little irksome if someone else made that *choice* for me.

While there are exceptions, most titles and honors represent a level of achievement. As an example, surely the effort involved *entitles* an individual to place Ph.D. after his or her name.

The question of individual *choice* can extend beyond the rather narrow confines of a specific profession or organization. Similarly, a restriction on this *choice* by an organization is, minimally, subject to question.

As an editor, I would not alter the way an author *chose* to have their byline appear. In the compilation of a membership directory, the *choice* should be left to the member. As a user of a directory, it is frequently helpful to know how an individual prefers to be addressed. The mail will go through whether it's Joe, Joseph, Mr. or Lt. Col. (or for that matter resident or box holder). However, when writing to someone, isn't it a matter of courtesy to use a form of address that the recipient has *chosen*?

On the *choice* of Miss, Ms. or Mrs., many ladies have very strong opinions and they deserve to be respected. If in doubt, try using one for my 84-year-old godmother that she considers inappropriate.

Ken's comment on "FRPS,L" somewhat underrates the distinction of "Fellow." Rather than rely on secondary sources or memory, a clarification has been requested from the Royal and will be in the next issue. Incidentally, the comma between "S" and "L" is not customarily used. □

French Postal Marks

Guy Maggay has brought to our attention a useful Website on this subject: www.citeweb.net/phila

Editors' In - Box

by Rudolf E. H. Anders and Ludvik Z. Svoboda

This is the conclusion of a series that began in the Fourth Quarter 1999 issue.

From Rudolf E. H. Anders, editor *German Postal Specialist*:

Thoughts on Hustling Articles

As editor of a journal where members have come to expect forty-eight pages every month - indefinitely - I frequently find myself without much in the in-basket. A decade ago, shortly after I accepted the job of editing the *German Postal Specialist*, I wondered whether that dearth of material simply reflected on my inadequacies as editor.

For reasons of mental health I now accept that this job requires continual hustling. Hustling to get people to write, hustling to find articles to translate, and hustling to meet deadlines. In short, being editor of a philatelic journal may not be the oldest profession, but it's a close second.

There are many reasons for those empty in-baskets. One of the most obvious is that with few exceptions editors of philatelic journals rely on volunteers. Combine that with members who are, or claim to be, too busy to write. I have had to employ a variety of tactics and enticements to get help in filling all those pages. What follows are some loosely strung together thoughts on what has worked, or failed to work, for me.

I'll begin with a confession: Initially I thought I would not have a problem publishing a monthly 48-page magazine. After all, I had the entire field of German philately. All I needed to do was get about thirty-five pages of copy per month - how hard could that be. My predecessor had, in fact, not produced a magazine for several months because he had nothing to publish, but I knew better. Going into my third month with no articles coming in I panicked. What saved me was a somewhat polemical article.

INCENDIARY JOURNALISM

That's how I learned about "incendiary journalism." Like most kids with a box of matches, I was not fully aware of the potential hazards. The article I published dealt with the role of the communist resistance to the Nazi regime and how this could be documented on postwar German stamps. In an organization whose membership includes émigré German Jews, GI's who had liberated and been stationed in postwar Germany, and a few folks to the right of Attila the Hun, I should have realized that a single spark might cause a blowup. I discovered that throwing a literary hand grenade is, to push the metaphor, like dynamite fishing - you can make a catch.

Letters and rebuttals floated into that in-basket. Although fireworks are always fun there is the danger of getting burned. I quickly noticed that as the editor who published the piece I was not seen as the simple bystander, but a subversive, co-conspirator. While the dispute yielded me copy, the arguments tended to get tedious and uninteresting for all those who urged me to "keep politics out of German philately."

While I'm still not sure of how one can do the latter, I learned that I needed a thicker skin and had to use greater care in fomenting debates. A dogmatic insistence will bring biting response. The challenge is to promote informed debate. That brings bountiful fruit to the editor. As an example I can cite a recent exchange in the *Specialist* on the issue of what constitutes "commercial mail." The question was asked in an innocent enough fashion by one of our newer members. The beauty of the exchange was that it exposed members to some fundamental questions about how they collect and view covers as being worthy of collecting. Jim Graue, editor of *The Airpost Journal* and a GPS member, wrote a marvelous response to a strict constructionist. He added a little note at the bottom of his letter - "I bet you're loving this." He clearly recognized my technique but could not resist rising to the bait. Sometimes you win.

BLACKMAIL

Periodic elections of officers and board members present another opportunity for the hustling editor. I've not been above suggesting that someone running for office might wish to get his/her name in front of the membership by writing some articles. While the approach borders on blackmail, it's a risk worth taking when I consider the potential for squeezing articles out of some very knowledgeable members.

Using the *Specialist* as a place to present debates about significant issues of the hobby - exhibiting, judging or getting new members need not be beating a dead horse. Frankly, I like to see "the leadership" of the GPS, as well as other philatelic organizations, write about where they stand on such issues.

EXPLORE THE UNKNOWN

Another opportunity for hustling articles is to approach those who feel their area of specialization or collecting has been ignored. An editor's willingness to publish articles deemed unimportant by an "old guard" can be an important signal to those who see the journal as belonging to others. For example the *Specialist* carries an occasional column by "Gil" Gilhousen entitled the "Frugal Philatelist." As the name implies, 'Frugal Phil' explores how a collector on a shoestring budget can still have a lot of fun. We've received a great deal of mail and comment on that column because it resonates with many members and provides them with a sense of ownership. A less elitist approach does not need to neglect "classical" philately, but can certainly provide added copy for the stressed editor. It's not Rocket Science.

A less elitist approach has some pitfalls as well. Some of the articles I receive are not well written or well researched. What to do? Early in my tenure some in the GPS expressed the desire that I follow the academic model - that is, articles be reviewed by outside readers prior to publication. Having been an academic in my former life that idea was not unappealing, but it was totally unrealistic. I simply don't get enough material for me to seriously contemplate rejecting a large number of articles

nor do I have the time to research and rewrite the same. But more fundamentally, I believe that the *Specialist* belongs to and should, to a degree, reflect and encourage the voices of its membership.

No, I won't publish an article defending Nazi ideology, but I will publish a first-time article of a member's experiences in Germany in trying to purchase a stamp catalog. No, it's not classical philately, nor is it rocket science - it's a hobby. The old German phrase - *Kein Meister vom Himmel gefallen* - no master has dropped from the sky - comes to mind. Few of us get anything right the first time. I believe that it's far easier for an editor to discourage than to encourage. There have been times when I thought I was asking an author to make a minor change, only to find that I had somehow offended his/her sensibilities.

Seeing the potential author in all those who drop me a few lines with an idea or a shaky draft is not always easy, but it's ultimately the only option I have when dealing with volunteers. While I've used the "hustling" metaphor I should add that I am far more excited about playing the role of midwife. Helping an author "birth" that article can bring much satisfaction.

SAY THANKS

While almost too trite to mention, thanking our authors is a "must." I send each author extra copies of the *Specialist* in which he/she has had an article published. Beyond that, the GPS has an annual award for an outstanding article or articles. More recently a generous member has committed \$1,000 per year for honoraria for our authors. Although that's not an exorbitant amount when recognizing the effort embodied in forty to fifty articles in an average year, it's too early to tell how the honoraria will impact my in-basket.

I assume it can't hurt and it's a good way of thanking all those regular authors who bail me out whenever I whine. The honoraria also provide another incentive for the first-time author.

HUMOR

Keep the effort in perspective. Buy a sense of humor if you don't own one. Over the past decade the *Specialist* has provided space for some extraordinary news releases in its April (fool's) issues. One year we offered an advertisement for spray cans of glue for re-gumming with an extra feature for rippled gum. Checks were actually sent to the Cecile, Alaska address with a 6-digit Zip code. One very prominent member, who apparently thought the ad was genuine, was aghast that we would accept such an ad. You know you're in real trouble when people don't get a joke. That's when you really need a sense of humor.

From Ludvik Z. Svoboda, editor, *The Czechoslovak Specialist*:

I don't have any startling revelations on how to elicit articles. On top of everything else, I am not an experienced or professional writer or editor. This was all something very new to me when I started just over three years ago, so I had to learn where to get articles on the run.

As with others, a fair amount of what is included in every issue of *The Czechoslovak Specialist* consists of "business"

articles:

- Philatelic News & Views
- Letters to the Editor
- New Issues
- Available Publications for Sale
- Book Reviews
- Reports on Society events — both upcoming and reviews (required of officers or event managers)
- Czech Philatelists On-Line
- President's Corner
- Souvenir Sheet Varieties
- A Czech Expert Speaks

But I try to make the guts of each issue centered around new material, whenever possible, with reprints of good articles from other sources as backup. But the new, original material *always* takes precedence. In this way I show my original article authors that they can expect prompt publication of their efforts even when changes need to be made at the last minute. They know that they are important and appreciated.

The new articles originate largely from the same group of loyal contributors that have been writing for years. Requests for articles from new authors don't seem to have very much success -- neither do contests; I have tried both. It is much more a matter of some individual finding a topic that catches their interest enough to motivate them to do further research — you have to keep your ears open for who is doing what. A certain amount of luck has to enter the process here in order for you to find out about that interest (try to get a Letter to the Editor writer to expand upon what he/she has already prepared). Now it takes encouragement on my part to keep their interest going. This often gives them enough confidence to want to impart their knowledge to others. It is often an iterative process at this point to get the article in good and readable form.

I have developed quite an extensive group of outside (mostly foreign) publications that I receive and review every month looking for articles that would be of interest to my readers. I farm out any that I find to the four translators that I have cultivated over the years. However, as those who have used this method will concur, you unfortunately cannot completely depend upon this first translation. In my case I must sit down with the original in Czech (or Slovak) and the English translation, side by side, and make sure that the true sense and meaning presented by the author in the original article are reflected in the translation. This is often a delicate and time-consuming process.

One final avenue that works in my situation concerns our foreign members. Our Society has a policy where if the member provides at least three articles a year (they have to arrange for the article being translated into English), then their next year's dues are waived. The quality of the three articles is judged by the editor alone. I have three such foreign authors right now.

I hope that this will give some others ideas on helping them in their situations. □

The tools I need for my work are paper, tobacco, food and a little whiskey.

William Faulkner



Stamp Show 2000 in London and WIPA 2000 in Vienna

by Joseph Monteiro



Two major world philatelic mega-events in the first year of the second millennium recently occurred on the heels of each other, Stamp Show 2000 in London between May 22 and May 28th, and WIPA 2000 in Vienna between May 30 and June 4. The events of the second were largely overshadowed by the first, not surprisingly, as England has been credited with the birthplace of the first stamp and responsible for the requirement of postage stamps for the carriage of mail.

PHILATELIC LITERATURE EXHIBITS AT STAMP SHOW 2000

Stamp Show 2000 was held at Earls Court one of the most famous exhibition halls in the world. There were more than 3,500 frames of the world's outstanding exhibits and nearly 200 literature entries. The leading Post Offices from various parts of the globe or agencies representing these post offices participated. Besides these fifty-four post offices or agencies there were nearly 180 standholders or private sales booths. In addition, there were numerous features of special interest at the Exhibition: the Royal Philatelic Collection, the Millennium Art Gallery, the British Library Rarities, the Poster Gallery, the Post Office Heritage Services, an area for inspecting Literature, etc. It would be impossible in this brief note to document all the impressive display of philatelic exhibits and exciting events.

Of the literature entries, one hundred and eighty-eight received some type of award. These are shown in Table 1. The winning awards for class 1 peaked at Vermeil, for class 2 at Silver Bronze and for class 3 at Large Silver. For all literature the awards reached a peak at large silver. If the awards are plotted, the results would appear as a symmetrical bell-shaped figure.

Of the three classes, the statistics reveal that Class 1 fared better than the other two classes, which is not very surprising. None of the other two classes obtained a gold. Similarly, classes 2 and 3 did not fare as well in obtaining large vermeil or vermeil awards. The results in class 3 were better than the results in class 2.

A COMPARISON OF LITERATURE AND PHILATELIC EXHIBITION AWARDS AT STAMP SHOW 2000

A comparison of the performance of literature exhibitors and philatelic exhibitors are shown in Table 2.

While only 3 percent made it to the top (large gold or gold) in literature as many as 28 percent made it to the top in philatelic exhibiting. These results speak for themselves. As far as large vermeil or vermeil awards are concerned, the percentage in both categories literature and philatelic exhibitions are approximately the same (36 percent vs. 37 percent).

These results suggest that the chances of going to the top are far better in philatelic exhibiting than in literature. This holds true whether one defines the top as gold or gold and

vermeil. One should not draw any other implications from these statistical facts as to whether it is easier or harder to get to the top in one type of competition or the other. If the results of going to the top are too difficult in philatelic exhibiting, it would become difficult to attract philatelic exhibitors, the most important aspect of these exhibitions.

A COMPARISON OF LITERATURE AND PHILATELIC EXHIBITION AWARDS AT WIPA 2000

A comparison of the top awards (large gold and gold) at WIPA 2000 in literature and philatelic exhibiting reveal very similar results (see percentages in Table 3) to the results of Stamp Show 2000. If one were to plot the data, the bell-shaped type of figure (with two peaks) for literature would peak at large silver with silver bronze being half a percentage point below it. For philatelic exhibiting the awards peak at large vermeil.

A comparison of the results at Stamp Show 2000 and WIPA 2000 indicate that at the top relatively fewer were successful at the former exhibition than the latter. At Stamp Show 2000 the awards for the top performance were 3.1 percent for literature and 28 percent for philatelic exhibiting; and at WIPA 2000 the awards for the top performance were 4.6 percent for literature and 31 percent for philatelic exhibiting.

This suggests that the entrants at Stamp Show were marginally better, if judging is assumed to be exactly the same at both shows. If one includes other categories such as vermeil as part of the top performance, the results for literature were marginally better at Stamp Show 2000 compared with WIPA 2000 (38.8 percent vs. 35.05 percent). The conclusion does not change whether one includes gold and vermeil for philatelic exhibiting.

THE COUNTRIES THAT PERFORMED THE BEST AT PHILATELIC LITERATURE

The countries that fared the best at Stamp Show 2000 were Switzerland and Italy capturing four (or two each) of the six gold medals followed by United States and United Kingdom with one gold medal each.

United States of America won the large gold, the only large gold that was awarded. In Vienna, the country that fared the best was Italy capturing two of the eight gold medals followed by Austria, Norway, Switzerland, Czechoslovakia, United States of America and Belgium each winning one. The large gold at WIPA was won by Austria. In both these mega-events, the winners of the large gold barely made it into this class as each scored ninety-five, the magic number needed for a large gold. These results suggest that contestants aspiring to go to the top should not raise their hopes too high. Depending on the Class of the World Exhibition, the chances of fulfilling one's hopes are 4 percent or less. In other words, out of hundred entrants only four or fewer entrants will reach the top.

Table 1 - Literature Awards By Type of Medal and Class at Stamp Show 2000

Type of Award	Class 1 pamphlets, books and studies	Class 2 journals, periodicals, columns and articles	Class 3 catalogues	Total
Large Gold	1	-	-	1
Gold	5	-	-	5
Large Vermeil	21	4	4	29
Vermeil	22	7	9	38
Large Silver	17	9	19	45
Silver	15	7	10	32
Silver Bronze	8	11	7	26
Bronze	1	5	1	7
Certificate of Participation	-	-	1	1
Hors Concours	3	1	-	4

Source: Compiled from *The Stamp Show 2000, Perspectives on Our World, Palmares, May 27, 2000.*

Table 2- A Comparison of Literature and Philatelic Exhibition Awards at Stamp Show 2000

Type of Award	Literature	Philatelic Exhibition
Large Gold	1 (0.53%)	40 (6.5%)
Gold	5 (2.66%)	133 (21.63%)
Large Vermeil	29 (15.42%)	131 (21.30%)
Vermeil	38 (20.21%)	100 (16.26%)
Large Silver	45 (23.94%)	60 (9.76%)
Silver	32 (17.02%)	21 (3.41%)
Silver Bronze	26 (13.83%)	17 (2.76%)
Bronze	7 (3.72%)	10 (1.62%)
Certificate of Participation	1 (0.53%)	3 (0.49%)
Hors Concours	4 (2.13%)	- (0.0%)
TOTAL	188 (100%)	615 (100.0%)

Source: Compiled from *The Stamp Show 2000, Perspectives on Our World, Palmares, May 27, 2000.*

Table 3- A Comparison of Literature and Philatelic Exhibition Awards at WIPA 2000

Type of Award	Literature	Philatelic Exhibition
Large Gold	1 (0.57%)	26 (9.6%)
Gold	7 (4.02%)	59 (21.69%)
Large Vermeil	25 (14.37%)	64 (23.53%)
Vermeil	28 (16.09%)	52 (19.12%)
Large Silver	34 (19.54%)	33 (12.13%)
Silver	29 (16.67%)	15 (5.51%)
Silver Bronze	33 (18.96%)	17 (6.25%)
Bronze	17 (9.8%)	6 (2.21%)
TOTAL	174 (100%)	272 (100.0%)

Source: Compiled from *WIPA 2000, Palmares, June, 2000.*

A FEW CONCLUDING REMARKS

In conclusion, the first two philatelic mega-events in the world have lived up to everyone's expectations. I did not attend the awards ceremonies or the banquets in each country but I understand that they were both memorable occasions that were held with the usual pomp and grandeur comparable to many of the ceremonies like the Emmy or Oscar awards ceremonies, etc. These events will certainly go into the records of philatelic history. □

WIPA

by Joe Foley

It was the first time my wife and I visited Vienna—a charming city. In between the wonderful architecture, coffee and music there was a delightful stamp show.

In this report we will confine ourselves to the Literature section. While it stuck us as a bit thin, the accompanying article and analysis by Joseph Monteiro shows it to be quite similar to the London show.

The location of the exhibits was a bit out of the way. However, those in charge were more than gracious and helpful. (Not to mention patient with my lack of language ability.) As near as we could tell, the section was confined to those items in competition. Lighting and facilities to examine the literature were more than adequate.



Results for United States and Canadian entries are:

Gold: *The Air Mails of Canada and Newfoundland American Air Mail Society.*

Large Vermeil: *Canadian Philately: Bibliography and Index, Volume 3 Cimon Morin, American Air Mail Catalogue, vol. 1, 6th edition American Air Mail Society & Postal History Journal Harlan F. Stone.*

Vermeil: Grouped and judged as a whole—*Definitive Postage Stamps of Canada, 1953-1999, vol. 1-3, Perforating Errors of Postage Stamps in Canada, 1953-1997-An Analysis and Definitives of Canada: The Last Quarter Century 1967-1994, vol. 1+2, the three works - Joseph Monteiro, Air Mail Operations During World War II American Air Mail Society, United States Registered Mail 1845-1870 James Milgram, The Plate Flaws of the Large Hermes Heads of Greece, 1861-1886 Nicholas Asimakopulos & The American Revenuer, 1999, vol. 53 Kenneth Trettin.*

Large Silver: *The Canadian Philatelist The Royal Philatelic Society of Canada & The Airpost Journal American Air Mail Society.*

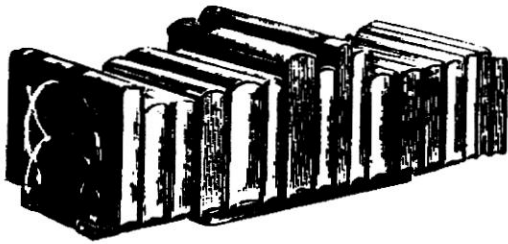
Silver: *Machine Cancellations of Trinidad and Tobago 1923-1997 Philatelic Society of Trinidad & Tobago & The Czechoslovak Specialist Ludvik Svoboda.*

Silver Bronze: *The Canadian Aerophilatelist Christopher Hargreaves.*

Bronze: *The Official Berlin Post Office Stamps of 1920 Jason Manchester.* □

EDITOR WANTED

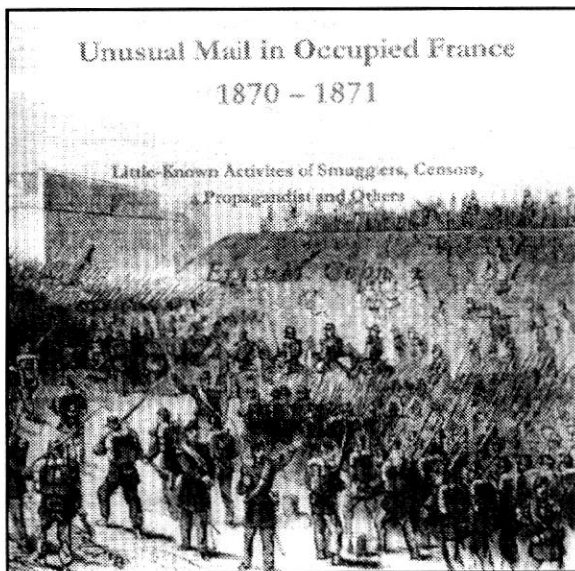
National Duck Stamp Collectors Society (NDCSCS) is seeking a newsletter editor for *Duck Tracks*, our quarterly journal. Someone with at least an interest in duck stamps is preferred. Payment is possible for a suitable candidate. Please contact Dr. Ira Cotton (President) at 1-402-397-9991 or iwcotton@us.ibm.com □



REVIEWS

NOTE: Material for review may be sent to the editor at the address noted on the inside front cover. Reviews are also welcomed from others. Reviews from those having an interest in the item such as publishers, distributors, etc., must include a copy of the publication with the review [which, on request, we will return]. *Philatelic Communicator* reviews should be concise and stress those aspects that are helpful examples (positive or negative) for other authors, editors and publishers.

***Unusual Mail in Occupied France 1870-1871* by Ernst M. Cohn, James Bendon Ltd., P.O. Box 56484, 3307 Limassol, Cyprus, 2000; xi + 195 pp, 9¼ x 9½", hardbound, illustrated, index, \$50.00 + \$2. 00 postage, ISBN 9963 579 79 5.**



This is the companion work to Ernst Cohn's earlier *Ordinary Mail by Diplomatic Means during the Siege of Paris 1870-1871*. The nearly square format, the high production values to be expected from a James Bendon publication, and the uneven quality of illustrations (inasmuch as many were reproduced from photocopies) all replicate the earlier work.

Chapters (some of which amount to a fraction of a page) basically follow the chronological order of the start of the various German sieges of French fortresses. Some mostly very short chapters seem to have been tossed in haphazardly [i.e., "Mail Lost by Enemy Action" (p. 39), "Mail Delayed by Depot. . ." (p. 13 1), "An Inside View of Clandestine Mails" (p. 133), "Domach's Forgotten Post Office" (p. 137) and "A Unique Experiment" (P. 139)]. The first of these should have been grouped with the others in some sort of miscellanea section.

Siege of Paris balloon mail is not covered here, having been the subject of countless books and articles of widely divergent usefulness and veracity. Instead, the author confines himself to studies of the many attempts at smuggling mail into and out of Paris. These Paris smuggling schemes and the potpourri of miscellaneous mini-chapters are followed by well done studies of French and German censorship, particularly of the latter, which is illustrated with a number of covers bearing various forms of censor markings. A brief epilogue is followed by 163 endnotes. I would have much preferred to see them broken up and placed at the end of the appropriate chapters. An 11-page Index completes the work.

Ernst Cohn is *the* authority on the unfamiliar, unusual and esoteric aspects of the history and postal history of the 1870-1871 Franco-German War. He takes great delight in all his writings in sharing his discoveries and in taking potshots at those writers who (1) display sloppy scholarship and (2) unquestioningly propagate the errors of earlier writers. However, Ernst stands on shakier ground than in his earlier book (which relied in large part upon diplomatic archives), for his conjectures oftentimes are based upon the earlier conjectures of others, who in turn relied upon secondary, as well as primary, sources. But we can hardly fault him for this. The thrust of the book is not just to point out what we know or think we know, but also to challenge the reader to seek out and analyze better or further information on the circumstances that may have created *unusual* mail. That is, to build upon his and earlier conjectures and speculations.

A belief, shared by Ernst and this reviewer, in "phantom postal history," which essentially decrees that, because mail *may have existed* during some historical period, an appropriate cover *will eventually surface*, is a prerequisite for this quest. The Siege of Bitche is a typical example of covers that did indeed surface, in relatively recent times, once the history and time frame of the siege became better known. The same could happen with, say the as-yet-undiscovered mail from the Siege of Phalsbourg.

In several places, we note something to the effect that a particular subject matter lies "outside the scope of this book" (as per the reference to the *papillons de Metz* on page 33). But not everyone is familiar with this and other fascinating topics, and it would have been extremely helpful to have some solid bibliographic references to what has been written about such "outside" tidbits. After all, Cohn has himself authored a fair number of them. Also, a greater number and variety of illustrations, particularly of covers, would have been appreciated. [Author and publisher, please take note in case of a next volume!]

Ernst is a notorious, albeit gentle, hunter-gatherer of typos. I'm not particularly one, but could not pass by without pointing out, first and foremost, that there's a terribly obvious one in the book's subtitle (inside and on the dust cover): "Activites" for "Activities." On page 101, I noted "Wether" for "Whether," and the book referred to in endnote 112 (page 180) is entitled ". . . 1870-1872" and not ". . . 1870-1871" as given in the endnote. Otherwise, the book seems to be relatively free of typos.

In conclusion what we have here are numerous, often intriguing narratives regarding yes, very *unusual* mail of the

period. It's a veritable treasure trove of information (and of speculation by the author and his predecessors) that should enlighten and delight its [unfortunately] presumed smallish audience. Those readers will be well served. Many will or should take up the author's challenge and delve into their cover collections to check—or seek out—the when, where, how, and by and to whom of potentially problematic covers. Those who might bypass the book for being perhaps too *outré* for their reading tastes may be the losers through their inaction.

S. J. Luft

***Frost Special Zeppelin Mail and Postcard Catalogue 2000*, Frost Publishing Co., Box 271, Jordanville, NY 13361, 1999, 304 pages, 5½ x 8¾", soft cover, perfect bound, illustrated, \$26.00 + \$4.50 shipping & handling from the publisher, ISBN 0-910119-84-8.**

Frost Publications has released a paperback *Special Zeppelin Mail and Postcards Catalogue* in English. The book has both strengths and weaknesses. First, it offers many positive features. It is in English and prices material in United States dollars. The retail price is fair at less than \$30. Zeppelin stamps are listed up front. In addition to German airship covers, it lists some postcards and souvenir markings. It seems to have a good basic listing of material presented in a clear fashion so that the average dealer or collector could find the item that they seek.

Unfortunately the weaknesses in this first edition are rather numerous. No author(s) or editor(s) or translator(s) is listed. There are no acknowledgments and no references. Although prepared for an English reading audience, the American and British airships are not included. Cover illustrations have been added at the end and do not include captions to explain in any detail what one is looking at or why these specific items were selected.

Material is priced above the market which gives the feeling that this was dealer generated. Common material is especially overpriced with a first North American flight *Hindenburg* Lorch dispatch priced at \$60. At \$15-20, you can pick up several at almost any bourse or stamp show! And this common Lorch dispatch is priced higher than the much rarer Berlin dispatch!

The Frost catalog numbering system is new. I do not believe that it will be commonly used. Currently most auctioneers, dealers and collectors in the United States use the *American Air Mail Catalogue (AAMC)* or *Sieger Zeppelinpost Spezial-Katalog* numbers. Most specialists use both the Sieger and the newer *Michel Zeppelin- und Flugpost-Spezial-Katalog* for detailed information. Michel uses the Zeppelin flight numbers as catalog numbers and Sieger lists these numbers on a cross-list chart in its catalog. As many active U.S. Zeppelin collectors have discussed at American Air Mail Society conventions, the next edition of the *AAMC* with a Zeppelin section will probably use the flight numbers in place of the old *AAMC* numbers. This will provide an international standard—something we need in a global collecting market! And these flight numbers are copyright free.

This catalog could have really made a splash if it provided what collectors really want the most in a new catalog: RATES. A few common ones are given. Finally, some of the English reads like a translation. For example on page 262: "Explosion

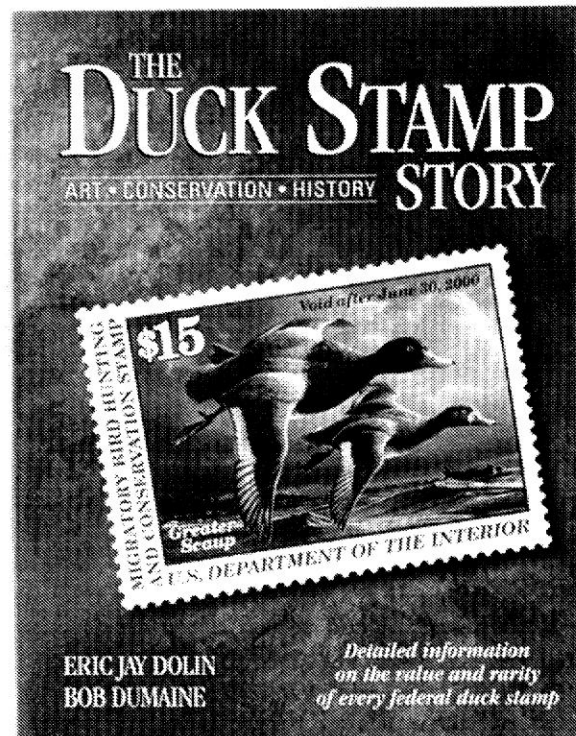
inside the airship by the landing in Lakehurst completely destroyed it." Reads like Lakehurst was destroyed!

Despite its faults, most English readers will want a copy to use with their other catalogs. Let's hope that advanced collectors are consulted if there is a second edition.

Cheryl Ganz

[Reprinted with permission from *The Zeppelin Collector*]

***The Duck Stamp Story* by Eric Jay Dolin and Bob Dumaine, Krause Publications, 700 E. State St., Iola, WI 54990-0001, 2000, 208 pages, 8½ x 11", both soft & hard cover editions, illustrations—chiefly in color, bibliography, index, \$49.95—hard cover, \$29.95—soft cover, + \$3.25 shipping when ordering direct from publisher, ISBN 0-87341-814-X (soft cover). Author Dolan's Website is www.duckstampstory.com**



This strikes us as the type of book the hobby needs to attract new adherents. Ducks, whether decoys, paintings, prints or stamps have an avid following among diverse groups of people. Here is a book that just might spark an interest in stamps. The authors and publisher have done an outstanding job in presenting a quality book.

The paper, printing and in particular the superb color illustrations make this by far the best philatelic product we have seen from Krause. The book begins with a history of ducks and hunting, laying the groundwork for conservation and the concept of the stamps. Graphics range from Audubon drawings to "Ding" Darling cartoons. The section concludes with the issuance of federal and state stamps. This is followed by a section titled "Stamps & Stamp Collecting" containing five chapters that, while stressing Duck stamps, really give a fine introduction to our hobby. The third major section gives considerable attention to the creation of the design and the



marketing of the stamps and associated material. Near the end is a detailed catalog listing, including values for varieties and the normal stamps in several states of condition, etc. A useful bibliography and index conclude the work.

Some of Krause's previous publications have had LTB (less than bronze) reviews here and elsewhere. It's a distinct pleasure to cite this book as one of the finest we have seen in recent times from any publisher.

J. E. F.

***Expositions Philatéliques Internationales de Prestige: Monaco '97 - Catalogue de l'Exposition des timbres et documents philatéliques parmi les plus rares du monde [International Prestige Philatelic Exhibitions: Monaco '97 - Catalogue of the Exhibition of stamps and philatelic documents among the rarest of the world]*, Anon., Musée des Timbres et des Monnaies, 11 Terrasses de Fontvieille, 98000 Monaco, 1997, 152 pages, 8½x12", all color ill., hardbound with red velvet cover and gold imprint, French Francs 280 (42.69 Euros) postpaid.**

Have you ever heard of a stamp show catalogue, national or international, that was reprinted? Well, you have now: The first edition of this catalogue came out in November 1997, the second edition in January 1998. I reviewed the 1999 catalogue last year, thinking that had been the first to be issued, because I had not seen any review of the 1997 one. Though that earlier show was mentioned in a number of publications, none that I receive made any mention of this book. I learned about it only when asking Monaco to let me know about the forthcoming one, and the Musée sent me a list of items they have available for sale.

This earlier catalogue, which set the style for the 1999 one and presumably also for those to follow, differs from the later one in that it contains a looseleaf-blackprint of three stamps on a sheet 8¼x11¾" with printing around it, in a clear plastic protective cover. After the introductory material, the contents of the book again consist of a full page of a philatelic item reproduced in color, with a brief French description below it, followed by the name of the owner and by that of the country in which he lives. The 1999 book contains a section of English descriptions that is not found in the first one.

Philatelically, the biggest difference between the two is that the 1997 book contains quite a few loose stamps, in singles or multiples, unused and used, also an occasional proof and design, whereas the 1999 book shows only covers or at least pieces.

These books are the first in a series that presents outstanding items in a most attractive way to philatelists as well as anyone merely interested in looking at unusual documental, even though some of them are not presented in their true colors. It must also be remembered that the descriptions were furnished by the then current owners of the pieces, not necessarily trained historians, who may or may not be conversant with the true facts.

For instance, a cover, shown on page 38, returned to the late Dr. Max Kronstein by balloonist Malcolm D. Ross (and postmarked on 29 October 1957, eleven days after his flight on 18 October), is described as being part of a top secret NASA program. Actually, the law establishing NASA was signed on

29 July 1958. NASA began operating on 1 October 1958, almost a year after that balloon flight took place. Besides, how would Kronstein have known about a top secret government program?

A Vin Fiz Flyer label, shown on page 46 and marked "25 CENTS 25" in large letters at top and bottom, is said to have had a value of 24 cents and to have been the world's first airpost label in 1911. While it may have been the first 1911 airpost label, an earlier one, inscribed Balloon Postage, was printed in 1877 for a flight of the Buffalo balloon and shown in the 1999 catalogue.

Since reviewing the 1999 volume, I have proven one cover shown there to be faked. I suspect two others and have been told of two additional ones that are in question. Not having any facts, I cannot say more, except to repeat that one should not accept simple "expert opinions" but only those that are given with reasons and guarantees.

If you think those last are not available, I recommend that you read pages 163 - 189 of *FFE 3*, the third number of *Fakes, Forgeries, Experts*, and note the names of experts who guarantee their certificates for years and even for their lifetimes.

The conclusions I drew in my review of the 1999 book hold for that of 1997 as well. In addition, I recommend acquisition of these and the forthcoming show catalogues as (1) coffee table books of philately, (2) textbooks for studying different aspects of philately, from philatelic fashions to postal usages, (3) puzzles that may reveal some clever fakes or forgeries and (4) investments in collectible books. Most wealthy philatelists do not hesitate to spend large sums on stamps and covers, but few will ever spend even modest amounts on available philatelic literature, without which knowledgeable collecting is virtually impossible. As soon as useful literature is sold out, however, demand for it quickly increases, together with its value. That has been the rule for well over a century now.

Ernst M. Cohn

***Nebraska Territorial Postal History* by Charles W. Winter. Published for the Western Cover Society by Leonard H. Hartmann, Box 36006, Louisville, KY 40233, 1999, 166+vi pages, 7 x 10", hardbound, illustrations, maps, bibliography, tables, \$35.00 postpaid from the publisher, ISBN 0-917528-16-6.**

Each year hundreds of books in the philatelic field hit the market and they range from excellent down to nearly awful. This is one of the good ones. The book is well written, has good "readability," with very clear illustrations of covers and postmarks. The book is well organized into nine parts, beginning with a Pre-Territorial postal history, a couple of important forts, Overland Routes, narratives of Nebraska Territorial covers, followed by illustration of interesting territorial patriotic covers, maps of Nebraska on cover and outward bound covers.

About a third of the volume contains excellent illustrations of cancellations used on covers, which should be very helpful in identifying and determining authenticity.

A census of known territorial covers is added to a listing of Post Office Receipts. The list demonstrates the scarcity of material now known. For example, thirty-eight towns are listed with only one or two covers recorded to date. Undoubtedly,

more are out there, but probably not many more. Difficulty of acquisitions is definitely a factor to be considered in Nebraska postal history.

Publication of a volume of this type will not only pique interest in Nebraska Postal History but will bring forth new finds that adds to the known literature. It is very well written, free of errors, nicely printed, and illustrated. The book is highly recommended for all postal history buffs.

William S. Dunn

“British Guiana ‘Four Cents’ and ‘One Cent’ of 1856” by Patrick Pearson, RDP, FRPSL, *London Philatelist*, journal of the Royal Philatelic Society London, May 2000, vol. 109, no. 1275, pages 108-121.

There was quite a bit of excitement when another “example” of the famous British Guiana 1¢ magenta surfaced. First examined in 1989, the stamp was submitted to the Expert Committee of the Royal in December 1998. As the author notes “any decision [of the Committee] would have to be able to be supported by a reasoned argument.” He has done just that in this article.

The purpose of this review is not to condense and reiterate the methodical approach taken by the Committee, but to cite this as an example of documentation of such an approach. By laying out just what was done, Pearson has clearly demonstrated for all to see the facts upon which the decision rests. The text, illustrations and charts combine to explain the process and associated logic.

Some of the steps are rather technical and sophisticated and may require a “second reading.” Others are straight forward and should be readily grasped by all.

From time to time other highly notable stamps will come to the attention of Expert Committees. Some with considerable publicity. These Committees would be well served to follow the example set in this exposition.

J.E.F.

***Linn's World Stamp Almanac*, 6th Edition, compiled and edited by the staff of *Linn's Stamp News*, *Linn's Stamp News*, P.O. Box 29, Sidney, OH 45365, 2000, 1,064 pages, 6x 9", soft cover, perfect bound, illustrated, index, \$25 plus shipping (a “limited-edition” hard cover edition is available for \$35), ISBN 0-9404043-85-4**

“The long-awaited sixth edition of *Linn's World Stamp Almanac* is now available. An absolutely invaluable reference book, the Almanac has been out of print for almost a decade. The new edition has been rewritten virtually from scratch.” This is the way Linn’s news release describes the volume that this reviewer has been hoping would soon replace on his bookshelf the aging but still useful copy of the 5th edition.

The initial reaction of the new *Linn's Almanac* was favorable. The sixth edition is larger in both format and number of pages than the fifth edition. The Introduction tells us that “. . . this sixth edition — the Millennium Edition — is a complete revision of the basic format established in previous editions. Vast amounts of new material have been added — most of it specifically related to stamps, especially U.S. stamps. All the remaining text has been corrected, revised, and

updated.”

This was all very encouraging because much has changed since the fifth edition went to press in 1989. So we started our review by comparing the Table of Contents of the 1989 edition and the 2000 edition. Chapter one is virtually the same, except for appropriate updates, for the “History of the Posts,” “Stamp-Issuing Entities,” the “Universal Postal Union” and “Number Ones of the World.”

Chapter Two of the 2000 edition introduces a brand-new review of significant events in philately from January 1990 through September 1999, which might well have been added as an extension to the “History of Philately” in the first chapter. Then comes over 400 pages in the millennium edition (as compared with 300 pages in the 1889 edition) on the USPS and U.S. stamps. This includes an expanded version of the 1989 section on EFOs, and a new section on “U.S. Plate Blocks and Numbers.” Next come chapters on “Law and Philately,” “Worldwide Postal Agencies” and “Stamp Collecting Basics,” all of which are found in both the 1989 and the 2000 editions. It is here that we begin to encounter some serious problems commencing with Chapter 17 on “Stamp Organizations” and especially in Chapter 26 devoted to “Philatelic Literature.” Starting with the APS Writers Unit #30, we find a curious entry on page 998 under the heading “Philatelic Writers” which reads:

The Philatelic Communicator (4) Writers Unit No. 30 of the American Philatelic Society, 873 Carina Lane, Foster City, CA 94404; Mary K. [sic] Kellner, ed.

As many WU#30 members know, Mark A. Kellner served as editor of *The Philatelic Communicator* for a single year (1994). The fifth edition of *Linn's Almanac* accurately listed the Writers Unit newsletter leaving us to wonder how and why Linn’s picked up a revision in 1994 midway between the 1989 edition and the 2000 edition.

Moving on to the monograph for the American Topical Association, the listing of current ATA officers is correct, but this is followed by a paragraph on an “Advisory Board” which was dissolved six years ago. Worse yet, this board identified in *Linn's Almanac* includes two former ATA presidents who have been dead for over a decade (i.e. Homer Jones and Margaret R. Hackett).

Then we find the following entry:

Topical Time—(6) American Topical Association, Box 630, Johnstown, PA 15907; Donald W. Smith, ed.

The mailing address is that for the ATA central office from 1984 to 1995, during which time Donald W. Smith served as ATA executive director, but never as editor of *Topical Time*.

The topical periodicals (most of which are published by ATA affiliates) don’t fare much better. The section under the heading of “Topical Periodicals” on pages 1002-1004 of the *Almanac's* “millennium edition” appears to represent an attempt to update the same listing appearing on pages 911-914 of *Linn's World Stamp Almanac*, fifth edition, but the effort failed miserably. Of the 60 “topical periodicals” listed, six have ceased publication; two of which were discontinued a decade

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ago. Seventeen give the wrong mailing address; eight name the wrong editor; and six of them are not even "topical." On the other hand, there are seven periodicals published by ATA affiliates that did not make the new *Linn's Almanac*.

Is it possible that most errors in the new *Linn's Almanac* are limited to topical periodicals? It doesn't seem likely as evidenced by the entry for *The Philatelic Communicator*. Another periodical with which this review is familiar, *Maximaphily*, is listed in the 2000 *Almanac* as being edited by a collector who resigned ten years ago. All of this leads this reviewer to wonder how many other philatelic periodicals are wrongly described, and certainly leaves one to question the credibility of *Linn's Almanac*.

We applaud Linn's for the appeal appearing in the Introduction that reads: "This sixth edition of our *Almanac* is as complete and as accurate as we could make it. But given its size and its complexity errors and oversights have surely crept in. We welcome corrections and suggestions from readers."

Linn's has been informed of the errors noted in this review. But we must concede that we are extremely disappointed that more care was not taken with this edition of the *Almanac* that until now was a most useful and reliable reference.

George Griffenhagen

Editor's Note: We noticed a number of similar shortcomings such as the contact for the Chesapeake Philatelic Society being given as an individual who died in 1998, and other outdated information including our own phone number.

Report Number 6, "Flying Fakes," Arthur Salm Foundation, Collectors Club of Chicago, 2000, available from the Club at 1029 North Dearborn St., Chicago, IL 60610, for a stamped self addressed #10 envelope [\$77 for the previous five reports plus Report No. 6].

Unlike previous leaflets, this one reads more like a short story we might find in an *Ellery Queen* anthology. Based on a talk given by Susan E. Morton, U.S. Postal Service Crime Laboratory, it recounts the steps taken to put a producer of fake air mail covers out of business. By way of introduction, there is an interesting account of the early days of airmail. Examples of some of the fake cancellations are illustrated. The accumulation of evidence leading to a search warrant is detailed. A pseudonym is used for the forger and we won't give the reason here—why spoil a detective story?

JEF□

►► **President's Message** (continued from page 4)

of the U.S. postal systems (particularly its regulation, but other aspects as well). Bringing together the best of social science, humanities and early legal research, law reviews are a gold mine of information on a wide variety of topics. Over the past five years conducting academic research, I have often found law review articles addressing issues that were either poorly covered or not covered at all by academic literature in the traditional social sciences. Perhaps this is a signal that nearly everything in modern life is litigated, if not regulated, but in any case, law reviews are a tremendous and often overlooked resource for researchers.

I hope to see you in Providence in August. □

Secretary-Treasurer's Report (continued from page 16)

Argentine Writers Group (ACFA)

Last year, then WU#30 president Alan Warren asked your secretary to send a computer disc with the names and mailing addresses of all WU#30 members to Osvaldo Mario Giordano, president of ACFA (Argentina Writers Group) who wants to use it in the preparation of a worldwide directory of philatelic writers. Your secretary has written to Mr. Giordano several times explaining that the data base which he has been using for more than a dozen years (PC-FILE III) does not permit him to create a readable computer disc. Under the circumstances, your secretary has asked Mr. Giordano if he can use an actual hard copy print-out, but thus far no response has been received. If any WU#30 member can provide your secretary with Mr. Giordano's e-mail address, he will try to communicate with him via the Internet.

Membership Dues are noted on page 2 (inside front cover). Payment must be made in U.S. funds by a check imprinted with a U.S. bank transit number, or by postal money order, payable to "APS Writers Unit #30." Some overseas members prefer to send U.S. bank notes by registered mail. Other methods of payment are not acceptable due to high bank exchange charges.

Keep Your Mailing Address Current. Please notify us of address changes to assure that you receive each issue of *The Philatelic Communicator*—without delay. This will also save WU#30 more than one dollar because the USPS charges fifty cents when they have to send us an address correction, and we still have to pay the postage for re-shipping the issue to the member.

George Griffenhagen
WU30 Secretary-Treasurer
2501 Drexel Street
Vienna, VA 22180 □

►► **Design and Layout** (continued from page 1)

no rule that says there has to be wall-to-wall type on the front. Could you use a good graphic to attract readers to what's inside?

Thumb through your publication page by page. How many pages contain only type? Is there information on any page you want readers to notice more than others? It's a sure bet that a well-chosen graphic will draw the reader's eye to that information better than just boldface type.

Most desktop publishing programs have enough flexibility to let you do almost anything the major magazines do. Steal ideas from the professionals. Your readers will appreciate it.

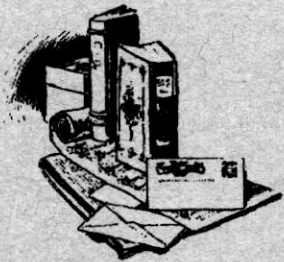
Floyd A. Walker is a retired public relations and publications manager for an aerospace company and current editor of *The Perfins Bulletin*, the newsletter of The Perfins Club. □

DOCUMENT RETENTION

Drafts and manuscripts will usually be retained for approximately ninety days after the issue in which the article, etc., appears is published. Correspondence will normally be discarded after approximately six months. □

A writer uses what experience he or she has. It's the translating, though, that makes the difference.

—John Irving



LETTERS

From Fr. Augustine Serafini: You requested commentary on this First Quarter 2000:

Your decision to experiment with the formatting was brilliant. Barth Healy is someone I admired as *The NY Times* philatelic columnist (he is now a COROS member as well). I always wondered about the ragged right margin, *Linn's* short paragraphs and other items. Now I understand what has been going on. I preferred the justified right format, but now able to compare, at a glance, the ragged is more readable in my view.

Furthermore, I find the 3-columned style less inviting. One has to go down and up too many times. I tend to read briskly, so I can see more at a time with two columns. The colored cover helps one to see and identify the publication. The whole issue was great and enlightening.

From Gary N. McLean, Editor, *Korean Philately*: I have just finished reading TPC #127. I prefer two columns to three columns. I like the appearance of the justified columns, but the ragged right edge makes for easier reading. 10-point font is the minimum acceptable; given the aging population of philatelists, we find that 12-point font is the minimum we can use, and I prefer that for reading - though it does diminish the amount of material that can be used.

From Dane S. Claussen: Ragged right type is always easier to read, so I vote for that. Also, especially since many of our members are older, I vote for a larger typeface, 11 pt. or even 12. *and later:* I meant to say that justified right type is easier to read than ragged right. Haven't had coffee yet this morning.

From Charles J. G. Verge: Personally I am more interested in the content than the type font, edges, etc. However, I find it difficult to read something below 10 points for a long period of time. I personally like the justified edge. It appeals to my sense of cleanliness and, contrary to Bart's comments some of us do see the white spaces created in the middle of a line by justifying.

From Alan Warren: I guess I don't have any strong feelings about the format questions, which is why I did not respond to your first suggestion for feedback.

I think a variety of 2-column and 3-column formats adds some interest, i.e., to include both styles in a given issue. You might think about doing feature articles in 3, book reviews, letters-to-ed in 2, or whatever.

I prefer justified right margin personally and I think it is more efficient (i.e., includes more copy) with less white space. At least that is my impression. I would have to see justified vs. ragged with respect to word count to be sure, but I think aesthetically I like the justified right margins, certainly for books as well as journals. It might make the work appear a little more formal rather than casual, but a journal of record should be formal, not like a newsletter. Ragged right is okay for poetry.

10 pt. Times Roman suits me just fine.

From Ernest E. Fricks: I vote for two columns, justified.

From Russell V. Skavaril: You asked for some comments. Barth Healey has raised some points which seem to be valid depending upon one's perspective. It is really a matter of "eye of the beholder," isn't it? Other points of view ought to be published as well. There needs to be some sort of emancipation of those who tend to be slaves to uniformity.

I thought we had put this font matter to rest years ago. From that bygone era I recall a public comment that I once made during the discussion period at a public philatelic writer's meeting of some sort in response to a lengthy (and boring) presentation about how this font is better than that.

I said that the Society of which I was then editor, as with so many other developments, would again lead the way to solve this "font issue." I said that the Society had determined to publish its journal on disk and that recipients of the journal on disk could print it however they liked. If was a joke, of course, but with at least a little of a lesson in truth in it.

From Jeanne H. Zonay: I prefer Dane Claussen's "Message" three columns, right & left justification.

It adds a touch of professionalism. Total justification is easier to read.

From Barth Healey: I am rather partial to the rag-right. But I offer two suggestions: That the President's Message be set on three columns rather than two, and the book reviews be set in two justified columns, as they are now. In both cases, these typographical variations would help to set off special regular features.

There are, of course, constant variations on variations. E.G., the organization tables by Karen Weigt et al. stand out much better when the body type is full measure, as you have it. In other words, when the content (like such tables) is sort of naturally rag-right because of the short lines, the body type of that article should be full measure.

Also, do you really need the http:// in front of every Web address? Just typographical clutter, to my eye. The 10 point Times New Roman seems fine, and the leading is just right.

Nice job in trying new things. FYI, I've already gotten a couple of newsletter samples to critique (a procedure that I quite enjoy), and members should feel free to send along further samples any time. □

Writing . . . keeps me from believing everything I read.

Gloria Steinem

**Writers Unit 30, APS
(George Griffenhagen)
2501 Drexel Street
Vienna, VA 22180**

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>> ADDRESS CORRECTION REQUESTED<<

TO:

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SECRETARY-TREASURER'S REPORT

(As of July 8, 2000)

Writers Unit Breakfast

The APS Writers Unit #30 Breakfast will take place on Sunday morning, 8:30a.m. August 27, at STAMPSHOW in Providence, Rhode Island. Location is the Westin hotel. This is the exhibition headquarters hotel and connected to the Convention Center. Tickets are \$17 per person available from Ken Martin, Director of Shows & Exhibitions, American Philatelic Society, Box 8000, State College, PA 16803. (phone: 814-237-3803, fax: 814-237-6182, e-mail: kpmartin@stamps.org)

Welcome Our New Members

1861 Richard Jones, 137 Putnam Avenue, Ormond Beach, FL 32174-5331. Editor: *USCS Log* (Universal Ship Cancellation Society). Sponsor: Robert D. Rawlins.

1862 Alfred E. Mack, 510 Third Street, Altoona, IA 50009-1835. Editor: *Trans-Mississippian* (Trans Mississippi Philatelic Society). Sponsor: George Griffenhagen.

Contributions

In addition to the payment of membership dues, the following person has made a supplemental contribution which we appreciate.

1372 Kenneth B. Grant of Baraboo, Wisconsin (\$5.00)

Address Changes

1821 Preston William Huey, Jr., 3956 Pineview Drive, SE, Smyrna, GA 30080-5957.

1823 Sandra Downs, 2013 Grand Brook Circle, #812B, Orlando, FL 32810.

Resignations

0772 Mrs. Norma L. McCumber of San Diego, California.

I usually need a can of beer to prime me.

—Norman Mailer

➤➤ continued on page 14