



# THE PHILATELIC COMMUNICATOR

Journal of American Philatelic Society Writers Unit #30

On the Web: [www.wu30.org](http://www.wu30.org)

Third Quarter 2007

## Getting the Word Out About Your Organization

By Arthur P. von Reyn

Publicity goes hand-in-hand with newsletters and programs in helping to build or reinvigorate an organization. However, great publicity efforts won't do much good if visitors discover there's not much going on at your meetings. Assuming your organization has a respectable newsletter and a full plate of activities at its meetings, let's discuss how to publicize your group.

To get started, you need to select an individual who is willing to lead and coordinate these efforts. While experience in promotion or marketing is certainly a plus, simply observing the points made in this discussion should make this a task most any member can tackle.

Publicity options are marketing to the general population and specifically targeting collectors. An example of the former is buying a display newspaper advertisement that invites the public to come to your meetings and give stamp collecting a try. The latter might encompass sending sample club newsletters to collectors on a mailing list supplied by a dealer member.

Now, let's discuss specific methods of publicizing your club, commenting on their effectiveness, and beginning with ones that don't require much financial commitment.

### Newspapers

Small towns and suburban cities are usually served by community newspapers. These publications are always seeking local news, so a well-written press release about an upcoming meeting is a good way to draw visitors. The story should lead with details about the program and, if applicable, the speaker. Other activities may also

be mentioned; include a photograph, if possible.

In writing a news release, don't forget the five *Ws* of journalism: who, what, when, where, and why. Be sure to provide all the facts and avoid expressing opinions or rumors. Write in the third person; do not use "I," "you," or "we." Have another person, such as a spouse or friend, review the release for accuracy.

Do not inundate your local paper with press releases that are not really newsworthy; unless an inverted Jenny is on the block, most editors will not be interested in a press release on your club's bimonthly auction.

If the local newspaper runs a community events calendar, make sure your meetings are listed therein on a regular basis. Doing so may require sending a postcard to the publication once or several times a month, depending on how frequently your group meets. This is a small investment for the occasional visitor or inquiry you will receive.

Philatelic columns in the big city newspapers are a relic of the past, but there are still ways to get the word out about clubs

located in metropolitan areas. Papers such as *The Dallas Morning News* publish community news sections that are targeted to particular sections of the city, much like the community newspapers previously discussed. Another option is shopper newspapers that mainly contain local merchant ads, but often need filler articles.

### Philatelic Publications

Nationwide collector publications, such as *Linn's Stamp News* and *Mekeel's and Stamps Magazine*, do not cover local philatelic activity to any extent, other than information related to stamp shows.

Continued on Page 16



### An Ideal Press Release

The ideal press release contains all vital details presented in a straightforward manner. It also contains vital contact information and the release date. Many editors prefer receiving electronic files, which are easier to get into print.

**STAMP SHOW 2007: Writers Unit Breakfast  
Hall of Fame Awards**



# THE PHILATELIC COMMUNICATOR

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The **Executive Committee** includes the officers, Editor Albert W. Starkweather, and Immediate Past President Dane S. Claussen of Pittsburgh, PA. The **WU #30 Council** includes:

- Lloyd de Vries..... lloyd@virtualstampclub.com (2011)
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- Albert W. Starkweather..... astarkweather@wu30.org (2011)
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- Steven J. Rod..... sjrod@aol.com (2009)

### Writers Unit #30 Committee chairs are:

- APS representative: George B. Griffenhagen
- Awards: Robert P. Odenweller
- Bylaws: vacant
- Critique Service: Charles J. Peterson
- Hall of Fame: Peter D. Martin
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- Member Services: vacant
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- Web: John Cropper
- Webmaster: Andrew McFarlane
- WU #30 Breakfast: Ronald E. Leshner



**Albert W. Starkweather**  
*Editor's Domain*

## Play Nicely! Share Information

I recently contacted a major philatelic specialist organization to request a check list of stamps for an article I have planned for a future issue of the *Stamp Insider*, figuring it was a slam dunk since I had recently spotlighted the same organization in the Federation of New York Stamp Clubs' journal and provided copies of that issue for its annual convention. Therefore, I was appalled to be told that I could not have the list as I was not a member of their organization. The explanation was that such sharing among non-members is specifically banned by their board.

Since my need for the information still remained, my work-around was to contact an editor of a specialist publication who is also a member of the organization in question. He contacted that group, had the list e-mailed to him, and then forwarded it to me. I suppose I should feel guilty about resorting to this underhanded method of obtaining the needed information, but I do not.

I have always gone on the premise that philately is a shared hobby, but this is a concept that apparently is becoming increasingly rare. Perhaps it is time that groups and individuals reexamine the Draconian notion that sharing is something to be avoided. They might also wish to look up the definition of the word mentoring. The origins of my knowledge of philately came from an old aunt who not only gave me a Scott U.S. album and catalogue and the duplicate contents from several cigar boxes, but also showed me how to use the catalogue and mount the stamps in the album as well as imparting all she knew about each issue. Later an uncle, not to be outdone, introduced me to covers and postal history.

One of my more memorable mentors was the late Max Kaye of Springfield, MA, who helped me build my revenues collection and always insisted upon telling me why they were issued and how they were used.

Because of these influences, I had some clear goals in mind when I became editor of the *Stamp Insider* in 2003. These included a column for newcomers, which is being penned by Ada Prill, and a youth and philately column by a teacher in Oneonta, NY, who uses philately as a tool to teach mathematics, history, geography, and other skills. These were joined later by Daniel A. Piazza's *Stamp Stories*, which relate the back stories of many issues.

Of note is one sentence in the *STAMP INSIDER's* legal boilerplate: "Any portion of this publication may be reproduced without prior consent, provided credit is given." Several other journals have taken advantage of this, including one that is a part of the organization that refused to share its check list with me.

The point is that organizations and individuals should freely share information. The rewards may be surprising, including recruiting new members.





**Peter Martin**  
*My Message*

## WU #30 Breakfast and Board Meeting

The *STAMPSHOW 2007* traditional Sunday Writer's Unit #30 breakfast will be held at 8:30 a.m. in Portland, OR on August 12 in Room B116 of the Oregon Convention Center. Tickets are \$27.

*STAMPSHOW 2007* will be held at the convention center from August 9–12.

APS Vice President David L. Straight will be the featured speaker. His topic is *Will Your Website Outlive You?*

Straight, who is experienced in library management and modernizing services, considers the American Philatelic Research Library "one of our greatest member assets."

He currently is librarian for the 750,000-volume off-site storage facility at Washington University in St. Louis, MO, having previously managed the library's audio-visual and micrographic collections. He also established the university's video collection. Currently Straight is leading a cooperative project to digitize unique 19th century maps.

I hope to see many of you there. Because most of our board members reside on the east coast and have early Sunday flight connections, the Writers Unit Board meeting will precede the breakfast at 7:30 a.m.



**David L. Straight**

## CAC Newsletters

The American Philatelic Society annually conducts a Chapter Activities Committee newsletter competition. The 2006 contest had 27 entries in five categories. William Bauer chaired the jury that included Tom Mazza and me. The contest allows editors and chapter representatives to compete for awards and to receive comments about their publications.

As is usually the case, the quality level of publications ranged the full spectrum of bronze to gold with silver being the predominant award. The judges used established score sheets for their evaluations and the award results were: five gold, six vermeil, 12 silver, three silver-bronze and one bronze award.

Of the five gold awards, the highest scoring newsletter was the Mid-Cities (Texas) Stamp Club's *Stamping Around*, followed closely by the *Wichita Stamp Club Newsletter*, Chicago Philatelic Society's *CPS Bulletin*, Lakeshore (Canada) Stamp Club's *The Shoebox*, and the Merchantville (New Jersey) Stamp Club's *MSC Monthly Bulletin*.


Each of these newsletters had a variety of strong points and editors looking for ideas to improve their publications would do well to examine these club issues.

Jane King Fohn of Converse, TX has coordinated the competition for many years to the benefit of hundreds of participants. The newsletters are available for review by clubs interested in seeing what others are doing. Contact Jane at: [JANEFJOHN@SBCGLOBAL.NET](mailto:JANEFJOHN@SBCGLOBAL.NET).

The list of 2006 newsletter competition awards is on page 17.

## APS Seeking Book Proposals

Many of you saw the call for monographs put out by the American Philatelic Society Publications Committee earlier this year. After an absence of more than a decade, the committee was reconstituted to further the APS' educational mandate and to once again make the APS one of the premier publishers of philatelic research.

I'm chairing that committee and want to encourage anyone working on a book project to submit your proposal to the APS. You don't have to be a seasoned writer to be considered. You can submit a proposal even if you just have an idea that you would like have evaluated. During the winter, watch for the APS call for 2009–2010 monographs. In the interim, if you have questions, e-mail me at [PMARTIN2020@AOL.COM](mailto:PMARTIN2020@AOL.COM). 



*Letters*  
**To the Editor**

### Digital Article Was Challenging

Many thanks for another terrific *PHILATELIC COMMUNICATOR*. You have given it a new standard of quality and substance, a quantum leap better than anything that ever went before. Congratulations!


The article by Francis Adams (*Creating Digital References and*

*Studies*) was challenging. The learning curve for producing top flight digital works is pretty steep for those like me who have only basic computer skills.

The cited *fears* in the arena of digital philatelic exhibiting are not imaginary; they are real. Digital images will never replace the original genuine articles in philately. This is not to say that creativity with computer technology has no place in our hobby but only that it has limitations.

— Jim Graue by e-mail

### We Welcome Your Letters

Let us know what you think. We always welcome your letters to the editor. 



## NAPEX To Award Publications Grants

NAPEX (National Philatelic Exhibitions of Washington, DC, Inc.) will award grants up to \$750 to support reprinting of a previously published philatelic article or a series of related articles for sale or distribution to the collecting public. They must have appeared in the philatelic media and be of significant interest and appeal to warrant wider dissemination.


Requests must be accompanied by cost estimates, quantities, and sale price. A justification statement indicating why the reprint is desired and a copy of the article(s) should be included. A NAPEX Committee, whose decision will be final, will determine grant eligibility, based upon the article's general appeal, quality and importance to philately. Winning entries will be notified immediately and grants will be distributed after publication of the reprint. For more information or to submit a request send an e-mail to Thomas Lera at FRONTIER2@EROLS.COM.

## Military Society Awards to Kinsley, Hoyt

The Military Postal History Society announced two awards during its meeting at *INDYPEX* in Indianapolis on July 7. President Alfred Kugel presented the Outstanding Service Award to former secretary Robert Kinsley and the award for the best article in the 2006 *MPHS Bulletin* to Michael Hoyt. Kinsley was the society's secretary from 2000 to 2005, during which time he prepared a major revision of its bylaws and developed and distributed a master index to the journal. Hoyt's article — *Homing Pigeons in Military Communications* — appeared in the Spring issue. Information about MPHS can be obtained from secretary Ed Dubin, P.O. Box 586, Belleville MI 48112-0586, or from the society Web site — [WWW.MILITARYPHS.ORG](http://WWW.MILITARYPHS.ORG).

## Petersons Re-elected to APRL Post

The Founders and Patrons of the American Philatelic Research Library have elected Charles J. Peterson, of Laurel, MD, as their Founder/Patron Representative to the APRL Board for the third consecutive term. Peterson ran unopposed. More than 50 percent of the ballots were returned. There were no write-in votes.

Peterson was a founder member of the library. He served as president of the Library Board of Trustees from 2001–2005. He also served as editor of the *Philatelic Literature Review*, quarterly journal of the APRL, from the first quarter 1971–fourth quarter 1985. 



**Charles J. Peterson**

# Writers Award Established

At the winter APS AmeriStamp Expo in Riverside, CA, the American Philatelic Society proposed establishing an annual award for the best article published each year in *The American Philatelist*. Officials of the APS approached the United States Stamp Society to consider funding the award with a naming opportunity.

The USSS Board of Governors, at its annual meeting at *TEXPEX* in April, agreed to donate \$25,000 to the APS to support the *United States Stamp Society — Barbara R. Mueller Award*, calling it an historic opportunity, not only to promote research and philatelic writing, but also to promote the USSS, its goals, and its mission — to expand the study of and knowledge about U.S. postage and revenue stamps — to the 45,000 members of the APS, approximately 80 percent of whom collect U.S. material.




**Barbara R. Mueller**

The donation will be allocated specifically as an endowment to derive income to provide a plaque or trophy and a \$1,000 cash stipend for the winner each year. The selection criteria and selection of recipients will be the responsibility of the APS.

Barbara R. Mueller is one of the USSS' most prominent members, chairing committees including the Postal History and Markings Committee and the Essays-Proof Committee, editing *The United States Specialist* from 1972 through 1977 and contributing prolifically to that journal more than six decades. In addition to her recent induction to the USSS Hall of Fame, she has been equally honored by the APS, having received the John N. Luff Award and having been inducted into the APS Writers Unit #30 Hall of Fame.

The unanimous motion of the USSS Board of Governors that created the award "to give special recognition to Barbara R. Mueller for her many contributions to philatelic research and writing" also stipulates, "that the award selection criteria and selection of award recipients will be the sole responsibility of the American Philatelic Society."

"We are delighted that the USSS — a society in the forefront of U.S. stamp collecting — has made such a generous commitment to honor outstanding writing" said Barbara Boal, editor of *The American Philatelist*. "The *United States Stamp Society — Barbara R. Mueller Award* can only enhance the quality of creative expression that has played such a rich role in promoting our hobby since *The Stamp Collector's Record* was first published in 1864."

Tracing its roots back to 1926, the USSS, the nation's preeminent organization devoted to the study of U.S. stamps, is a non-profit, volunteer-run association of collectors to promote the study of classic and modern postage and revenue stamped paper produced for use in the United States and U.S. administered areas. It is Affiliate No. 150 of the APS. To learn more about the USSS, visit [WWW.USSTAMPS.ORG](http://WWW.USSTAMPS.ORG). 

# 2007 Writers Unit #30 Hall of Fame Inductees



**David A. Kent and Varro E. Tyler**

Two new members of the Writers Unit #30 Hall of Fame have been named. This year's class — David A. Kent and the late Varro E. "Tip" Tyler — will be inducted at the Writers Unit breakfast in Portland, OR on August 12 during APS *STAMPSHOW 2007*. (More details about the breakfast may be found in the president's column on page 3.)

The awards are presented in recognition of outstanding service and scholarship by authors, editors, and publishers. A plaque on public display at the American Philatelic Research Library in Bellefonte, Pennsylvania, displays the names of the honorees.

A list of past recipients may be found on both the APS and WU #30 Web sites, the former at [www.STAMPS.ORG/ALMANAC/ALM\\_WRITERSUNIT.HTM](http://www.STAMPS.ORG/ALMANAC/ALM_WRITERSUNIT.HTM) and the latter at [www.WU30.ORG/HTML/APS\\_WRITERS\\_UNIT\\_30\\_HALL\\_OF\\_FA.HTML](http://www.WU30.ORG/HTML/APS_WRITERS_UNIT_30_HALL_OF_FA.HTML).

## David A. Kent

**David A. Kent** of Newington, Connecticut, born March 6, 1941, in Auburn, New York, is a retired computer programmer. He has written a stamp column for Connecticut's *Hartford Courant* for more than 25 years, despite the fact that most regional newspapers have eliminated their stamp columns.

Since 1980, Kent has written more than 2,000 articles about a vast range of philatelic subjects. Beginning in 1991, he has served as an associate editor of *Mekeel's Weekly Stamp News*, now known as *Mekeel's and Stamps Magazine*. For 13 years, he has edited the *Military Postal History Society Bulletin* and in almost every issue he provides an unsigned article on the last page that requires research about some aspect of military / naval mail.

He has written numerous articles for the *Universal Ship Cancellation Society Log* and was editor in chief of the *Catalog of United States Naval Postmarks*, 5th edition (1997, awarded a gold medal at *CHICAGOPEX*).

Kent has long served the American Topical Association, including writing and editing for the ATA Americana Unit's *Americana Philatelic News*. He has served in a variety of philatelic

leadership positions including, president of the American Topical Association (1988–1991); chairman of the National Topical Stamp Show (2001–2002); president of the ATA Americana Unit (1972–present); president of the Universal Ship Cancellation Society (1980–1983); secretary-treasurer of the USCS USS Nathan Hale Chapter 68 (1971–present); treasurer of the Council of Philatelic Organizations (1990–1995), Secretary of the Connecticut Philatelic Society (1973–1986); and a variety of terms as president of the Hardware City Stamp Club. He was executive chairman of the International Philatelic Press Club from 1986 to 1993, when it was disbanded. He also served as Press Room manager for *PACIFIC 97* in San Francisco.

Kent has received the American Topical Association Distinguished Topical Award (in 1986) and the USSS Raymond St. John Memorial Service Award.

## Varro E. Tyler


**Varro Eugene "Tip" Tyler** of West Lafayette, Indiana, was born December 19, 1926, in Auburn, Nebraska. He died of a pulmonary embolism on August 22, 2001, at the age of 74.

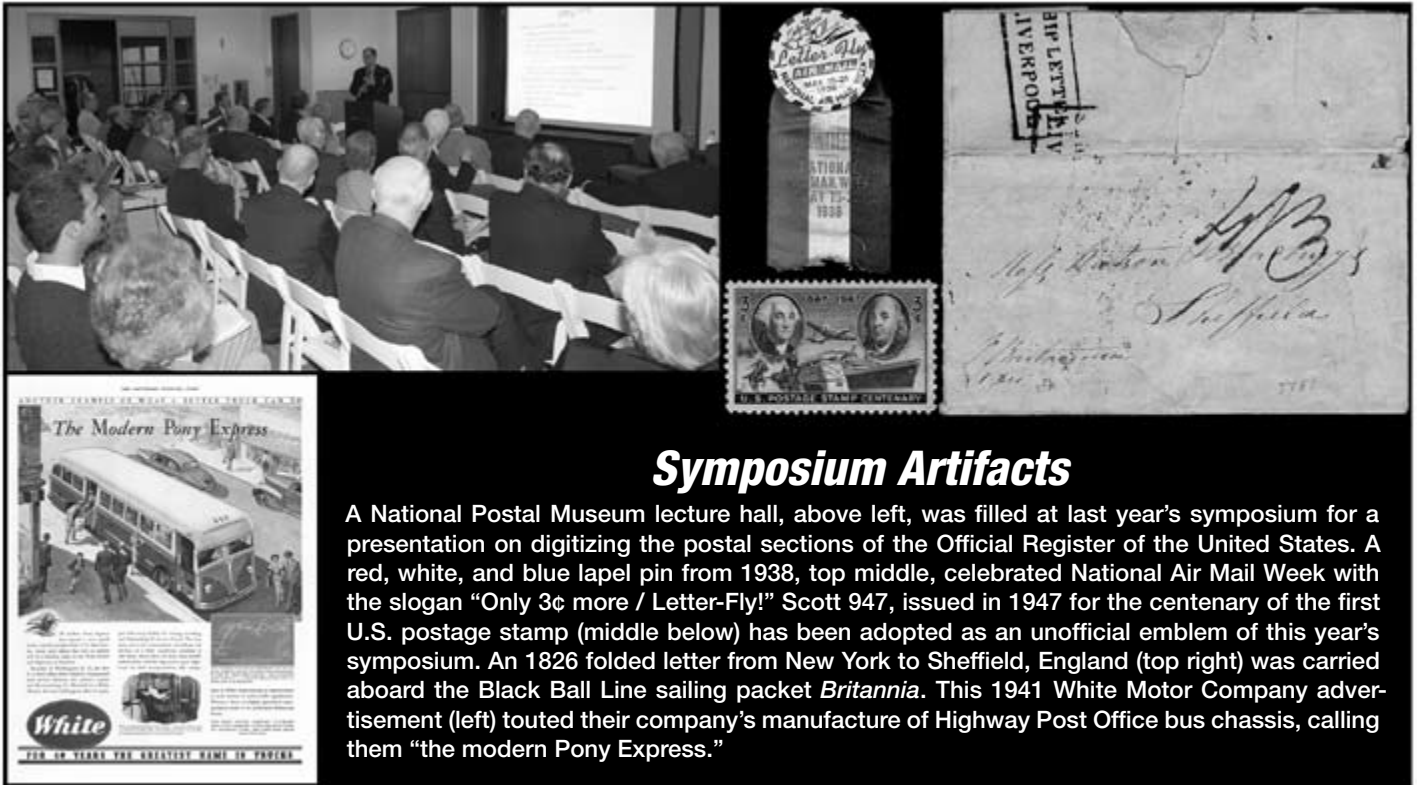
Tyler was a foremost authority on stamp forgeries and their forgers. His book on the stamp forgers, *Philatelic Forgers: Their Lives and Works* (1976, revised 1991), is a unique work in this important area of international philately. His fortnightly "Focus on Forgeries" articles in *Linn's Stamp News*, begun in November 1987 and continued until his death, was issued in book form in 2000 as *Focus on Forgeries: A Guide to Forgeries of Common Stamps*.

Tyler chaired the International Society for Japanese Philately expertizing committee from 1965 to 1993 and was vice president from 1963 until his death. He wrote numerous articles about Japanese stamps and forgeries and coauthored three ISJP monographs: *Forgeries and Imitations of the Dragon Stamps of Japan* (1971), *The Wada Cherry Blossom Forgeries* (1974), and *The Koban Forgeries of Japan* (1979).

Tyler chaired the APS Committee on Fakes and Forgeries from its beginning in 1992 until 1998. In addition, he taught a highly popular class on *Detecting Fakes and Forgeries* at the annual APS Summer Seminar on Philately. He also contributed to the APS update of *The Serrane Guide*, providing the foreword and bibliography.

In 1998, Tyler received the John N. Luff award in 1998 for distinguished philatelic research. He was elected to the Washington State Philatelic Hall of Fame, received the Korea Stamp Society award for meritorious service and signed the Maurice Williams roll of notable Cinderella philatelists.

Tyler received his bachelor's degree from the University of Nebraska and his master's degree and doctorate from the University of Connecticut. He served as dean of the school of pharmacy and pharmaceutical sciences at Purdue University for 20 years. Tyler wrote more than 350 books and publications about herbal medicine and pharmacognosy, a division of pharmacy dealing with drugs from natural sources, especially plants. In this field too he was considered preëminent. 



## Symposium Artifacts

A National Postal Museum lecture hall, above left, was filled at last year's symposium for a presentation on digitizing the postal sections of the Official Register of the United States. A red, white, and blue lapel pin from 1938, top middle, celebrated National Air Mail Week with the slogan "Only 3¢ more / Letter-Fly!" Scott 947, issued in 1947 for the centenary of the first U.S. postage stamp (middle below) has been adopted as an unofficial emblem of this year's symposium. An 1826 folded letter from New York to Sheffield, England (top right) was carried aboard the Black Ball Line sailing packet *Britannia*. This 1941 White Motor Company advertisement (left) touted their company's manufacture of Highway Post Office bus chassis, calling them "the modern Pony Express."

# Postal History Symposium 2007 Scheduled

## Further, Farther, Faster: Transportation Technology and the Mail

By Daniel A. Piazza

The Postal History Symposium, a national conference sponsored by the American Philatelic Society and the Smithsonian National Postal Museum, provides a forum for philatelists, academic scholars, public historians, and the interested public to discuss and present research that integrates philately or the history of postal operations into the broader context of American history.

The two-day Postal History Symposium, successor to last year's Winton M. Blount Symposium, begins October 21 at 5:30 p.m. in the American Philatelic Center, Bellefonte, PA. This year's symposium will explore how, through the application of new technologies for transporting the mail, the post office and the transportation industry have encouraged each other's growth and development.

The conference opens with an evening reception and panel of speakers that includes Railway Mail Service Library founder Frank R. Scheer, who will speak on National Airmail Week 1938 and its connections to railway mail. Also on the panel will be David M. Henkin, professor of history at the University of California, Berkeley and author of the recently released *The Postal Age: The Emergence of Modern Communications in Nineteenth-Century America*, which received the 2007 Rita Lloyd Moroney prize for scholarship from the USPS.

October 22 will be devoted to three panel presentations, each one devoted to land, sea, or air conveyances. Topics include 1845

*Cultural Nexus in Transportation and Communication: Express, Railroad, and the Post Office* by Robert Dalton Harris and Diane DeBlois, *Taxi Mail During the Palestine Mandate* by Art Groten, *Symbol of Progress and Forward Stride: The Highway Post Office* by Bob Cullen, *Experimental Air Mail and the SS Leviathan* by Roger A. Baldwin, and *Transpacific Mail at the Beginning of World War II* by Richard Martorelli.

New to this year's symposium is the addition of poster presentations. Six of these will be on display throughout the conference, along with a National Postal Museum exhibit of Amelia Earhart's personal air mail collection.

Postal History Symposium 2007 is the second national conference jointly sponsored by the American Philatelic Society, the American Philatelic Research Library, and the Smithsonian National Postal Museum. The symposium's mission is to provide a forum for philatelists, academic scholars, public historians, and the interested public to present research that integrates philately and the history of postal operations with the broader context of American history.

The members of this year's organizing committee are APRL Librarian Gini Horn; APS Vice President-elect David L. Straight; and Daniel A. Piazza, the NPM's Winton M. Blount Chair in Research.

For more information, including the complete roster of speakers and papers, and to register online for the Symposium, please visit [WWW.POSTALMUSEUM.SI.EDU/SYMPOSIUM2007](http://WWW.POSTALMUSEUM.SI.EDU/SYMPOSIUM2007). Registration is free, but required.

# Schumann, Fricks, Brody Receiving 2007 Luff Awards

Stephen D. Schumann, E. Eugene Fricks, and Roger S. Brody will receive the 2007 John N. Luff Awards, the American Philatelic Society's highest recognition of living philatelists. They will be honored at the *STAMPSHOW 2007* awards banquet on August 11, in Portland, OR. Schumann and Fricks are members of *Writers Unit #30*.

**STEPHEN D. SCHUMANN** of Hayward, CA, will receive the award for *Exceptional Contributions to Philately*. A 42-year APS member, he has served as Director-at-Large and on various committees, including Fakes and Forgeries, Judges, and Exhibitions. He currently is chairman of the International Committee. He was a founder of the American Association of Philatelic Exhibitors and was president from 1900–1994. Schumann has been president of the American Philatelic Congress since 1999.

In 2001, Schumann co-authored a catalogue of the Australia printed-to-private-order envelopes. His articles have been published in the *Sarawak Journal* and *British Caribbean Philatelic Journal*. He is an accredited APS Chief Philatelic and Chief Literature Judge.

**E. EUGENE "GENE" FRICKS** of Blackwood, NJ, will receive the award for *Outstanding Service to the American Philatelic Society*. He served as APS vice president with past presidents Bud Sellers and the late David Lidman. He helped formulate the APS Code of Ethics, served on the APS Experts Committee, and is an APS-accredited international and a national judge. He is also a *Writer's Unit #30 Council* member.

For more than a decade Fricks has helped assemble the searchable philatelic article database on the APRL Web site. PHLNDX includes 215,000 entries to date. He is the current project leader. His effort is to read or skim each article to determine its content and then to type the entry into the database, also assigning classification topics. For some articles, multiple entries may be neces-



**Schumann, Fricks, Brody**

sary where multiple subjects are treated.


Fricks served for 16 years as the editor of *The Collectors Club Philatelist* and currently is on its Editorial Board.

**ROGER S. BRODY** of Watchung, NJ, will receive award for *Distinguished Philatelic Research*. He is well known as a specialist in early 20th century U.S. stamps.

He has published numerous articles on stamps and postal history in *The United States Specialist*, *The Collectors Club Philatelist*, *Linn's Stamp News*, *Perfins Bulletin*, *The Vermont Philatelist*, *LaPosta*, and *Stamps*, and is a contributing advisor to the *Scott Catalogue*.

Brody is chairman of the Research Committee of the Smithsonian Institution's Council of Philatelists.

He is active in organized philately as well. He is an elected governor, past treasurer, and currently serves as vice president of the Collectors Club of New York. He is also financial advisor to the Collectors Club.

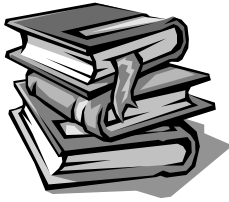
Since 2003, Brody has served on the Smithsonian National Postal Museum Council of Philatelists, and recently was appointed to the Board of Trustees of the American Philatelic Research Library. 

## Alfred Kugel Wins Brofos Award

Alfred F. Kugel, right, accepts the Frederick A. Brofos award from Scandinavian Collectors Club President Mats Roing at the club's membership meeting June 2 during NAPEX in McLean, VA. The award is presented for the best article to appear in the issues of the club's journal, *The Posthorn*, during the preceding calendar year. Kugel's article, "Scandinavian Volunteers in Finland's Winter War," appeared in the August 2006 issue of the magazine. In an attempt to adjust its border with Finland, Russia invaded its neighbor during the winter of 1939–1940. The nearby Scandinavian countries sent volunteers to help the Finns, including Norway, Denmark, and especially Sweden. Mail from the volunteers who aided Finland is described and illustrated in Kugel's article. The award is named for former SCC librarian, editor, and secretary Frederick A. Brofos who continues to be a prolific writer, particularly in his specialty area of Norwegian philately. The award, which was established in 2000, recognizes authors who demonstrate depth of philatelic knowledge, elements of research, and clarity of presentation.

— Alan Warren





# Reviews Print and Electronic

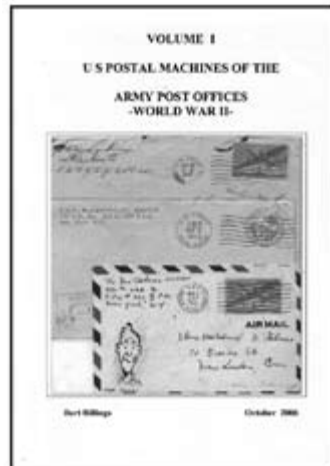
## Books & Catalogues

### APO / BPO Reference Updated

*U.S. Postal Machines of the Army Post Offices: World War II*, in two volumes by Bart Billings. 8 1/2 x 11 inches, stiff covers, perfect bound, 120 pages (Vol. 1), 198 pages (Vol. 2), privately published by the author, ©2006. \$50 postpaid in the United States from Bart Billings, 3722 Vidalia Ave., North Las Vegas NV 89031.

With the assistance of Russ Carter, Reg Morris, and the late Bob Payne, as well as many other collectors, the author has compiled this two-volume reference as a complete catalogue of all known machine postal markings used by the United States Army and Air Force to cancel soldiers' mail. Billings' earlier work has been expanded to include APO numbers through the 900 series as well as the Base Post Offices (BPOs).

Seven basic models of machines were used at the various Army Post Offices (APOs). The machines were made by the International Postal Supply Company and the Pitney Bowes Company. A table shows each of the seven



models, the number of APOs where they were used, the earliest known month and year of use, and the location and the APO number of the earliest. Definitions and dimensions of the circular die and the killer portion of the cancels are presented along with discussion of the various machine models.

Volume 1 also contains a glossary of military abbreviations, and reproductions of letters and documents from military archives that bear on the canceling devices. There is a list of major events from the Pearl Harbor attack to VJ Day for perspective. A chapter is devoted to the 7th Base Post Office in New Guinea, which handled so much mail in the South West Pacific theater.

Other BPOs are briefly discussed. The volume ends with a numerical listing of APOs with a cross-index to the volume and page that lists the particular machines used at each APO. Another list indicates the APO numbers for which machine cancels are not known.

Volume 2 contains the actual catalogue listing. It is presented by APO in chronological order. The tables indicate machine model, return address information if it shows APO or unit, the location (city, country), reference to the machine and specific die, and the date of the cancel. A value column lists one of eight ranges of price from VC (very common or \$1-\$5) to ER (extremely rare or \$200 and up).

The catalogue listings are titled "History & Markings of the APOs" and include data drawn from a very extensive census database. Most of the APO listings include illustrations of one or more of the cancellations used there. Many of the catalogue listings have additional text that expands on the understanding of the entries.

The black and white illustrations are of good quality and help with visual identification of the listings. The data excludes Navy and Marine markings. The author purports this listing to be complete at this time, but recognizes that new information will turn up, requiring future revisions.

— Alan Warren

### Selective Service Postal History

*Greetings: Postal History of the Selective Service and the Draft 1917 to 1976* by Russ Carter. 186 pages, 8 1/2 x 11 inches, stiff covers, spiral bound, Military Postal History Society, Cypress TX 2006. ISBN 0-9770649-7-2, \$20 for MPHS members in the United States, \$25 outside U.S.; \$25 to nonmembers in U.S.; \$30 abroad from Military Postal History Society, P.O. Box 32, Cypress TX 77410-0032.

Russ Carter's indefatigable researches at the National Archives in College Park, Maryland unearthed 150 boxes of material in the subject area of this book. He begins with a brief history of the selective service and the draft from the American Revolution up to 1976. A guide to the listings is presented, explaining the catalog numbering system and descriptions.

The forms, mostly intended to be mailed, begin with those of World War I. These were issued under the authority of the Provost Marshal General's office in the War Department. For the First World War some three dozen forms are described and illustrated. These include package labels, mail bag tags, notice of selection,

results of physical exams, and a variety of notices for delinquency, transfer, classification, discharge, deferment, and many others, including a postal form to report a deserter.

The forms are nicely illustrated in black and white, and most are actual size. Where the illustration is reduced, the percentage of reduction is shown. Each entry includes measurements, color, printing number and form number.

The number of forms used in WW II was fewer than in the First World War. However, there were many revisions and printings that resulted in a wide variety of distinctly different forms. Some of the types of forms for WW II include mail sack labels; notices-- of classification, to appear





before the local board, to appear for physical examination, of delinquency, to recruitment centers, etc.; selective service occupational questionnaire; and re-employment reference card among others. The listings again cover dimensions, color, and form and printing numbers.

The third series of post cards and mailing forms covers the period 1947 to 1976. The Selective Training and Service Act expired March 31, 1947, causing the demise of many of the WW II forms. During this post-war period, new forms were created in conjunction with the Korean and Vietnam wars.

Over these later years the indicia used changed from "Penalty for Private Use ..." to "Postage and Fees Paid ..." Fourteen federal forms are listed with their varieties and two state of New York

forms. The types of forms include standby reserve notices, college qualification test, classification notices, local board inquiry, change of address and others.

Less information is known about War Department and Selective Service envelopes in the WW I and WW II periods due to a lack of information in the National Archives. Some examples are shown but this area offers additional opportunity for research.

A handy checklist of all the catalogued forms appears near the end of the book followed by a brief bibliography. Now that we know what the unused forms look like, the challenge for us is to find them used. Collectors are indebted to author Russ Carter for once again striking into new territory to document military postal history.

— Alan Warren

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## Identifying Washington-Franklins

*Tips on Types: The Washington-Franklin Two Cent Reds 1908 to 1923 & Three Cent Violets 1908 to 1919, second edition by Robbin Dick. 5½ × 8½ inches, 26 pages, soft cover, saddle stitched. ©2007 self-published. \$20 plus \$2 shipping and handling domestic or international from Robbin Dick, 43 Crossbow Drive, Penfield, NY 14526.*

The myriad varieties of two- and three-cent George Washington stamps from the Washington-Franklin issues present a challenge to collectors, who often abandon identification attempts. Many resources for these issues confuse collectors with endless tables and text packed with too much confusing information.

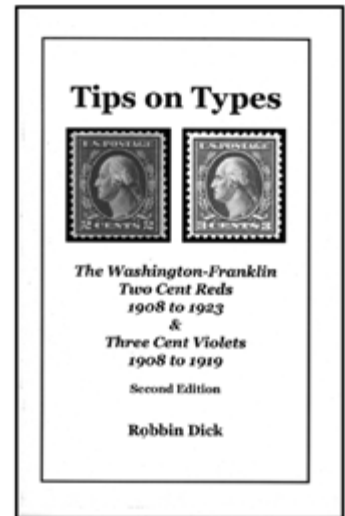
In 2003, Robbin Dick culled the information and packaged it in a concise booklet that simplified identification. The second edition, produced with the help of George T. Fekete and Dennis Gilson, begins with the basic distinction between intaglio and offset printing. Intaglio and offset stamps from both issues are mounted in the booklet for reference along with illustrations of plates used in the printing process.

The first part of the booklet concentrates on the two-cent reds. Dick's tables include only necessary characteristics to identify each stamp. Large, clear illustrations are shown for each type,

along with annotated descriptions for each characteristic. Peppered throughout are tidbits of information that summarize what has been set forth in a sentence or two. These *Quick Tips* arm the collector with concise information and accentuate important points.

Dick devotes the balance of the booklet to the three-cent violets. The section on the violets, which are not as complex as the two-cent reds, is shorter as there are only four types.

Dick has taken the mystery out of the identification of the different types and compressed a wealth of information in a compact reference source that can easily be taken to a bourse and used for quick identification without guessing which type a stamp may be.



— Alfred Carroccia

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## Danish Posthorn Cancels

*Posthornstemplerne og øvrige Kassetømningsstempler (Posthorn Cancels and other Collection Box Postmarks) by Jerry Kørn. 152 pages, perfect bound, stiff covers, 6 × 8¼ inches, in Danish with English summary, Forlaget Skilling/Daka, Copenhagen ©2006. ISBN 87-91932-00-9, \$46 plus postage from Jay Smith & Associates, PO Box 650, Snow Camp NC 27349.*

In Denmark when letters were not handed in at the post office, they could be placed in collection boxes at railway stations, bus stations, and on ships. For many years such mail was given an undated handstamp marking containing a figure of a posthorn topped with a crown, and the name of the town where the mail was collected. Then a properly dated transit post office mark was applied.

Posthorn cancels were normally placed alongside the postage and the TPO mark was used to cancel the stamps. Occasionally stamps and covers are found where the opposite was the case. Posthorn cancels are a popular area for collectors and some

scarcer ones have achieved rather high values from retail and auction sources.

This priced catalog of the crowned posthorn cancels contains a great deal of information for collectors. There are various types of the markings depending on the location of the town name within the circular stamp. The listings are alphabetical by town name. Each entry includes a catalog number, the type varieties, the train route, color of the cancel, earliest and latest known use,



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## Posthorn — Continued from Page 9

and value on piece or entire cover. Philatelic or post-period of use marks are of considerably less value. There is also mention of the dated town cancels that normally appear with each posthorn mark.

Illustrations throughout the catalog are in black and white for the markings and in full color when an entire cover is shown. An index indicates geographical location of the town mark in Denmark.

This catalogue goes beyond the posthorn markings of train station collection boxes to include other kinds of marks on items

placed in boxes and then marked *Ladepost* and *Togpost*. Bus station collection box mail received *Rutebilbrev* markings both circular and straight line, and these are cataloged and illustrated as well.

Lastly an important appendix lists the markings frequently applied to ship mail to indicate its origin, such as Fra Aalborg, Fra Færøerne, Fra Sverige, etc. These markings are also priced and illustrated. A list of literature sources concludes this monograph.

For the collection of unusual postal markings of Denmark, this catalog is a must-have. The layout and illustrations are excellent.

— Alan Warren

## Faroe Islands Book Expanded

*More Stamps and Story of the Faroe Islands* by Don Brandt. 5¾ × 8¾ inches, 360 pages, perfect bound, in English, Postverk Føroya, Tórshavn ©2006, ISBN 99918-3-191-6. Approximately \$50 plus shipping from Faroese Postal Service, [WWW.STAMPS.FO](http://www.STAMPS.FO).

This is an expanded edition of the author's book first published in 1996. Rather than revising the earlier edition the publisher reprinted it in the new version as Volume I, and a Volume II has been added consisting of seven more chapters in an additional 184 pages, essentially doubling the size of the book.

Volume I begins with a history of the Faroe Islands followed by an exploration of the country and its culture using stamps and postal history items to tell stories about poetry, place names, birds, churches, whaling, art, and fishing. However, there are strictly philatelic chapters as well, such as the one on postal history from the stampless period up to 1919, and another on the World War II period that generated the provisional overprints and Red Cross forms. Volume I ends with the same bibliography that was in the first edition.

Volume II continues the story of the Faroes including its culture, history and philately. There are at least two advantages to the new section. It contains some wonderful color photos such

as those of churches in the new chapter on that subject. The second improvement is that all of the illustrations including those of stamps and postal materials are in full color compared to the black and white images in Volume I.

The stories told in the new volume, in addition to churches, include more birds plus butterflies and other insects, profiles of artists, the folk high school, the fishing industry folk ballads, and the modern Faroes as seen through the country's more recent stamp issues.

This volume also carries an important chapter on the collection formed by Per Erik Knudsen of Norway and sold at auction in 2003. Many stunning postal history items from this collection are shown and described. Examples include skyds mail and other prestamp items as well as stamped mail, a postal money order, the only known pre-1900 cover from Greenland to the Faroes, and some early 20th century pieces sent to the Faroes from the Danish West Indies.

An additional bibliography concludes Volume II. These two books-in-one contain a wealth of information about the Faroes, its history and culture, as well as its stamps and postal history. It is therefore disappointing that neither volume has an index that would help researchers find specific information.

— Alan Warren

## Nordland Post Office

*The Nordland Post Office on Land and at Sea* by Tore Gjelsvik. 6¼ × 9 ¾ inches, casebound, in English, self published ©2005. Available from the author for approximately \$100, shipped via surface mail, Tore Gjelsvik, Ranheimsliv. 29, 7054 Ranheim, Norway.

Tore Gjelsvik's contributions to the philatelic literature of Norway are extensive and of high quality. His recent contributions have focused on Norway No. 1 and the skilling Oscar stamps. Now he turns to an in-depth study of a key office in northern Norway and its activities in the 1850s and 1860s. He draws on the earlier work of others but provides many missing pieces to this updated story.

The Nordland post office was established in 1805 in Terråk in the Bin Valley, and served as a control center for mail moving between north and south Norway. As a background to the story the author first describes the main postal routes in Norway in the 17th and 18th centuries. The first circular datestamp at Nordland was introduced in 1848. This and six subsequent types are illustrated.

Gjelsvik details the services of the Nordland post office over the years and mentions the postmasters. In addition to being a land post office, Nordland was also key to the handling of maritime mail. In 1850 it was relocated to Ottersø. The seven types of CDS were also used onboard ships. The author illustrates and describes the

steamers that plied the Norwegian coast and he provides tables of their sailings.

The type of CDS canceller is identified with specific vessels and their various trips. The discussions of ship's mail are quite detailed. Illustrations of manuscript and handstamp markings such as ships' names are nicely shown.

In 1866 the Nordland post office was moved to Namsos and assumed that name. However it continued to handle ship mail during 1867-1868. In 1868 the Nordland post office ceased to exist.

The illustrations throughout are excellent, whether they are old black and white prints of people and ships, or images of stamps and covers in full color. An extensive bibliography and a subject index provide useful tools. This is the definitive work on the subject.

— Alan Warren



# Electronic Media

## Exponet Offers Virtual Exhibiting

July marked the third anniversary of *EXPONET* — [WWW.EXPONET.INFO](http://WWW.EXPONET.INFO) — described by its staff as a non-competitive “permanent presentation of high quality stamp and philatelic exhibits to facilitate on-line study.” Though some of the collections on *EXPONET* proudly list their palmares, the site seems particularly interested to host album pages that have not been shown competitively. Privately funded by donations, *EXPONET* claims approximately 450 unique visitors per day and 1.7 million hits since its debut.

Of all the attempts in recent years to place philatelic exhibits online, *EXPONET* is the most ambitious and successful. It now hosts 1,447 frames containing 262 exhibits organized into the standard FIP classes, including literature. The site’s layout is clean and intuitive. The five most recently added exhibits are listed at the top, while the remainder are organized under collapsible class headings. Clicking on an exhibit title brings up thumbnail images of each page arranged 4 × 4 to resemble a 16-page frame. Many exhibits have an e-mail address for contacting the exhibitor and, each has its own hit counter.

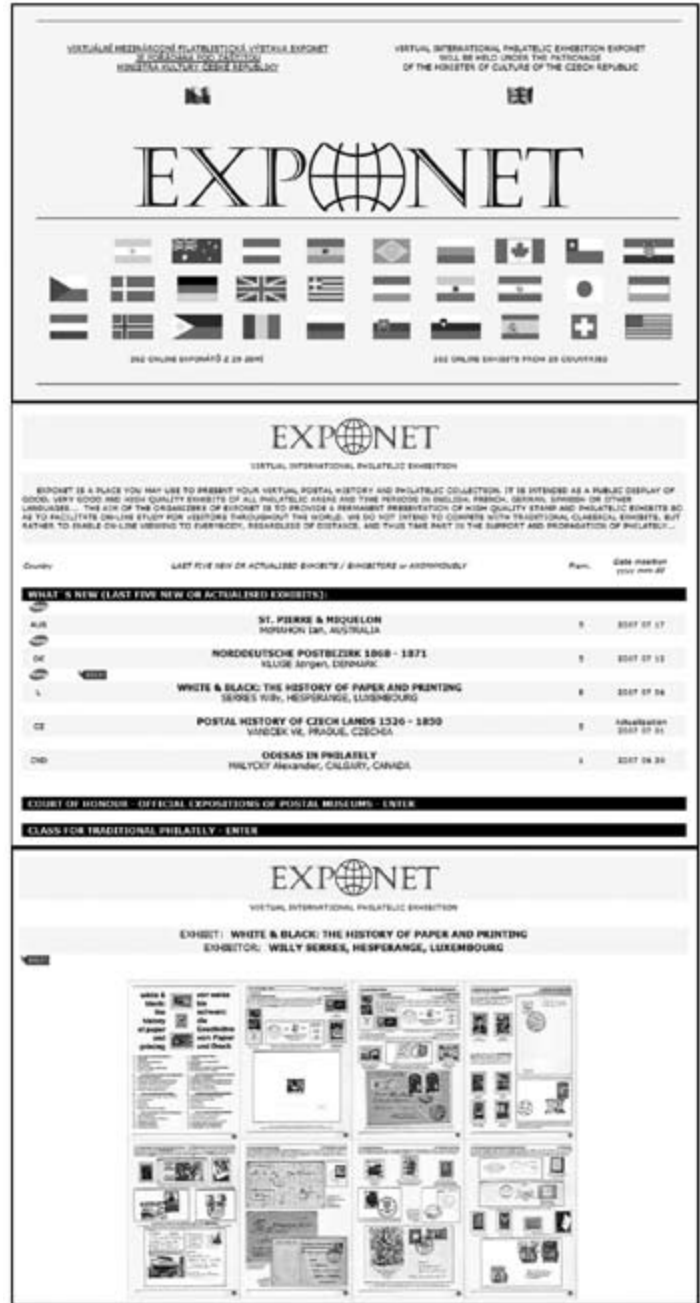
So far there are only three original exhibits in the literature class: one Czech, one German, and an “E-Catalogue [of] Bhutan Postal Stationery” submitted from the U.S. Format varies widely; the catalogue of Bhutan is HTML formatted, the Czech entry consists of a Word document with internal hyperlinks, and the German book is presented as a series of scans, much like album pages. (Five more titles in the literature class are scans of older works in the public domain, stretching the definition of *exhibit* to its breaking point.)

The site relies on the individual exhibitors to scan their exhibit pages, so the results are somewhat uneven. Most often encountered is the problem of users who scan their pages without removing the plastic page protectors; this palls colors and adds a tinge that ranges from off-white to grey. Users are asked to submit scans of their exhibit pages that are at least 960 pixels wide and 300 dpi; the latter requirement is puzzling because 96 or even 72 dpi are sufficient for on-screen display.

One of the more important criticisms leveled against *Exponet* in the philatelic press has been that there is no way to know whether the material displayed is genuine or even owned by the exhibitor (*The Computatelist*, October 2006, p. 62). Compounding this is *EXPONET*’s own somewhat vague selection criteria. According to Milan Cernik, the vice president of the organizing committee, it is only important “that the exhibit is interesting, has a good quality and has some philatelic value.” (*The Computatelist*, October 2006, p. 70). This issue was not serious so long as the site remained non-competitive.

However, *EXPONET* is poised to dip its big toe in the waters of competitive exhibiting. This November the site will host Sport-O-Net 2007, which it is billing as the “first fully virtual international philatelic exhibition.” Sport-O-Net will be judged by FIP rules and the full panoply of medals will be awarded. Since the jury will not see the physical exhibit pages, questions about the genuineness and condition of materials are thus brought front-and-center.

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## Navigating Exponet

*EXPONET* is relatively easy to navigate. From the home page, top, the user chooses a country by clicking a flag. This would be more user-friendly if country names were included under unfamiliar flags. A list of particular types of exhibits and the ability to search for a topic also would be useful. Note that once a country is chosen, a list of exhibitors from that country is displayed, rather than exhibits from that country. Calling up an exhibitor displays thumbnail pages, bottom. Clicking on a particular page summons an enlarged view along with navigation arrows to scroll through that particular exhibit. A link to return users to the thumbnails page would be helpful. Since the site creators are Czech, users will encounter some typos.

## Exponet — Continued from Page 11

Presumably to get around this problem, the show committee is requiring competitive entries in all Sport-O-Net classes except single-frame and open to have polled at least a 75 at an accredited national level or higher show. The assumption seems to be that an exhibit judged competitively in the *real world* is less likely to contain questionable material. It will be interesting to see whether exhibitors flock to the online show and what attitude the FIP takes toward it.

Visitors to the FIP-sanctioned international show *PRAGA 2008* will be able to view *EXPONET* on the show floor, and exhibitors will be encouraged to provide scans of their pages to the site once the show closes. (EDITOR'S NOTE: Information on *PRAGA 2008* may be found at [WWW.PRAGA2008.CZ](http://WWW.PRAGA2008.CZ). The trilingual site is in Czech, English, and German. However, at this time not all pages have yet been translated into English and German.)

An unusual feature is the sale area, where a dozen exhibits are offered for purchase intact. No prices are listed; instead, clicking on the sale tag opens the viewer's e-mail program and creates a new message to contact the owner directly.

*EXPONET* is an interesting experiment with enormous potential, but that potential has been only partially realized. The site began as a project of the Czech philatelic blog *Japhila* and remains distinctly Czech: all the members of its organizing committee but one reside in or around Prague, and despite the fact that exhibitors from 29 countries are represented, the material slants heavily toward Czech and Slovak philately. The organizers have made some efforts to broaden the range of material offered, but more work remains to be done.

— Daniel A. Piazza

## Good Ideas for Editors and Writers

Looking for the latest postal news, reactions to rate hikes, etc? Need ideas for your latest column or to report to your club? The Internet is a virtual plethora of philatelic topics. The **VIRTUAL STAMP CLUB** ([WWW.VIRTUALSTAMPCLUB.COM](http://WWW.VIRTUALSTAMPCLUB.COM)) is well known and respected, but there are many other sites that contain interesting philatelic news items.

The Direct Mail/Postal News section of **DMNEWS** is available online and as an RSS news feed. (RSS — Really Simple Syndication — is a Web format used to publish frequently updated content, such as blogs and news headlines.) The feed ([WWW.DMNEWS.COM/CMS/DM-NEWS/DIRECT-MAIL.HTML](http://WWW.DMNEWS.COM/CMS/DM-NEWS/DIRECT-MAIL.HTML)) is frequently updated. Recent news items included a campaign being launched by the Envelope Manufacturers Association in conjunction with the Direct Marketing Association and the Magazine Publishers Association. The "Please Recycle" campaign encourages users and recipients of envelopes, cartons, and packaging products to recycle these materials. I'm all for recycling, but this is bad news for postal historians!

Other recent articles addressed periodical rate hikes and the concerns of small mailers, the USPS mailing animal-fighting paraphernalia, the USPS and the National Association of Letter Carriers (NALC) reaching a contract agreement, and Pitney Bowes' preparations for tougher restrictions on standard mail.



Postal news can also be found in many varieties at **POSTAL REPORTER.COM**, which bills itself as "the daily news digest of the postal world." Subsites include ([WWW.LUNESVIEWS.COM/ISSUES.HTM](http://WWW.LUNESVIEWS.COM/ISSUES.HTM)) and the **POSTAL REPORTER**, a news blog ([WWW.POSTALREPORTER.COM](http://WWW.POSTALREPORTER.COM)). Union contract updates, information on postal vehicles, and postal employee legal cases are just a few topics that are frequently addressed.

Look closely, however, as there are some real gems on this site as well, such as SARA a semi robotic postal delivery vehicle concept car designed by Stanford professors ([WWW.POSTALREPORTER.COM/NEWS/2007/07/18/PHOTO-SEMI-AUTOMATED-ROBO-POSTAL-DELIVERY-VEHICLE](http://WWW.POSTALREPORTER.COM/NEWS/2007/07/18/PHOTO-SEMI-AUTOMATED-ROBO-POSTAL-DELIVERY-VEHICLE)), an article about Verna Naylor, 91, of Bentonville OH, the nation's oldest postmaster ([WWW.MAYSVILLE-ONLINE.COM/ARTICLES/2007/07/19/LOCAL\\_NEWS/2268NAYLOR.TXT](http://WWW.MAYSVILLE-ONLINE.COM/ARTICLES/2007/07/19/LOCAL_NEWS/2268NAYLOR.TXT)); winners of the PhotoStamp of the year contest ([WWW.PHOTO.STAMPS.COM/STORE/PHOTOCONTEST](http://WWW.PHOTO.STAMPS.COM/STORE/PHOTOCONTEST)); and much more. In the latter two examples, the site serves as a gateway to other sites, which open in new windows.

(EDITOR'S NOTE: Readers having pet resource sites are invited to submit their URLs to either the editor or Heather Sweeting at [HSWEETING@NYSTAMPCLUBS.ORG](mailto:HSWEETING@NYSTAMPCLUBS.ORG).)

— Heather Sweeting

# Journals & Newsletters

## U.S. Stamp News Gets Updated Look

Published monthly by Philatelic Communications Corporation. 8 × 10½ inches, saddle stitched, approximately 40 pages. Editor John M. Hotchner. Publisher John F. Dunn, 42 Sentry Way, Merrimack, NH 03054-4407, [WWW.STAMPNEWSNOW.COM](http://WWW.STAMPNEWSNOW.COM), 800-635-3351, e-mail [STAMPNEWS@AOL.COM](mailto:STAMPNEWS@AOL.COM); online subscriptions available.

When *U.S. Stamps & Postal History* ceased publication many lamented that there would never be another magazine devoted solely to United States philately. Enter John Dunn. After acquiring both *Mekeel's* and *Stamps* combining them into one weekly he bought out *U.S. Stamps & Postal History*, scrapped the slick format, and began from the ground up. Enlisting John M. Hotchner to edit and a laundry list of contributing writers Dunn has transformed this fledgling monthly into a publication geared to the wide spectrum known as United States philately. This and in a magazine highly readable and not destined to chase away general collectors.

In the beginning *U.S. Stamp News* struggled to keep up with its popular competitors due to poor copy and printing problems. Many issues arrived with uncut pages and sloppy, fuzzy black and white illustrations along with misregistered color covers. Issues appeared to be hastily prepared with articles poorly edited and badly laid out. It seemed the magazine would die a quiet, painless death without so much as a whimper from the collecting public.

However, Dunn and Hotchner, with the help of Amanda E. Gaukstern, senior graphic design manager, have revived the magazine. They switched printers and produced a more user friendly magazine with clear, crisp illustrations; a slick color cover and color on four pages beginning with the August 2007 issue. The cover

is a typical John Dunn montage of material covered in the magazine, which serves to entice the reader to peek inside.

Each issue contains a myriad of information for the collector including in-depth society and USPS news and advertising offers of free price lists and offers. The monthly philatelic ethics column deals with situations which can arise between collectors and dealers, with Hotchner soliciting reader responses to each situation. Other writers include Charles Fricke and his unusual postal history, Jacques C. Schiff, Jr. whose auction advice is necessary to those bidding in auctions, and Dunn's own surveys of auction material which he calls *viewing*.

However it is Rudy de Mordaigle who single handedly makes *U.S. Stamp News* worth reading for his "Modern U.S. Varieties" column. Month after month de Mordaigle examines the endless varieties of recent issues and actually has restored the lost art of identification that went out with the Washington-Franklin issues 80 years ago. If one collects the issues being put out by the myriad of printers for the USPS, reading de Mordaigle's column is a must.

Whether you are a specialized collector of one issue or an accumulator of U.S. stamps, a subscription to *U.S. Stamp News* is a must. It is a breath of fresh air in the stagnant world of stamp newspapers and magazines.

— Alfred Carroccia



## Briefly Noted


**NICARAO** is the quarterly journal of the Nicaragua Study Group. The looseleaf, 8½ × 11-inch page publication is printed in black and white with color on the last page. Articles are well written and concentrate on postal history. A recent issue featured the Seebeck issues. Information from Joe Hahn, 1015 Old Boalsburg Road, State College, PA 16801-6149.

**NETHERLANDS PHILATELY** is published bimonthly by the American Society for Netherlands Philately. Collecting Netherlands and its related areas is an interest worth looking into for something fresh and exciting. The 26-page, 8½ × 11-inch, saddle-stitched publication contains in-depth articles that include special cancels from cities in the Netherlands to a survey of the aircraft that flew for KLM — the Dutch national airlines. A regular feature surveyed recent issues from the Dutch post office with clear black and white photographs. Editor Hans Kremer, 50 Rockport Court, Danville, CA 94526; e-mail [HKREMER@USA.NET](mailto:HKREMER@USA.NET).

**TOPICAL TIME** is published bimonthly by the American Topical Association, Inc. The 91-page, 5 × 8-inch, saddle-stitched publication is perhaps the most important publication outside of APS' American Philatelist. The foundation of stamp collecting is gathering of those philatelic items that appeal to the interests of the collector.

Hence, the origins of topical collecting. Topical Time condenses the infinite themes addressed in stamps and covers and presents them in well thought-out presentations and articles. Recent articles covering fish and English Literature provide a general introduction to these areas and are complemented with a spattering of stamps and covers related to those areas. Color is sporadic because of budgetary constraints, but illustrations are clear and crisp. The next color issue will be released in October. Regular features include a survey of philatelic literature and reviews of publications connected to topical areas. Membership in the ATA also affords access to the endless thematic checklists and publications along with the subscription to this journal. Editor George B. Griffenhagen, 2901 Drexel St., Vienna, VA 22180-6906; [WWW.AMERICANTOPICALASSN.ORG](http://WWW.AMERICANTOPICALASSN.ORG).

— Alfred Carroccia

Material for reviews may be sent to the editor. Reviews are also welcomed from others. Reviews should be concise and stress those aspects that are helpful examples (positive or negative) for other authors, editors, and publishers. Review requests from those having an interest in the item, such as publishers and distributors, must include a copy of the publication. 

# APS, ATA Releasing New Books

## 'THE LIBERTY SERIES CHRONICLES' FIRST MODERN U.S. STAMPS

**T**he *Liberty Series*, co-authored by Ken Lawrence, C. David Eeles, and Anthony S. Wawrukiewicz is now available from the American Philatelic Society. The 6 × 9-inch softcover book is a comprehensive guide to the long-running series of engraved U.S. definitives that made its debut in 1954, lasted until 1973, and had variants still being used as recently as 1988.

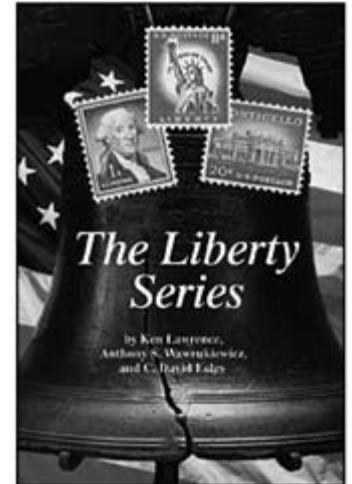
The 262-page book contains illustrations of the stamps, precancels, errors, freaks, oddities, booklets, panes, tagging varieties, postal stationery, and period postal history, with all but 21 of the 505 images in full color. Included are illustrations of such well-known variants as the wet and dry printings and large- and small-hole coil varieties and the stories of the rare tagged three-cent coil variety used by *Look* magazine in 1967 and the two-cent Jefferson sheet stamp printed on experimental Silkote paper in 1954. Examples of these and other elusive varieties still come to light from time to time half a century later.

There are chapters on mail processing technology and its little-known collectible artifacts, dummy (test) stamps, cover collecting, and two indexes. The total of 11 chapters are supplemented by sidebars throughout the book, including rating a cover, tag-

ging, postal card usages, and the end of the Liberty series.

A color-coded six-page table shows periods of use of the three-cent stamp and its multiples to pay contemporary rates, while a second table displays selected U.S. postal rates during the Liberty series era — more than 24 different changes and adjustments between February 1954 and March 2, 1974.

*The Liberty Series* is available for \$48 to APS members, a 20 percent discount from the nonmember price of \$60. To order, send your payment, name and address (and your APS number) to American Philatelic Society, 100 Match Factory Place, Bellefonte PA 16823-1367, or order online at [WWW.STAMPS.ORG](http://WWW.STAMPS.ORG).



## 'WATERCRAFT ON STAMPS II' NEWEST ATA HANDBOOK

**T**he newest handbook to be released by the American Topical Association is Katherine A. Kirk's *Watercraft on Stamps II*. This handbook picks up from where *Watercraft on Stamps I* by this same author left off in 1991. The new work is 315 pages long in an 8½ × 5½ format with perfect binding. Twenty-four pages show a total of 92 illustrations in black and white, while 12 pages feature 52 illustrations in color.

The listings of stamps picturing different watercraft is based on stamps found in the 1999 *Scott Catalogue* and are listed by country. In addition to the stamp listings, there are articles on specific types of watercraft including dugouts, Viking boats, clipper ships, and the Panama Canal.

A series of short articles on topics such as the first stamp showing ships, ships on stamps on stamps, the earliest stories of ship-building, navigation, maritime tall tales, St. Brendan and other Irish Sailors, Columbus, the two Mayflowers, the USS *Constellation*, Cape Horners, tall ships of today, famous liners of the past and submarines.

The new handbook is priced at \$26, with existing or new ATA members receiving a \$4 discount to \$22. Joining the ATA in order to reduce the cost of this book would amount to getting a membership for \$16 rather than the normal \$20 for U.S. addresses. A membership form can be found on the ATA Web site. Shipping costs are \$3 to U.S. addresses, \$9 to Canada, and


\$12 for all other countries. Payment may be made by Visa, MasterCard, PayPal, or a check on drawn a U.S. Bank in U.S. dollars.

### Volume I Available

*Watercraft on Stamps I*, which includes stamps not listed in *Watercraft on Stamps II* is 170 pages long. Its selling price singly is \$17. However, it may be ordered for an additional \$10 with no additional increase in postage when it is ordered with *Watercraft on Stamps II*.

### Other Handbooks

The ATA currently has 68 available handbooks along with eight different CD presentations from slide shows available from its central office.

For a listing of all available titles and prices write to the American Topical Association, P.O. Box 57, Arlington, TX 76004-0057 or see their website at [WWW.AMERICANTOPICALASSN.ORG](http://WWW.AMERICANTOPICALASSN.ORG). 



# 2006 Newsletter Competition Awards

Winners of the American Philatelic Society's Chapter Activities Committee 2006 Newsletter Competition have been announced by Jane King Fohn, competition manager. Judges were William Bauer, chairman; Peter D. Martin; and Tom Mazza. The winning publications and their editors are:

## Class I: Novice

### Silver

*NEPPS Philatelic Inquirer*, Northeast Pennsylvania Philatelic Society, Rufus Wilson, Dalton, PA

## Class IIA: Single-Page: Membership 5-99

### Vermeil

*West Toronto Stamp Club Bulletin*, Frank Alusio, Toronto, ON, Canada

### Silver

*Jackson Philatelic Society Newsletter*, Stanley W. Stewart, Wesson, MS

*Driftwood*, Long Beach Stamp Club, Lloyd Baumann, Huntington Beach, CA

*Venice Stamp Club Newsletter*, Wesley Tabor, Venice, FL  
*Sarasota Philatelic Club Philatelic Bulletin*, Jack Seaman, Sarasota, FL

### Bronze

*Muskogee Stamp Club Mini Newsletter*, Don Varner, Welling, OK

## Class IIIA: Multi-Page: Membership 5-99

### Gold

*Chicago Philatelic Society Bulletin*, Randall Sherman, Chicago, IL  
*The Wichita Stamp Club Newsletter*, Neal E. Danielson, Wichita, KS  
*The Shoe Box*, Lakeshore Stamp Club, Inc., Raymond W. Ireson, Roxboro, PQ, Canada

*MSC Monthly Bulletin*, Merchantville Stamp Club, Stephanos Hadjiyannis, Cherry Hill, NJ

*Stamping Around*, Mid-Cities Stamp Club, Peter Elias, Plano, TX

### Vermeil

*Stamping About Town*, Charlottesville Stamp Club, William W. Sihler, Keswick, VA

*Hamilton Township Philatelic Society Newsletter*, John S. Sack, Lawrenceville, NJ

*Graebner Gazette*, Robert C. Graebner Chapter AFDACS, Rollin F. Berger, Jr., Clifton, VA

### Silver

*Huntsville Philatelic Club Newsletter*, Arthur J. Cole, Huntsville, AL  
*Philatelic Chatter*, Johnstown Stamp Club, Donald W. Smith, Johnstown, PA

*Saugeen Stamp Club Bulletin*, Ralph Wyndham, Lucknow, ON, Canada

*Straight Stamp Talk*, *Strait Stamp Society*, Chester M. Masters, Sequim, WA

*Wilkesburg Stamp Club Newsletter*, Tom Reiff, Pittsburgh, PA  
*Calgary Philatelist*, Calgary Philatelic Society, Dale Speirs, Calgary, AB, Canada

### Silver-Bronze

*The Western Reserve Philatelist*, The Warren Area Stamp Club, Alexander J. Savakis, Warren, OH

## Class IIIB: Multi-Page Membership 100+

### Silver

*Stamping Around*, Mountain Home Stamp Club, Lorraine Burdick, Mountain Home, AR

### Silver-Bronze

*Calumet Stamp Club Newsletter*, Gerald Emerson, Crown Point, IN

## Class IV: Federation

### Vermeil


*Denver Stamp Clubs Newsletter*, Peter Adgie, Denver, CO  
*PhilaJournal*, Greater Toronto Area Philatelic Alliance, Garfield Portch, Islington, ON, Canada, Vermeil

### Silver-Bronze

*Arizona Philatelist*, Arizona Federation of Stamp Clubs, Steven Staton, Tucson, AZ

## Deadline for Next Competition

This competition is open to all current APS Chapters — individual club or federation. There is no entry fee. Newsletter editors or an officer of the sponsoring chapter must submit three copies of three newsletters issued in the current year and submit a competition entry form by January 15, 2008. All newsletters will be donated to the society at the conclusion of the competition.

Application forms may be obtained from Jane King Fohn, 10325 Little Sugar Creek, Converse, TX 78109-2409 or downloaded from the APS: [WWW.STAMPS.ORG/CAC/CAC\\_NLC.HTM](http://WWW.STAMPS.ORG/CAC/CAC_NLC.HTM). 

## Expert Help for Writers, Editors


Two notable members of Writers Unit #30 are offering expert help for writers and editors.

Barth Healey, a senior staff editor at the *New York Times*, will review society journals and other publications, providing constructive comments.

Send two or three recent issues to him at 220 Montauk Hwy., Apt. 16, P. O. Box 277, Speonk NY 11972-0277. Please supply return postage.

Past president Charles J. Peterson offers free critiques for periodicals and books / manuscripts. Submit the four most recent issues. Include postage equivalent to four times the first class mailing fee. Any unused amount will be returned. Critiques can be expected in about 30 days.

Inquire before sending books and manuscripts, providing a brief description. Return time will vary, depending on length and other commitments. Include a SASE.

Send your materials to Peterson at P. O. Box 5559, Laurel, MD 20226. His phone is 301-776-9822; e-mail [CJP7777@AOL.COM](mailto:CJP7777@AOL.COM). 

## Publicize Your Group — Continued from Cover

However, if your club happens to have something quite newsworthy, such as a nationally known speaker at a meeting, or an honor being given to an outstanding philatelist, give them a try anyway. Please note that unlike local newspapers, you should submit your press release at least three or more weeks prior to the desired publication date.

If your group is part of a larger federation that publishes a journal, it too should receive press releases.

## Radio and TV

Radio and television broadcasters in larger cities are not likely to be much help in publicizing your club. There are just too many groups vying for the air-time available. Occasionally an opportunity will arise, however. The Mid-Cities Stamp Club of Arlington was once able to get word out about its stamp show on the several local newscasts of the NBC station in Fort Worth. How did they do it? Its cachet honored the 50th anniversary of the first TV station in Texas, which just happened to be that particular station.

Clubs in smaller communities will probably find better luck with the broadcast media, particularly radio stations. Don't forget that many cable television systems, as well as public radio and TV stations, offer not only community calendars, but also the opportunity to produce programs of local interest for airing over their systems.

## Posters

Another way to publicize a club is to place posters in such public places as post offices, local stamp shops, libraries, supermarket bulletin boards, and business storefronts. Some locations are more effective than others, stamp shops being optimal and post office lobbies running a close second; even casual collectors and accumulators tend to frequent post offices for commemorative issues.

Postmasters are sometimes reticent about placing posters in their facilities. At one time, it seems there was a citation in the *Domestic Mail Manual* that authorized placement of posters for local clubs in post office lobbies. Unfortunately, a reference to this does not appear to exist in the current edition on the Internet. (EDITOR'S NOTE: The author would be pleased to hear from anyone who has better information.)

## Flyers and Business Cards

Most stamp shows and bourses have publication tables where clubs and societies can place flyers or business cards. This is a great opportunity for picking up some new members. Shows and bourses are often the first events that collectors who are new-to-town attend, and often these newcomers make inquiries about local philatelic activities.

Materials left at such events should not only include information about the meeting location and times, but also name a contact so interested parties can verify meetings are being held as scheduled and ask for directions, etc. Inclusion of a simple map is a great idea.

In deciding whether to use flyers or business cards, note that flyers are much more noticeable while business cards are handy for placement in a wallet or purse.

Copies of an organization's newsletter or journal are also great magnets for attracting new members.

## The Internet

A majority of collectors, both young and old, are quite comfortable using computers these days, so a club should definitely have some sort of presence on the Internet. Both the Texas

Philatelic Association ([WWW.TEXASPHILATELIC.ORG](http://WWW.TEXASPHILATELIC.ORG)) and Federation of New York Stamp Clubs ([WWW.NYSTAMPCLUBS.ORG](http://WWW.NYSTAMPCLUBS.ORG)) offer member organizations space on their Web sites. Many other societies with which your organization is affiliated might provide some sort of gratis listing as well.

In accepting free listings on the Internet, do keep track of them and make sure they are updated. Listings on the American Philatelic Society Web site ([WWW.STAMPS.ORG](http://WWW.STAMPS.ORG)) and the TPA Web site are maintained via chapter report forms sent out annually; be sure the chapter representative turns them in. Others, like those on the Virtual Stamp Club Web site ([WWW.VIRTUALSTAMPCLUB.COM](http://WWW.VIRTUALSTAMPCLUB.COM)) are refreshed only when clubs send new data.

A Web page that lists officers from more than half a decade ago may indicate to some viewers that the organization is defunct; one quite active TPA chapter has an abandoned listing on the Virtual Stamp Club. In addition, around a half dozen TPA chapters have far outdated ones appearing on the TPA Web site, because the clubs didn't return their annual chapter activity reports.



### General Purpose Poster

Heather Sweeting created this fill-in-the-blanks poster for member clubs of the Federation of New York Stamp Clubs, Inc. The original template is full color in MS Word format.



Most groups have one or more members who are computer literate. If that is the case and there is around \$100 a year in the treasury to spend, consider establishing an entire Web site to promote your club. Basic information is when and where the club meets, who the officers are, and how to contact them. Expand on that to include details on upcoming programs, the next stamp show, field trips, awards and honors, local philatelic events, a downloadable membership application form, and so forth. For examples, take a look at some of the TPA chapters Web sites linked from [WWW.TEXASPHILATELIC.ORG/CHAPTERS.HTM](http://WWW.TEXASPHILATELIC.ORG/CHAPTERS.HTM).

Now let's move on to some considerably more expensive options for publicizing your organization.

## Direct Mailing

Call it a *junk mail* if you like, but direct mail to known collectors achieves the best results in soliciting new members for a philatelic organization.

Many collector groups have always found great success by sending a sample of their official publication, which would be a club newsletter or journal, accompanied by a letter describing the organization and its activities, plus a membership application.

To get started, acquire a list of area collectors. One great place to start is the American Philatelic Society, which provides its chapters with lists of collectors for a nominal fee. Should a club not be a member of either of these organizations, then that's another good reason to join. A local stamp dealer or a regional stamp dealers' organization are other possibilities.

When acquiring another group's mailing list, exercise care; usage may be limited to one time. Use current rate com-



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Federation Clubs	
Adirondack Stamp, Post Card & Ephemera Club	Buffalo Stamp Club
Chenango Valley Stamp Club	Dansville Area Coin & Stamp Club
Dutchess Philatelic Society	Elmira Stamp Club
Empire State Postal History Society	Finger Lakes Stamp Club
Fort Orange Stamp Club	Fort Starwix Stamp Club
Fulton Stamp Club	Ithaca Stamp Club
Leatherstocking Stamp Club	North Country Stamp Club
Olean Area Stamp Club	Oswego Stamp Club
Putnam Philatelic Society	Rochester Philatelic Association
St. Lawrence International Stamp Club	Schenectady Stamp Club
Staten Island Philatelic Society	Steuben Stamp Club
Syracuse Stamp Club	Tri-County Stamp Club
Uncle Sam Stamp Club of Troy	Greater Utica Stamp Club
Valley of Buffalo Family Life Stamp Club	

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**OLEAN,  
NEW YORK**  
APS CHAPTER 1442

**Meeting Information**

Meets at 7:30 p.m. the second Monday at the Elks Club, 209 W. State St.  
(Entrance is from the parking lot on the 2nd Street side)

**Contact Person**

Jack Searles  
733 Front St.  
Olean, NY 14760  
Phone: 716-372-1072  
E-mail: [searles@adelphia.net](mailto:searles@adelphia.net)



**Membership & Dues**

The Olean Area Stamp Club currently has 27 members. Dues are \$5.00 per year.

**Our Officers**

Steve Teachman, President | Les Crane, Vice President  
Jack Searles, Secretary | Richard Heiser, Treasurer

[Previous Club](#)   [Next Club](#)   [Close This Window](#)

**Support Your Local Stamp Club!**

## Online Gateway for Clubs

Albert W. Starkweather created pages for Federation of New York Stamp Clubs members that provides basic information for each group, including when and where they meet, the contact person, membership and dues, and officers. A map helps visitors located the meeting place. Some clubs also have provided their history.

memorative stamps if the mailing is first class; that way pieces won't look like junk mail.


In case this method seems too expensive, consider the fact that a targeted mailing could result in a 5 to 10 percent positive response rate, meaning a club could gain five to 10 new members from just one mailing to 100 collectors. A second follow-up mailing will improve on those results. Direct mail will probably achieve a far better response than anything else discussed in this article.

## Paid Advertising

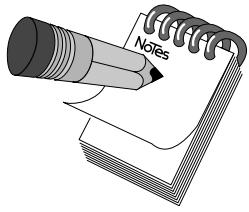
If the club treasury is really flush, give paid advertising a shot. The cheapest alternative is a listing in the Yellow Pages, maybe under a classification such as "stamp dealers and supplies." In these days of the Internet and, in larger cities, multiple editions of Yellow Pages, this is probably not as viable an option as it once was.

There are seemingly endless types of other paid advertising opportunities, ranging from newspapers and magazines to broadcast media and outdoor advertising.

The problem with using mass media to advertise a club is that the number of collectors reached is quite tiny in relation to the universe of readers, viewers or listeners, so the cost will be extremely high relative to the results achieved.

Unless a club has a really rich benefactor, use of paid advertising to promote anything other than a stamp show should be restricted to philatelic publications like this journal or the national philatelic media. 

*Arthur P. von Reyn of Dallas is president of the Texas Philatelic Association, Inc. He assists the editor of the TPA's journal, The Texas Philatelist.*



# Secretary-Treasurer's Report

As of July 20, 2007

## New Members

- 1940** Allison Gallaway, 36 Quincy Place, N.E., Washington, DC 20002-1940. Author: National Postal Museum brochure; editor: *National Postal Museum Newsletter*. Sponsor: Alan Warren.
- 1941** Norman Alan Cohen, P.O. Box 29543, Dallas, TX 75229-0543. Author: *Pan Am Early Flights*; freelance writer: *American Philatelist*, *Stamp Insider*, and *Israel Philatelist*. Sponsor: Albert W. Starkweather.
- 1942** Ruth L. Sabo, 51 Island View Road, Colonie, NY 12047-4929. Columnist: *Stamp Insider*; freelance writer: *Post Card Collector* and *Post Card Collector Annual Book*. Sponsor: Albert W. Starkweather.
- 1943** Scott Troutman, P.O. Box 421, Duncansville, PA 16635-0421. Author: *North Carolina Revenue Stamps*; editor: *State Revenue News*; writer: *American Revenuer* and *North Carolina Postal History Society Newsletter*. Sponsor: George B. Griffenhagen.

## Reinstated

- 1478** Ian Scott Robertson, 101 Hay Ave., Toronto, ON M8Z 1G3, Canada.

## Change of Address

- 1624** Chad Neighbor, 8 Dalgarnor Park, Hillside, Montrose DD10 9JF, Scotland.
- 1731** Jack Harwood, 3241 Ringwood Meadows, Sarasota, FL 34235-7005.
- CompNPS Library, British Postal Museum, Freeling House, Phoenix Place, London WC1X 0DL, UK.

## About Writers Unit #30

The purpose of the Writers Unit #30 of the American Philatelic Society is to encourage and assist philatelic communication, knowledge, and comradeship. Membership is open to any philatelic writer, columnist, editor, or publisher — and anyone interested in philatelic communication.

## Join Us Today

Join Writers Unit #30 now and begin reaping the benefits of membership, including your subscription to *THE PHILATELIC COMMUNICATOR*. Applications received before October 1 will be recorded as members for that calendar year and these members will receive all issues of *THE PHILATELIC COMMUNICATOR* for the calendar year.

Applications received on or after October 1 will be recorded as members for the following calendar year.

An application may be downloaded at [www.wu30.org](http://www.wu30.org).

## Membership Dues

- USPS ZIP Code Addresses..... \$15.00
- Canada and Mexico ..... \$17.50
- All Other Addresses..... \$20.00

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 certified mail.

## Updating Your Mailing Address

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 \$1.00 because the USPS charges 70 cents when they have to send us an address correction, and we still have to pay the postage for reshipping the issue to the member.

George B. Griffenhagen, WU #30 Secretary-Treasurer  
2501 Drexel St., Vienna, VA 22180-6906

# 2007 Election Results

The ballot for the election of 2007–2009 officers and 2007–2011 Council was published in the second quarter 2007 issue of *THE PHILATELIC COMMUNICATOR*, and 60 ballots were received by the July 20 deadline.

This is the second largest number of ballots received in the past 20 years, exceeded only by 65 ballots that were received in the 2003 contested election. The results are:

## President 2007–2009

- 49 — Peter D. Martin of Naugatuck, CT
- 2 — Alan Warren of Exton, PA
- 1 — Barth Healey of Speonk, NY
- 1 — Janet Klug of Pleasant Plain, OH
- 1 — Kenneth Trettin of Rockford, IA

## Vice President, East 2007–2009

- 54 — Barth Healey of Speonk, NY

## Vice President, West 2007–2009

- 58 — Kenneth Trettin of Rockford, IA

## Secretary-Treasurer 2007–2009

- 59 — George Griffenhagen of Vienna, VA
- 1 — John Hotchner of Falls Church, VA

## Council 2007–2011

- 55 — Lloyd A. de Vries of Paramus, NJ
- 55 — Albert W. Starkweather of Tampa, FL
- 50 — James Graue of Valleyford, WA
- 2 — Alan Warren of Exton, PA
- 1 — David L. Herendeen of Las Vegas, NV

Continuing to serve on the council (2007–2009) are:

- Ernest E. Fricks of Blackwood, NJ
- Robert P. Odenweller of Bernardsville, NJ
- Steven J. Rod of South Orange, NJ

Immediate past president is Dane S. Claussen of Pittsburgh, PA

# PORTLAND

Mark your calendar —  
Plan to attend!

August 9–12, 2007

Oregon Convention Center  
777 NE Martin Luther King Jr. Boulevard

# APS STAMP SHOW

*The nation's largest annual philatelic show*



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- And much, much more!

For more information, visit the show  
online — [www.stamps.org/Stampshow](http://www.stamps.org/Stampshow)  
or call 814-933-3803, ext. 217

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