

The Philatelic Communicator

Journal of the American Philatelic Society Writers Unit #30

—30—



-BRYAN-

www.wu30.org

Third Quarter 2012

Just the Facts, All of Them

Every writer, editor or publisher has a problem with data. Sometimes it is just the spelling of a word. You know the spellchecker knows the spelling but you can't get close enough for checker to pop it up. It's all available but sometimes not where you thought it was.

Let us suppose this editor sees an article about Pan American Airways that just can't be exactly correct concerning the Manhattan Project. Actually it turns out that there are at least 8 books in print about that project, absolutely none of them in my local libraries. One is at the local Barnes and Noble but they want \$50 and there is almost nothing about this particular issue in that book. That subject is so unpopular these days that I could buy eight of the books through sellers linked to Amazon for an average of \$6 each. Sure enough there is enough information gleaned from these eight books that a really nice article can be written. Toward the end of the article in the conclusion I remember that PAA's Juan Trippe meets someone important in London in July 1941 to discuss what happens next. It was an important meeting. This editor recalls that person to be President Roosevelt. Wrong. The aerophilately world is nothing but very, very active. If you make a mistake they send letters, and they don't compliment you on getting the rest of the story right either.

What if there was an application that popped up to say something more politely like: "Fool, it was Churchill not Roosevelt." Well, there isn't anything quite like that just yet, but there might be. Further, what if there was a database that already had parsed the information in those books?

Factual Inc. is a small company located in Los Angeles that is collecting data of all kinds of facts (philatelic unfortunately is not on their schedule) and their programmers provide applications that can sort through that data. The company was started by Gilad Elbaz who asks "What if you could spot an error as soon as you wrote it?"

Factual has been attracting some attention lately. It has been written up in the *Wall Street Journal*, *Forbes* and the *New York Times* as well as by numerous industry blogs



Gilad Elbaz and his Company Logo

Source: Factual.com

and news sites with titles like "A Start-Up is Gathering the Facts. All of Them," and "Google AdSense Creator Gil Elbaz Sells Facts to Businesses."

Gil Elbaz was from the start a brilliant mathematician who quickly became very interested in the use of data. After stints at a number of companies he realized people were hoarding information, hoping to use it for their own gain. His idea was that he could collect and share data and still be successful. In 1998 Mr. Elbaz and a friend (his father chipped in \$30,000) started a new company, Applied Semantics, that scanned web pages to determine what ads would be pertinent to each site. After Google bought the company the elder Mr. Elbaz's share was worth about \$18 million. The elder is quoted by *New York Times* "He certainly changed my retirement." Google turned that into a service it calls AdSense which helps web developers determine the best ads to display on their sites and specifically focuses on ads relevant to the location of a mobile user.

Elbaz turned to data in a more serious way. The company collects data by buying or trading. The articles point out that just one data storage site has three times the space that would be needed to hold the entire Library of Con-

DATA continued on page 4



The Philatelic Communicator

ISSN 0147-36456

Volume 46, No. 3, Whole No. 177

David E. Crotty, Editor
P.O. Box 16115
Ludlow, KY41016-0115
decrotty@yahoo.com
859-360-0676

Lloyd de Vries, Associate Editor
P.O. Box 1249,
Washington Township, NJ 0767-1249
stamps@pobox.com

Writers Unit #30, a nonprofit organization, publishes *The Philatelic Communicator* four times a year. A subscription to TPC is included with dues paid by members of the Unit. TPC is printed and distributed by Wilcox Printing & Publishing, Inc., Madrid, Iowa. ©2012 Writers Unit #30. Title page drawings by Peter Boylan.

Manuscripts are solicited on subjects of interest to writers, editors, and publishers of all forms of philatelic literature. All submissions for publication, without exception, are subject to being edited. Electronic submissions are preferred. Opinions expressed in *The Philatelic Communicator* are those of the authors, and not necessarily of the Writers Unit #30, its officers, editor, publisher, or agents. Letters and e-mails received by the editor may be printed unless labeled "Not for Publication." Every effort is taken to ensure accuracy, but validity is not guaranteed. Some product names and images may be trademarks or registered trademarks, and are used only for identification and explanation, without intent to infringe. All editorial matters must be handled by the editor.

Deadlines for receipt of copy by the editor:

First Quarter: January 1 Second Quarter: April 1
Third Quarter: June 1 Fourth Quarter: October 1

APS Writers Unit #30

Kenneth Trettin, President

PO Box 56, Rockford, IA 50468-0056
revenue@omnitelcom.com 641-756-3542

George B. Griffenhagen, Secretary-Treasurer

12226 Cathedral Drive, Woodbridge, VA 22192-2232
gbgriffenhagen@gmail.com 703-966-1739

Lloyd de Vries, 1st Vice President

P.O.Box 1249, Washington Township NJ 07676-1249
stamps@pobox.com

David E. Crotty, 2nd Vice President

P.O. Box 16115 Ludlow, KY 41016-0115
decrotty@yahoo.com 859-462-6995

The **Executive Committee** includes the officers, Editor, and Immediate Past President

Peter D. Martinpmartin2525@yahoo.com
The WU#30 Council includes
Ernest E. Fricks,genefricks@comcast.net(2013)
David A. Kent,kentdave@aol.com(2013)
Robert P. Odenweller odenwelRP@yahoo.com (2013)
Dane S. Claussendsclaussen@hotmail.com (2015)
Foster E. MillerIII,fmiller@pobox.com (2015)
Daniel C. Warren, M.D.dwarrenmd@cox.net (2015)

Writers Unit #30 Committee Chairs are:

APS rep.: George B. Griffenhagen	Publications: Peter Martin
Awards: Robert P. Odenweller	Publicity: Ernest E. (Gene) Fricks
Bylaws: Katrina Everhart	Recruiting: Lloyd de Vries
Critique Service: Dane S. Claussen	Special Events: Kenneth Trettin
Hall of Fame: Janet Klug	USPS Representative: Peter Martin
Historian: Steven J. Rod	Webmaster: Todd Ronnei
Literature Exhibitions: James W. Graue	tronnei@gmail.com
Nominating: Alan Warren	WU #30 Breakfast: Lloyd de Vries
Grammar Consultant: Kathy Bollmer	



David Crotty From the Editor

Big Data

A newspaper article drew my attention to the company known as Factual and its leader Gilad Elbaz. The issue of collecting data is a hot one. I did a quick and very fruitful search of newspaper articles on the subject of Big Data. Lots to think about in there. Most of the problems center around who owns the data and how its use may affect our privacy. But Big Data is a product.

Factual is in this for the money, hoping to sell and trade their collection to customers who need to make sure the information is correct. By comparison, most of us don't get paid much for our philatelic writing. We do need to make sure we have the story straight. None of us are going to be able to afford the services of a company like this but there appears to be some hope.

Certainly we all look at Wikipedia for a quick update on a story. However, these articles are seldom completely accurate and controversial subjects are always slanted to make a point that may well not be accurate. Sometimes the references provided can provide a little more light.

But there really is no complete set of data for us. The recent startup of Global Philatelic Library at www.globalphilateliclibrary.org is a wonderful step to provide us with information combining indexes around the world. Of course these are only outlines really. It is hard to imagine that we could have detailed information completely parsed from each article or book at our fingertips.

Isaac Asimov envisioned a galactic empire, The Foundation, that was based on a fictional branch of mathematics that could take the available data and project into the future. In his book *Prelude to Foundation*, written many decades after the original series, we follow his young character Hari Seldon who is seeking the same kind of collected data that Gilad Elbaz is building. Seldon, at the end of *Prelude*, remains frustrated with the lack of resources but is getting somewhere. Considering the success of the Foundation series, he most certainly found what he needed. We can too.

ITC Fonts

I tried ITC fonts (mentioned by Ken on the next page) briefly with MS Publisher. The resulting issues could be read by most PC or MAC users who use the free Adobe Reader. Those using Adobe Pro or the MAC Preview saw blank space where text was supposed to be. Not sure if this was due to MS Publisher or these readers. Anyone have suggestions?

Dave



Kenneth Trettin *President's View*

On Looking Good

It does not matter if you are an author or an editor, we all want the finished product to look good. An author will look for an editor who can make his article or book look good; an editor wants the finished work to look good so they can attract more manuscripts to fill the next issue or the next volume. One can learn what makes a publication look good either by learning by making mistakes or seeking out help. I recommend the second approach.


If you are reading this, you are a member of the Writer's Unit and have in your hands the first source of help: *The Philatelic Communicator*. The TPC editor always strives toward presenting an assortment of articles to help the beginning or experienced author or editor. (A plug here: readers are always encouraged to write about their experiences for publication in TPC. Please contact the editor with your proposed article or even a short comment as a letter to the editor.)

The second great source of help comes as a free benefit of membership, the WU#30 Critique Service headed by Dr. Dane S. Claussen. Dane started his career as editor of *Western Stamp Collector* and currently teaches journalism. Contact him (dsclaussen@hotmail.com) or write to him at 2101 Naco Court, Las Vegas, NV 89102 (include a SASE). For the cost of postage you will receive a critique of your periodical, book or manuscript.

As a philatelic literature judge, I get to see a lot of different publications. I think it is safe to say that almost every one could benefit by simply asking the opinion of another author or editor. And do not fall into the trap of thinking "I can edit my own book." Just do not do it; seek outside help. Remember, a lawyer who represents himself in court has a fool for a client.

OK, time for some sources you can use before seeking some one else's advice. First the book *Philatelic Literature: Compilation Techniques and Reference Sources* by James Negus. Published in 1991 by James Bendon, PO Box 6484, Limassol, Cyprus. The chapters on personal computers and software are rapidly falling out of date but others remain solid: what to include in a reference citation, creating indices, requirements for periodicals and requirements for books. I have seen many otherwise excellent books show their amateurish origins by simple things such as lack of or misplaced title pages, acknowledgements, preface, foreword and table of contents (not to mention a complete lack of an index). Fatal mistakes, no; but they do cause the reader to question the value and validity of the contents, i.e.: was the scholarship as sloppy as presentation?

A second source I would direct everyone to is www.graphic-design.com/. Updated monthly, with previous information available, the graphic design & publishing center provides commentary and tutorials on PhotoShop, design, typography, photography, business, web design, a gallery, a book shop of books on these subjects, and editorials. I highly recommend this site.

As a last minute discovery I have to mention the availability of digital copies of the publication *U&lc*. Beginning in the 1970s, *U&lc* (upper and lower case) was published by International Typeface Corporation (you see a lot of their faces with the initials ITC preceding the name). Free downloads of this tabloid-sized publication are available as high and low resolution PDFs. They are still interesting reading for font junkies and anyone interested in graphic design. Go to <http://blog.fonts.com/> and put "U&lc" in the search box. You might also try the search result page <http://blog.fonts.com/?s=U%26lc>. 

DATA continued from page 1

gress. The data is sold to companies and government bodies. The current focus is on location data which is sold to search engines (except Google) and other users. One of the 11 demonstration applications that Factual provides on its website, www.factual.com, is a restaurant locator that can list stores by various categories. Of course, www.yellowpages.com can do that too, but how do we know that they don't get some of the information from Factual?

The *WSJ* (MAY 14, 2012) points out that the company recently released a location and mobile ad-targeting tool that provides the type and density of businesses near a given location and includes the demographic data about the surrounding area.

Elbaz is quoted as hoping to also provide a collection of medical information that facilitates the transfer of information between medical companies, patients, doctors, insurance companies and other healthcare providers.

The *WSJ* continues "Elbaz believes companies don't need to hoard data themselves, and just as infrastructure and applications are being hosted in the cloud, companies can rent data from the marketplaces like his."

This is a story of a company trying to make money with

data, and the first big market they have approached is location data. It is obvious from these articles that Factual has data relating to a very wide range of topics. While they rather pointedly relayed to this editor that they have no intention of getting into hobbies like philately, they might just accidentally fall into it. Without knowing it they may have a treasure trove for our hobby that they have not recognized.

That being said, data is important to all of us. The recent library collaboration between the National Postal Museum, the American Philatelic Society and the Royal Philatelic Society of London is an important start. However, this data is really just a surface treatment, providing only title and category information. The next step will be to parse the data contained in the books and articles that are behind all these references. That would be really interesting.

Sources:

1. Factual.com.
2. Quentin Hardy, *New York Times*, March 25, 2012.
3. Dan Woods, *Forbes*, April 19, 2012.
4. Clint Boulton, *Wall Street Journal*, May 14, 2012.

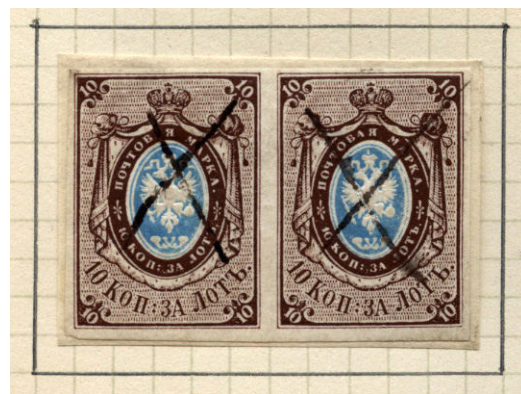


Alan Warren National Postal Museum Notes

New resources that recently appeared on the National Postal Museum web site include research discoveries that rural free delivery offered marketing opportunities for businesses, and a new finding guide for one of its outstanding collections.

"RFD: Marketing to a Rural Audience" reveals a little known aspect resulting from the introduction of the rural free delivery service in 1902. The increase in activity by mail carriers to achieve national home delivery required them to buy uniforms, delivery wagons, cash boxes, and many other types of equipment so they could perform their job.

At the same time homeowners were encouraged to replace the variety of tin cans and wooden boxes they placed out front with standard post mailboxes that would make delivery easier for the mailman. The link to this information is www.postalmuseum.si.edu/rfdmarketing.



One of the more recent finding guides prepared by Tom Lera, the Winton M. Blount Research Chair, and his staff at NPM provides researchers with details of the magnificent George H. Kaestlin Collection of Russian Zemstvo and Imperial Stamps and Covers. This 13-volume collection contains stamps and postal stationery from the period 1865-1917. The collection was donated by the family to NPM in 1984. Many of the key items in this holding were obtained from the Agathon Fabergé and the Phillip von Ferrary collections.

Kaestlin's approach was very well organized as revealed by the neatly handwritten album pages, and he was thorough and detailed in his collecting habits. He did not exhibit or publish his material but his collection was widely used by Carl Schmidt in preparing his Zemstvo catalog in the 1930s. This new finding guide can be found at the NPM link www.postalmuseum.si.edu/findingguides.



Letters:

Dear Dave,

The undersigned is the editor of TENNESSEE POSTS, the thrice annual [tri-annual] [published three times each year, not every third year] publication of the Tennessee Postal History Society.

Attached is an opinion piece/editorial that appeared in the April 2008 issue. We both covered a lot of the same issues and, I think, came to much the same conclusions. Anyway, NICE JOB!

One thing I believed both of us missed is the possibility of a devastating world-wide loss of all electronic data by a solar flare's EMP [electromagnetic pulse]. And, no, this is not science fiction. They've already happened on a small scale resulting in power grid problems and power outages. No one in the electronic industry has paid much attention to the data storage vulnerability, so far as I can tell. Keep your paper dry!

L. Steve Edmondson

The Editor's Space Postal History Data Retrieval

By L. Steve Edmondson

What does it mean to collect state or local 'postal history'? One of the issues I debate every time a piece of 'collateral' material comes my way is whether it fits within my collection's parameters. In my own case, I have a difficult time 'mending the fence' around my collection, because the fence line tends to wander! In order to keep the boundary of my collection clearly in view [and for a number of other reasons] I decided to inventory my Tennessee postal history collection.

Naively, I started the project thinking a simple database would suffice. Some 30 odd databases later [and still counting!] I've concluded that developing "a database" so that I can recover all the information in my collection relating to the issues I think important is not simple at all. The fact that I am basically 'computer illiterate' doesn't help. After a year, foolishly I discarded my database approach and opted to keep records in simple WORD documents. Now, after going back to a database format, I realize that about five years of Word document data is virtually inaccessible. To complete the tale of the demise of my 'hopes and dreams' – I recently upgraded my computer system. Not by choice, but because my old computer had become so outmoded that e-Bay refused to support it. The dilemma I faced was, on the one hand, give up doing business on e-Bay or, on the other hand, get a more modern computer that could handle the processing speeds of the new equipment generally available to the public. 'Kicking and screaming' I went to the computer store and bought a new computer.

I relate this tale of woe, for a couple of reasons. First, and most important, I have become very sensitive to the issue of 'technological obsolescence' in regard to data kept on computer software. By way of another example, every time I get one of my old music records out to play, I'm reminded that the 'data' on the wax recording cannot be recovered by my recent-

ly acquired DVD player. The music itself, say one of my Beethoven Sonatas, is available on DVD – perhaps in a much cleaner recording – but at a price. Had I wanted to keep my music collection 'up to date' all these years, I would have had to transfer (or purchase) each piece of music in at least three different formats: reel to reel tape; tape cassette (early versions were single track but the last version was 8-track) and finally on a DVD disc. [There probably were more technologies that I either missed or have forgotten.] By now, of course, if one doesn't have "high density" DVD [whatever the hell that is], one simply is out of touch with reality. Beethoven's music hasn't changed – but if I want to listen to it at my convenience, I have to have it available in a format that is commercially supported now. Over the last 40 years, I'm quite certain I've paid well over a thousand dollars to listen to one Beethoven Sonata at "my musical convenience."

I shudder to think about the cost of maintaining postal history data over any significant period of time. The bibliography published in this issue consists of references to printed material. As many of you know, matter printed on paper has a finite life expectancy - probably about 500 years. The oldest item in my collection may have about 300 odd years to go before the inevitable process of decay destroys it. It may have a lot less. The information (data if you will) about my collection, collected and printed for example in this publication, has a similar life expectancy, 300 – 500 years. Theoretically, printed data converted into digital format has a life expectancy in the thousands of years. Theoretically! In fact, by analogy to my music collection [not to mention my inventory in WORD files] if this publication were published only by electronic means, one would expect the data to be inaccessible [without significant expense] in five to ten years. The thought that philatelic publications will all go digital or electronic is not a trend I support. Sure, I hope to make this publication available to you over the 'web' sometime in the future. I do not relish the thought of doing away with the printed version – which as far as I'm concerned will be the only version I will access for years to come.

In the great scheme of things, information about philately in general and Tennessee postal history in particular is of interest to a very small percentage of the literate world population. It would be the height of hubris to think the information about our collections will be cherished and retained by anyone but us. Indeed, how many of us even bother to go to the American Philatelic Research Library [APRL] and borrow a philatelic book. But! As long as the printed version is around and there is a library that cares for it, we can access the data in that book for considerably less than buying a new computer system – or paying a monthly fee to a 'philatelic library service.'

If printed media become extinct like the dinosaur, the future for data retrieval probably will be in small 'niche businesses' which will keep the data handy and rent it out for use on a case by case, or monthly service fee, basis.

Today, the 'niche business' is a "philatelic library" and there is a cost involved in data retrieval. So, what's the big

John Kevin Doyle 1948-2012

Kevin Doyle died June 21, 2012 in Lisle, Ill., after a long illness, at age 64. He was born February 4, 1948 in New York City, the son of Ethel and James Doyle. He obtained his undergraduate degree from the University of Notre Dame, and his graduate degrees from Syracuse University.

He served as exhibits chairman for Chicagopex and was a past show chairman. Kevin was an APS literature chief judge and, with his wife Jane, was responsible for the philatelic literature competition in Chicagopex for many years. For over 25 years he edited *Vorläufer*, the journal of the German Colonies Collectors Group. Kevin authored many articles in philatelic journals in the United States, United Kingdom, Germany, and South Africa.

He edited the index to the American Philatelic Congress books and was past president of the Congress. He received the APC John Waldo Fawcett award in 2006 and the Walter R. McCoy award in 2003. In 2004 he was hon-



ored with the Saul Newbury award of the Chicago Philatelic Society.

Kevin was recognized with the APS National Promotion/Service Volunteer award in 2008, now called the Nicholas G. Carter award. In 2011 he became the first recipient of the newly established APS Charles J. Peterson Philatelic Literature Life Achievement award. He served on the board of the Chicago Philatelic Society and was a Fellow of the Royal Philatelic Society London.

Following a faculty appointment at Emory University, he joined AT&T in 1981 where he enjoyed a successful software development career. He retired from Lucent Technologies in 2001. Kevin was a tenured professor in

the M.B.A. program at Benedictine University at the time of his passing. He is survived by his wife of 42 years Jane, his son Neal, one sister and three brothers.

Alan Warren

From **Letters** page 5

deal? Think of the loss to our hobby if a disastrous fire swept the APRL or a tornado struck Bellefonte! Is storage on the web any the more secure? Will the cost of retrieval be more or less than the cost of dealing with the librarians at the APRL now?

SO WHAT! Does any of this interest you? Why are you collecting? What does it mean to you to be able to track down the military unit of a Civil War soldier who received a letter from home [that now resides in your collection]? Ultimately, the records you rely on are paper. Historical interest by us amateurs depends on this data being accessible at a reasonable cost. I'd like to think that the collector of Tennessee postal history a hundred years from now will be able to access this data and write a brief article for some poor editor who's trying to put out the next issue of **TENNESSEE POSTS**.

(*TENNESSEE POSTS* April 2008)

Response:

Steve and I corresponded a bit about these issues. I personally think the greatest danger to our personal data is a power line spike. Lots of people don't use surge protectors or if they do they plug one component, like the modem, into an unprotected wall socket. The power companies are somewhat susceptible to sun spots since they have this massive grid that acts like an antenna.

I am a strong supporter of digitalizing our literature. But, yes, we do have this issue of changing formats and rather easy loss.

But paper is lost too. As Brewster Khale is quoted last issue "If the Library of Alexandria had made a copy of every book and sent it to India or China....."

Dave

David

You asked about scanning the *AMPS Newsletter* in the 2nd quarter issue of *The Philatelic Communicator*, citing the thin paper with the text visible on both sides. I have had some success with similar cases by using a black backing board and photocopying the other side and adjusting the lightness until only the required side shows up on the copy. This helps to minimize the image on the rear but will probably not be able to give an absolutely clear image. The photocopy can then be scanned and darkened if required.

I have little interest in American Meter Postage but am a firm believer that we should always keep and make available the information we have. My works are all freely published online at: www.fipliterature.org/.

Brian Birch (Brian.Birch@blueyonder.co.uk)

Response:

Brian,
Thanks for your suggestions. Now at least I have a place to start. Now, where is that box of Meisel stuff?

Dave

2013 Hall of Fame Nominees

Clyde H. Carriker, Deceased 1986

Clyde H. Carriker was a teacher. He was also an authority and collector of stamps and postal history of the islands in the South Pacific. His interest in them dated to his World War II military service as an aviator serving in the South Pacific.

Clyde's lasting love for the islands and for his childhood stamp collection manifested itself in multiple ways. He formed a grand-award winning collection of Fijian King George V and George VI stamps. He wrote many articles about the Mutiny on the Bounty for the Pitcairn Island Study Circle. His regular column in *Stamp Collector*, entitled "Cruising the South Pacific," brought many new collectors to the hobby, especially to Oceania philately. Clyde also was a frequent contributor to *Minkus Stamp Journal* in the 1960s and 1970s as well as *American Philatelist*, *Philippine Philatelic News*, *S.P.A Journal*, *Western Stamp Collector*, *Stamps*, *Australian Chit Chat*, and *War Cover Club*. He wrote for *The Informer*, journal of the Society of Australasian Specialists/ Oceania and many other specialists' societies. Clyde's conversational writing style was delightful to read and made even complex research easy to understand.

Clyde was a member of the Association Internationale des Journalistes Philateliques and APS Writers Unit #30.

Dane S. Claussen

Dane is the Executive Director of the American Civil Liberties Union of Nevada. Former Director of Graduate Programs in the School of Communication, Point Park University in Pittsburgh, followed by Chair of the Faculty. He Taught media ethics, journalism, mass communication.



In earlier years Dane was the youth philatelic columnist and a multi-year intern for *Stamp Collector* long before he became its Executive Editor. He has been the author of articles in *Philatelic Communicator*, *Postal History Journal*, *U.S. Stamps & Postal History*. Editor of the book *Welcome to Stamp Collecting: A Guidebook for New Phi-*

latelists by Kenneth A. Wood. Former Executive Editor of *Stamp Collector* and *Stamp Wholesaler*, Former editor of the Postal History Foundation's *Heliograph* and Contributing Editor of *U.S. Stamps and Postal History*.

Philatelic Awards include various medals for philatelic and philatelic literature exhibits.

Dane is the immediate past president of Writers Unit 30 and currently volunteers to critique philatelic periodicals, books, and manuscripts for members. WU 30 council member – 1991-1995, vice-president west 1995-1999, president 1999-2003. President of the International Philatelic Press Club. Former APS accredited philatelic literature judge. Past president of the Junior Philatelists of America and past director of the American Association of Philatelic Exhibitors.

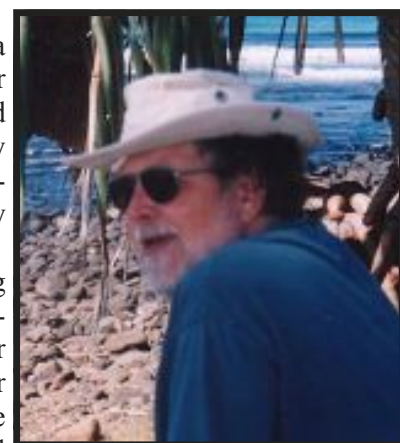
Richard William "Bill" Helbock, Deceased

Bill Helbock was a Highway Engineer (Portland, Oregon); and associate geography professor at New Mexico State University (retired).

His philatelic writing and editing accomplishments include Founder and 42 years as editor and publisher of the highly regarded postal history journal *La Posta*. He authored some 200 articles, primarily in *La Posta* but also in *American Philatelist*, *Airpost Journal*, *Philatelic Literature Review*, *Ice Cap News*, *War Cover Club Bulletin* (later *Military Postal History Society Bulletin*), among others. He authored approximately two dozen books, was Editor of *American Philatelic Congress Book* (1999-2005), and was past editor of the *Military Postal History Society Bulletin* and *The Alaska Philatelist*.

He received the following philatelic writing/editing awards: American Air Mail Society L.B. Gatchell Literature Award (2007), Northwest Federation of Stamp Clubs Distinguished Philatelist Award (2003), and United States Philatelic Classics Society Distinguished Philatelist Award (1991).

Books by Bill Helbock include: *California Doanes*: a checklist and scarcity index for Doane cancel use in California (1983), A checklist of Florida post offices, 1821-1995 (1995), A checklist of New Mexico post offices,



1849-1988 (1989), *Combat Infantry Mail: a catalog of postmarks used by World War II U.S. infantry division APOS* (1991), *Naval postmarks of territorial Alaska* (1978), *Oklahoma Post Offices* (1987), *Oregon Post Offices, 1847-1982* (1982), *Pacific Northwest Doanes: a checklist and scarcity index for Doane cancel use in Oregon, Washington, and Idaho* (1985), *Passed by Army censor, a catalogue of U.S. Army censor markings used on mail from American soldiers and civilian contractors assigned overseas, 1941-1942* (2006), *Post offices of New Mexico* (1981), *Postmarks of territorial Alaska* (1986), *Postmarks on postcards: an illustrated guide to early twentieth century United States* (1989), *Prexie postal history, an anthology examining the postal history possibilities presented by the 1938 Presidential Series* (2003), *United States Doanes, a catalog of Doane cancellations used in United States post offices* (2003), *United States Post Offices* (in 8 volumes, 1998-2008).

Wayne L. Youngblood

Profession: Former executive director of a non-profit organization. For many years now he has been serving philately as author, editor, publisher, mentor, and public speaker. Currently he is Vice president of Regency Superior Auctions, and a partner in the family firm of Youngblood Ink offering services in writing, editing, and designing.


Wayne is author of over 1,000 articles in such journals

as *American Philatelist*, *Linn's Stamp News*, *Stamp Collector*, *Airpost Journal*, *Mekeel's*, *Scott Stamp Monthly*, *Philatelic Exporter*, *United States Specialist*, and many others. He has Authored books including: *All About Stamps: An Illustrated Encyclopedia of Philatelic Terms* (2000), and *Stamps That Glow* (1990). He published four different Krause-Minkus

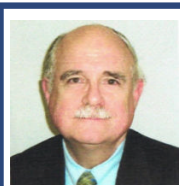


catalogs, is past editor and publisher of *Stamp Collector* newspaper, has held past editorial position with *Linn's Stamp News*, is former editor of *Scott Stamp Monthly*, former publisher of the philatelic division of Krause Publications, former editor of *Airpost Journal*, and is current editor of *The Posthorn*, and *Topical Time*.

Wayne was inducted into the Wisconsin Philatelic Hall of Fame (2008).

He is past president of the Los Alamos Stamp Collectors Association, past director and secretary of the American Philatelic Society, expertizer for the APS, taught Stamp Technology at Summer Seminars for over 20 years, past director of the American First Day Cover Society. He is a Boy Scout leader with a focus as counselor for the Stamp Collecting Merit Badge. 

The Perfect Written Product – The Quest of the Novice



John Hotchner

There is an indescribable pleasure in writing the perfect sentence, paragraph, article, or book. Most of us strive for that as our goal

when we begin to pour out our philatelic thoughts on paper. Important to the effort is quality of thoughts, precision in use of words to express them, and extent, exactness and correctness of facts presented. All these elements must of course be logically presented, comprehensible by the non-specialist, and if possible should instill a sense of challenge or purpose for the reader.

This, if you think about it, is a tall order. Few among us achieve that level of quality on the first draft. So it is not a surprise that most of us who pursue the craft of philatelic writing often go back after 24 hours to revise,

polish, and otherwise improve that initial effort. I subscribe to this “once over” practice. We may well find that things written in haste, unduly influenced by enthusiasm, and with a knowledge base the reader may not have, will need a little tweaking. Additional questions the writer must ask him- or herself include “Am I sure of, and have I proved my assertions?”, “Are the facts presented beyond question?”, and “Have I left out information that I take for granted, but which is important to the continuity and logic of the piece?”

A once-over can answer those questions, but there are writers who go beyond; to multiple sessions looking for a better word, for a better way to amplify an already perfectly comprehensible thought, to worrying over questions of format, text size, font style, and more.

As an editor dealing with writers, I see a couple of dangers in this approach. One is that a good piece of philatelic

Perfect continued page 9

Perfect continued from page 8

writing will never see publication because the author can't reach the conclusion that it is "good enough", let alone perfect. In other instances, writers become a victim of the old saw, "The perfect is the enemy of the good." By this I mean that continually striving to improve a piece of writing can cost a great deal of time, for truly marginal benefits.

If you can produce an article in a couple of hours with which you are basically happy, and a quick review the next day reveals it to be accurate with no flaws in expression that can't be corrected on the spot, why would you spend another several sessions, potentially adding up to hours, to continually try to make the article better? Even if it can be made better, is there any reason to cost yourself that time, and delay the product from publication, for what will be 5% worth of improvement, if that?

Most often this is a practice engaged in by novice philatelic writers, who are not yet confident in their skills. Again, relying upon my experience, I find that novice writers have a baseline level of writing skill. Worrying a

piece to death may improve it marginally, but the way the novice will improve their baseline level is to put the piece in the hands of a good editor, and benefit from that person's experience and guidance.

Editors generally don't expect perfection, or even a high level of writing ability. They – may I say, We – look for people who have something to say, and it is our job to help them say it effectively. In the process, editors can teach good writing skills, and while that can be time-consuming, it is a genuine pleasure when one of our novices becomes a confident regular contributor in the philatelic press or in society magazines.

So, my conclusion is this: Novice authors, give up on perfection. Do the best you can do on a writing assignment you have taken on. When you are pleased with it, put it in the hands of an editor, with questions if you like, and be open to the feedback he or she provides. Revise if necessary, though often extensive revisions are not required, and integrate that feedback into the next piece you write.



Online "Content Mills": Viable Outlets for Philatelic Writers?

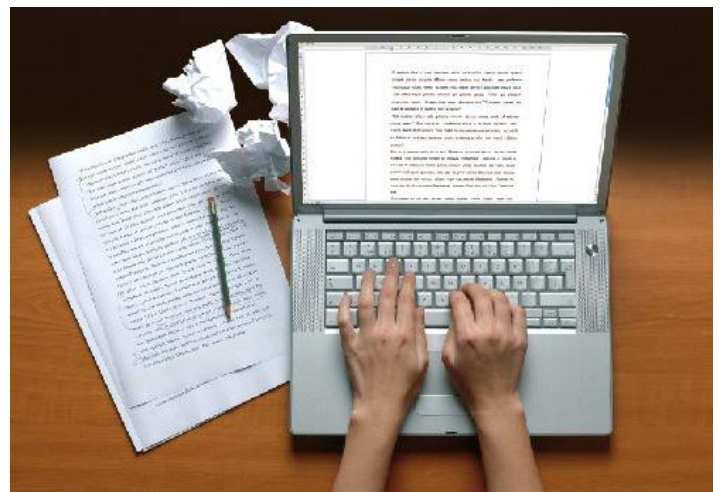


Steve Swain

Writers who focus their talents on magazine and journal articles no longer need to target only the traditional "print" publications as outlets for their creations. A veritable

wealth of additional options are available via the Internet. The digital media revolution has spawned "online-only" publications (for philatelists, *Stamp Insider*, *The Virtual Stamp Club and Philatelic Database*, to name a few), knowledge sites that use freelancers to write short 300-500 word articles on a host of "how to" subjects (About.com, eHow.com and HowStuffWorks.com), and sites that employ writers to create professional blog content (ProPRcopy.com and TheContentAuthority.com).

Over the last several years, another online option for writers known as "content provider" sites has gained a solid foothold. "We are going to be the largest hirer of journalists in the world next year," boasts one site. "We empower thousands of professional content creators to reach new audiences and take control of their writing careers", claims another site. However, these web sites have lately acquired somewhat of a bad reputation for writers.



Writing for online content provider websites may or may not be an effective forum for philatelic writers.

Imafreelancer.com

In fact, these sites are often referred to as "content mills". What exactly are these sites and are they a viable outlet for philatelic writers?

Content Provider Websites

Content provider websites are owned and managed by companies that employ full-time and freelance writers (by

Content continued on page 10

Content from page 9

the thousands) to create large amounts of “content” that is published to an Internet site hosted by the company. Accessible on these websites, free of charge, are brief articles, videos, photographs and other types of content. Advertising revenue is the primary goal. When readers access the content pages, they will be presented with advertisements associated with the chosen content as well as links to other web sites offering products and services also related to the specific content of the visited page. A list of the prominent, and most profitable, content providers includes:

- AllExperts.com
- Ask.com
- DemandMedia.com
- ExpertVillage.com
- eZineArticles.com
- FindArticles.com
- Helium.com
- InfoBarrel.com
- QuestionHub.com
- wiseGEEK.com
- AnswersYahoo.com
- Xomba.com

“Content mills”, a name for these websites with a definite negative connotation, emerged from critics’ allegations that writers are paid little to nothing for relatively low quality content. The content provider companies maximize profit by providing “just good enough” material rather than high-quality articles since many of the articles are not written by a specialist in the subject.

One writer describing her “content mill” experience¹ said that she began working for DemandMedia.com a year after graduating with honors from a prestigious journalism program simply as a way to make some easy money. She wrote two or three pieces a week on “anything that I could remotely punch out quickly.” The articles she wrote included “How to Wear a Sweater Vest” and “How to Massage a Dog That is Emotionally Stressed,” even though she admitted she would never wear a sweater vest nor had ever owned a dog.

Writers are “approved” for the content sites after an application process and, sometimes, a review of their prior writing experience and publications. For the lesser experienced writers, some sites require the writer to work with an editorial staff to have several articles published before acceptance. However, some sites accept all applicants regardless of experience or qualifications.

Once accepted, experienced writers can sometimes select the topics for which they choose to write. But for most of the content, it is written by individuals who are assigned topics and they are given explicit instructions as to the scope and tone of the article.

Payment for the articles can be minimal, in the \$1 to \$3.50 range. And, some sites do not pay their writers at

all. Instead, they award points that can be redeemed for products. Granted, experienced content writers can command as much as \$15 to \$25 per hour for their research and writing, but these writers are in the minority.

So, thousands of writers creating questionable content for very minimal monetary gain, if anything, may very well justify the “content mills” tag for these websites.

Content Sites and Philatelic Writers

Be that as it may, can the content provider sites be a viable, valuable and effective outlet for philatelic writers? For novice writers, the content sites certainly provide a potential avenue for learning and enhancing quality writing skills. Working with professional editors, new writers quickly learn the demands of tight writing and how to meet a deadline. And, building a writer’s confidence in their ability to “get published”, is a significant advantage of writing for content providers.

From a “work-life balance” perspective, for both novice and experienced writers, there is workload flexibility for the writing assignments from content providers. Most sites do not require a minimum number of articles each week or each month. People who are retired, with disabilities, between jobs, or who have to fit their work around their children’s schedules, have in content provider sites an effective means to add to their publication portfolio and earn some money.

The number of articles related to stamp collecting that are published by the provider sites is reasonably significant. There are good opportunities for philatelic writers. Searching for “Stamp Collecting” on Helium.com’s content site will generate quite a few articles with titles such as “What is Topical Collecting?”, “Great Gift Ideas for Stamp Collectors”, “Tips for Selling Your Collection”, “Famous Stamp Collectors” and “What Are Forever Stamps.”

But looking at these article titles reveals an issue with content sites for serious, experienced philatelic writers. The articles are always related to basic stamp collecting topics and are required to be very brief. The very nature and purpose of a content provider site is to post short articles, sometimes only a few paragraphs, as a means to attract readers to the site pages where they will see advertisements and website links for products and services.



Traditional “print” publications are still viable outlets for philatelic writers. Recent *American Philatelist* Cover.

Content continued Page 11

Reviews

Print & Electronic



Nordic Christmas Seals

Julemærker Norden (Nordic Christmas Seal Catalog). 856 pages, 5 3/4 by 8 1/4 inches, perfect bound, card covers, in Danish, Otterup, Denmark, 2012. ISBN 87-7012-043-9, 395 DKK (approx. \$68 plus shipping), from AFA Forlaget, Kvindevadet 42, 5450 Otterup, Denmark.

This year's catalog of the Christmas seals of the Nordic countries is the last in this size. In the future only new issues or new seals from local cities or regions will be included in the catalog. Seals in this edition therefore become the historic reference. Although the lists are in Danish, the introduction and guide to terms are in English as well. English is well done with the exception of using the term "rubber" instead of "gum."

The official national seals of Denmark begin in 1904. Values are shown in Danish kroner for perf and imperf and significant varieties. Used copies with cancels are valued at half catalog. Year packs are also valued. In a few cases a rarity scale is used: R for over 1,000 DKK, RR for over 1,500 DKK, and RRR for over 2,000 DKK. The classic seals end in 1951. In that year a provisional was made by overprinting "1951" on the 1950 seals.

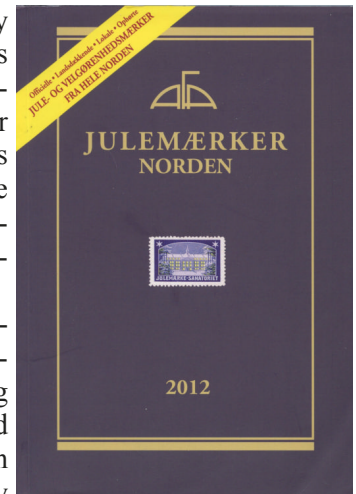
Also in 1951 Denmark began issuing new seal designs in small sheets. Prices are shown for perf, imperf, perf on 3 sides, year pack, sales sign on card stock, and a printing process set showing the color sequences of multi-colored issues ("Skalatryk"). Some specialty listings follow like postcards with Christmas themes, the HAFNIA 1987 souvenirs, booklets, souvenir packs, and reprints (generally 50 years after the originals). Another list illustrates Christmas meter stamps used by Danmark Post 1939 to

2009. The final listing for Denmark shows the Christmas PP imprints (Porto Betalt) used by Danish banks from 1988 to 2009.

The seals of Danish West Indies are listed 1907-1916 and some more recent ones of the Virgin Islands. Next are listings for Faroes, followed by Greenland (includes the children's issues). The largest section of the catalog is devoted to the many Christmas themed charity seals of local towns and cities including those for Lions Clubs, Y's, Scouts, and other organizations.

The next country Christmas seals are Norway (1906-2010) along with charitable organizations, and then Sweden (1904-2004). The latter listing includes Advent seals, Sweden's Flag Day, and other charities. Finland listings date from 1908 to 2001 plus other charities, followed by Iceland (1904-1917) and its Thorvaldsen Society (1913-2009). Local seals and other charitable organization seals are included. Newcomers are Åland (1993-2010) and Estonia (1938-39, then 1988-2009).

Rather than an index a detailed table of contents appears at the end of the catalog so that seals of countries and towns and charities within them are easily located by page number. Illustrations are in color throughout. This catalog will be the key reference in the future with subsequent editions showing only new issues or new seal-issuing entities (towns, organizations, etc.). The compilers of the catalog acknowledge the help and support of seal collectors and the importance of the Danish Christmas Seals Society (Danmarks Julemærkesamler Förening or DJF) in making this catalog possible.



Alan Warren

Content from Page 10

Brief, easy articles encourage readers to visit many pages with more advertisements, as the theory goes.

You will never find a content site with comprehensive, lengthy articles about the 1871-1923 Service Stamps of Denmark, Postal Censorship in Imperial Russia or Sierra Leone King George VI Definitive Stamps. Such articles do not conform to the content sites' business model.

And, effective philatelic articles are accompanied by photos of stamps or covers and other illustrations, all of which are not appropriate for content site articles.

In sum, depending on a writer's situation and goals, there are definite advantages of the content provider sites. A "content mill" just may be the appropriate niche, especially for a novice attempting to break into philatelic writ-

ing. But for experienced philatelic writers seeking forums for their substantial research and creations, both the traditional print publications and the philatelic-specific online sites provide much more effective, rewarding and appropriate outlets.

Endnote:

1. www.pbs.org/mediashift/2010/07/writers-explain-what-its-like-toiling-on-the-content-farm202.html

The Author

Steve Swain has enjoyed all aspects of philately for 55 years. His articles have appeared in *The American Philatelist*, *The Philatelic Communicator*, *Stamps* and other stamp publications on topics ranging from the income tax consequences of selling stamp collections to collecting first day covers.



Dutch Air Mail

The Dutch Air Mail Catalogue, 2012 Edition. Published by De Vliegende Hollander, 2012. 687 pages, soft cover. Available for Euros €25.00 plus postage - European countries €9.50 and to all other countries €16.50, Stichting Tentoonstelling, De Vliegende Hollander, Dintel 22, NL 2991 RC Barendrecht, Netherlands, e-mail: jdhvanas@tiscali.nl Payment to: IBAN: INGB0000146366 BIC: INGBNL2A.

This is the latest edition of this Catalogue, the last being published in 2005. The Catalogue is in the Dutch language. All the illustrations are in color and the contents have been enlarged, with the following chapters:

1. Precursors of the air mail period ranging from the first flight with powered aircraft in 1909 until 1920, when the first air mail was transported by aircraft to and from the Netherlands
2. The chapter of the 'Dag van de Aerofilatelie' (Day of Aerophilately) has a new section with precursors. Before the first day in 1962, the Societies De Vliegende Hollander and the BZPC organized events/exhibitions and on those occasions, souvenir cards and/or covers were issued and these items are listed in this section.
3. The chapter with crash & interrupted mail has been de-

leted, and the listings have been incorporated into the normal chronological listings.

Completely new are chapters with balloon mail, with precursors and rocket mail. Balloon mail consists mainly of private and semi-private items prepared by the balloon commanders or by the committees of a balloon festival or special flight. Official balloon mail received an official cancellation by a postal service and/or was announced by a postal service. There are approximately 100 listings of rocket mail events & launches in the Netherlands, nearly all of which were private.

Additionally, a short vocabulary has been added, together with the spelling of names of destinations (which happen to change over the years), and other useful information.

The major change in this edition of the Catalogue, compared to the previous edition, is the numbering system. In principle, the main numbers are unchanged. However, additional entries received a number in the margin, together with the date of the flight or event, and the flight data in bold characters.

In the new edition, there are hundreds of cover value changes (mostly increases since the 2005 edition).

The new Catalogue is very well done and is an essential reference for Dutch air mail material.

Ken Sanford

Danish Essays and Proofs

Handbook of Danish Essays and Proofs, Volume 3 1940-1960 by William R. Benfield and Bruno Nørdam. "606" pages, 8 ½ by 11 ½ inches, hardbound, privately published, Seattle, Washington, 2011. ISBN 978-87-990237-2-1, \$100 postpaid in USA, \$120 postpaid to Europe from Dr. William R. Benfield, 9109 27th Avenue N.W., Seattle WA 98117. Also available from Bruno Nørdam Andersen, Schousgade 17 st. th., 8900 Randers C, Denmark.

This handbook is the third volume in a planned series of four volumes covering Denmark's essays, proofs, and related materials in the following time periods: classic issues up through 1919, 1920-1939, 1940-1960, 1961-2000. In addition to essays and proofs the authors include other materials like specimens, unissued designs, reprints, and test stamps. This Volume 3 is the first printing of the first edition and suggests an intended 606 pages for a future edition. Hence many chapters end with a message that states that three or so pages "are intentionally left blank to allow for the expansion of this chapter without the need to renumber the rest of the pages in this volume."

The introductory chapter defines the materials described in the book. Essays include concept drawings and models and specifically any design that differs from the officially issued stamps. Test stamps are non-denominated labels used for quality checks. Proofs cover a wide range of objects like die proofs, cliché proofs, working plate proofs, plate proofs, and trial color proofs. A specimen is a sample for which no revenue has been paid, and it has been defaced by an overprint or other method. Reprints include official and private types and are differentiated from reissues, after prints, and reproductions.

sues, after prints, and reproductions.

The handbook uses a catalog numbering system developed by the authors that comprise the Facit catalog number, and a series of letters and numbers. The letters refer to the type of item: RCD for rough concept design, DCM for detailed concept model, FAW for final artwork, TCP for trial color proof, DP for die proof, U for unissued, etc. The ending numbers indicate color and paper varieties.

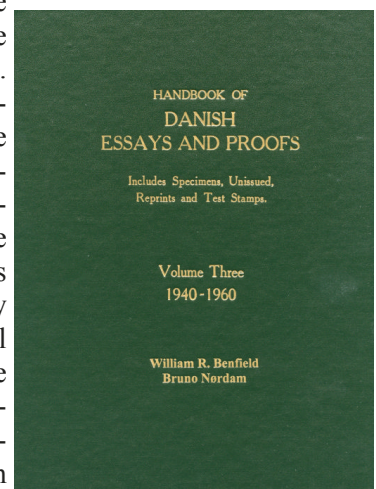
For those items that are unique and exist only in the Post & Tele Museum in Copenhagen, no catalog numbering is assigned.

The numbers are for the benefit of those items still in private hands.

The illustrations are excellent throughout. Many are in black and white like India ink designs and photographic models. Where original artwork and essays and proofs are in color, they are shown for full visual appreciation.

Warnings are posted for designs of postage stamps used as envelope cachets that have been cut and offered as proofs or essays.

This Volume 3 covers Denmark's stamps from the Christian X 75th birthday definitives of 1940 through the 1960 Girl-Guides' aid to children issue. A few questionable items are described in a brief chapter. The first appendix is



an annotated bibliography of literature references by stamp issue. This is a detailed reference list containing not only the citation but also a brief abstract. The references are repeated in an alphabetical list by author's name in a second appendix.

A third appendix presents brief biographies of the artists mentioned throughout the book - designers and engravers. Another appendix illustrates and describes specimen stamps of Denmark from different time periods that were once part of the UPU reference collections. Those of Angola, Bechuanaland Protectorate, Madagascar, and Natal recently came on the market and are discussed.

Although this is not a priced catalog, relative values are

assigned with a simple scale from 1 (extremely common with more than 500 copies) to 7 for an item that is unique. Another appendix defines terms used in the book from "after print" to "working plate proof." A subject index concludes the book.

The binding seems durable with some sewing and use of hard covers. The paper is thick, thus preventing print-through. The illustrations are exceptional. Recognizing that additional discoveries will require future editions of this book, the authors have nonetheless provided an excellent reference work that will answer many questions for stamp collectors.

Alan Warren

Danish West Indies

Danish West Indies Postage Stamps and Post Office Markings 1856-1917 by Arnold Sorensen. 96 pages on compact disc, privately published, Newburgh, Indiana, 2011. \$20 postpaid in USA, \$25 elsewhere from Arnold Sorensen, 7666 Edgedale Drive, Newburgh IN 47630 USA.

Author Arnold Sorensen now chairs the Danish West Indies Study Group of the Scandinavian Collectors Club. The group was founded by the late Victor Engstrom who edited the 3-volume *Danish West Indies Mails 1754-1917*, now long out of print. The first volume on postal history was updated and expanded in 2001 by John DuBois. Volume 2 of the original edition examined the stamp issues, as does this new book by Sorensen.

In his preface the author points out that he does not dwell on the depth of DWI stamp varieties that has been published earlier by Engstrom, Lasse Nielsen, and Gunnar Hagemann. Instead he provides a study of the stamps using better illustrations and adds information on postal markings found on the stamps. He also gathers together important information on DWI postal labels.

Chapter 1 deals with the classic stamps of 1856-1874. Descriptions of the watermarks, the burelage or underprint varieties, and the printing of the stamps are presented. The mute cancel varieties used on these stamps are illustrated and census figures for known covers are tabulated. Especially rare aspects of the stamps are highlighted like private roulettes, imperforate and part perforate varieties, and rare cancellations. Examples of multiples and use on cover are nicely shown in color.

The next chapter covers the bicolor issues of 1874-1905 with details on date of issue, intended rate uses, and the normal and inverted frame varieties. The various printings are discussed and again the stamps are listed with rare aspects noted. These issues are described in greater depth to include perforation varieties and some plate flaws. Earliest reported use dates are identified.

Subsequent chapters are devoted to the 1901-1905

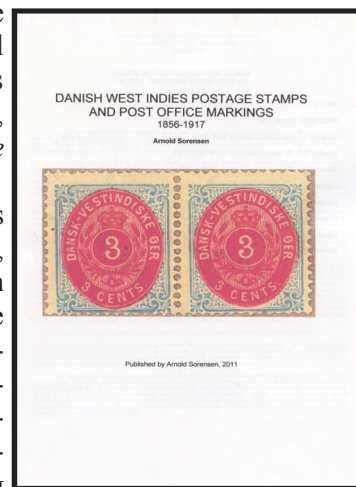
coat of arms issues, the king's head and St. Thomas Harbor stamps of 1905-1917, and the postage due stamps of 1902-1917. These include manuscript markings, handstamp marks in black and other colors, and gummed labels.

Early versions of these postal markings identified mail that was registered or paid. Handstamps of "C" and "F" denote mail received uncanceled at St. Thomas from the St. Croix towns of Christiansted and Fredericksted. The St. Thomas post office then applied dated arrival marks. Other markings include late delivery, postage due, and *avis de reception* (AR).

A description of labels includes post office seals, registered, and return labels for reasons like unknown, refused, deceased, insufficient address, etc. A more detailed description of registered mail handling illustrates handstamped registry marks and their varieties. A final chapter addresses miscellaneous DWI material like the Danish mail ships, the destruction of unused stamps and stationery according to post office records, the rare Kingshill markings, international reply coupons, and propaganda labels favoring or opposing the sale of the Danish West Indies to the United States.

Bibliographic references for further study are listed at the end of each chapter. One highly desirable aspect of the CD is the use of cover illustrations that include some gems from the Danish Post and Tele Museum. This work is a useful source for students of DWI philately. Those who prefer to work from a printed text can easily print and bind the book from the CD version.

Alan Warren



NAPEX 2012 Literature Palmares

NAPEX CHARLES J. PETERSON LITERATURE GRAND AWARD AND GOLD MEDAL

John L. Kimbrough, *Collectors Guide to Confederate Philately*
Conrad L. Bush, and
Randy L. Neil

NAPEX LITERATURE RESERVE GRAND AWARD FOR HANDBOOKS AND GOLD MEDAL

Rocky Mountain *Mexico's Denver Printing of 1914*
Philatelic Library
Also American Philatelic Society Award for Research - Literature

NAPEX LITERATURE RESERVE GRAND AWARD FOR PERIODICALS AND GOLD MEDAL

Randy L. Neil *Confederate Philatelist 2011*

NONCOMPETITIVE EXHIBIT

Louis O. Fiset *Detained, Interned, Incarcerated: U.S. Enemy Noncombatant Mail in World War II*

HANDBOOKS & SPECIAL STUDIES

GOLD MEDAL

Rainer von Scharpen *Perfins of Bavaria*

VERMEIL MEDAL

Thomas J. Alexander *The Travers Papers: Official Records U.S. Postal History and Postage Stamps, 1834-1851*

Ernest L. Bergman and
Richard T. Hall

Switzerland in World War II: Its Defense, Its Survival, Its Refugees and Internees

Richard L. Calhoun
and Virginia Postal
History Society

Confederate Postmaster Provisionals of Virginia

Virginia Postal History
Society

Virginia Postal Markings and Postmasters, Colonial to 1865

Michael D. Roberts

Mexico's Revenue Stamps

SILVER MEDAL

Diane DeBlois and
Robert Dalton Harris

Geography & Postal History

Smithsonian National
Postal Museum

Fire & Ice: Hindenburg and Titanic

David Lu

Award Winning Exhibit of Early Chinese Airmail

Michael J. Smith

Stedman Bros. Picture Postcard Handbook, 1906-1914

SILVER-BRONZE MEDAL

American Topical
Association and Greg
Balagian *Wild Cats in Art*

Steven M. Roth

Inland and Coastal Waterway Mail to and From Virginia Before the Civil War

PERIODICALS

GOLD MEDAL

Wayne L. Youngblood *Airpost Journal 2011*

Wayne L. Youngblood

Posthorn 2011

John Kevin Doyle

Vorläufer 2011

VERMEIL MEDAL

International Cuban
Philatelic Society,
Ronald Hill and Ernesto
Cuesta, eds.

Journal of Cuban Philately Whole Nos. 3-7 and Special Studies Monograph 2

Michael D. Roberts

Mexicana 2011

Larry Lyons

Penny Post 2011

The Perfins Bulletin

Perfins Bulletin 2011

Diane DeBlois & Robert
Dalton Harris

Postal History Journal 2011

Arthur P. Von Reyn

Texas Philatelist 2011

SILVER MEDAL

Peter Martin

First Days 2011

SILVER-BRONZE MEDAL

Europa Study Unit

Europa News 2011-2012

2012/2013 Literature Exhibits

APS StampShow August 16-19, 2012, Sacramento, CA.
www.stamps.org/StampShow.

IPHLA 2012 Mainz, November 2-4, 2012 Mainz, Germany. www.philaindia.info/Iphila2012.html.

CHICAGOPEX November 16-18, 2012, Itasca, Illinois,
www.chicagopex.com/chicagopex2012.html.

NAPEX, May 31-June 2, 2013, McLean Tysons Corner, VA, www.napex.org/



Secretary-Treasurer's Report

July 6, 2012

New Members

1993 Leonard Robert McMaster, HC 71, Box 86A, Capon Bridge, WV 26711. Editor: *USPPS Possessions*; Freelance Writer: *American Philatelist*; *American Revenuer*; *La Posta*; *U.S. Specialist*.

Reinstated

1398 Mark W. Swetland, 13 Raymond Road, Bluffton, SC 29909-4526
1939 Kenneth C. Wukasch, 300 Alpine Trail, San Marcos, TX 78666-8700.

Change of Address

1332 Peter Mosiandz, Jr., P.O. Box 221, Glendora, NJ 08029-0221.
1672 Richard F. Winter, 5432 Genevea Terrace, Colfax, NC 27236
1963 Lyman R. Caswell, 6250 North Park Avenue, #A01, Tacoma, WA 98407.

About Writers Unit #30

Purpose of the Writers Unit #30 of the American Philatelic Society is to encourage and assist philatelic communications, knowledge, and comradeship. Membership is open to anyone interested in philatelic communications.

Join Us Today

Membership includes a subscription to the *Philatelic Communicator*. Membership applications received by October 1 will be recorded as members for that calendar year and will receive all four quarterly issues of the *Philatelic Communicator* for that year. Applications received after October 1 will be recorded as members

for the following calendar year.

A membership application may be downloaded from the Writers Unit #30 website at www.wu30.org. Existing members are encouraged to download this form and give it to potential members so they can join.

Membership Dues

The membership dues for each calendar year are:

USPS ZIP Code Addresses	\$20.00
Canada and Mexico	\$22.50
All Other Addresses	\$25.00

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.

Updating Your Mailing Address

Please notify us of address changes to assure that you receive without delay each issue of *The Philatelic Communicator*. This will also save WU#30 several dollars because the USPS charges us 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
WU#30 Secretary-Treasurer
12226 Cathedral Drive
Woodbridge, VA 22192-2232
gbriffenhagen@gmail.com
Telephone: 703-966-1739

APS Writers Unit #30
 George B. Griffenhagen
 12226 Cathedral Drive
 Woodbridge, VA 22192-2232

PRSR STD
 U.S. POSTAGE PAID
 MADRID, IA 50156
 PERMIT NO. 10

Return Service Requested
Dated Mail - Please Rush

Articles

Departments

Just the Facts-All of them. Gilad Elbaz and Factual, Inc.....	David Crotty
Obituary: John Kevin Doyle 1948-2012	Alan Warren
2012 Hall of Fame Inductees.....	
Clyde H. Carriker	
Dane S. Claussen	
Richard William "Bill" Helbock	
Wayne L. Youngblood	
The Perfect Written Product-The Quest of the Novice.....	John Hotchner
Online "Content Mills": Viable Outlets for Philatelic Writers?.....	John Swain

1	From the Editor.....	David Crotty	2
	President's View.....	Kenneth Trettin	3
6	National Postal Museum Notes.....	Alan Warren	4
	RFD: Marketing to a Rural Audience		
	Russian Zemstvo and Imperial Stamps and Covers		
7	Letters: Data Storage, Scanning tricks.....		5
7	Reviews		
7	<i>Julemærker Norden Nordic Christmas Seals</i>		
8	AFA Forlaget	11
8	<i>The Dutch Air Mail Catalogue, 2012 Edition</i>		
	De Vliegende Hollander	12
9	<i>Handbook of Danish Essays and Proofs, Volume 3 1940-1960</i> ...William R. Benfield and Bruno Nørdam		12
	<i>The Dutch Air Mail Catalogue, 2012 Edition</i>		
	De Vliegende Hollander	13
	NAPEX 2012 Palmares.....		14
	Secretary-Treasurer's Report.....		
	George Griffenhagen	14

Expert Help for Writers and Editors

Dr. Dane S. Claussen, Writers Unit #30 past president, offers free critiques of periodicals, books and manuscripts. Submit the four most recent issues, including 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 an SASE. Note that Dr. Claussen has moved. Send to Dr. Dane S. Claussen, 2101 Naco Court, Las Vegas, NV 89102. Email: dsclaussen@hotmail.com.

Materials for Review

Material for review may be sent to the editor. Reviews of materials are welcomed from members and non-members. 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.