

The Philatelic Communicator

Quarterly Journal of
Writers Unit 30, American Philatelic Society

Volume 38, Number 4, Whole Number 146

Fourth Quarter 2004

The Annual Look at Philatelic Publication Circulation

by Kenneth Trettin

For those publications in the U.S. mailing at the periodicals rate, October 1 represents yet another deadline: PS Form 3526 – *Statement of Ownership, Management, and Circulation*. The Fourth Quarter issue of *The Philatelic Communicator* brings yet another tradition: our annual examination of the circulation figures for philatelic publications. The accompanying table summarizes this information.

Publication	2 0 0 4		2003	2002	1998	2004 as a % of		2003 as a % of 2002
	Average	Nearest				2003	1998	
<i>American Philatelist</i>	45,882	46,038	49,212	49,313	53,878	93.23%	85.16%	99.80%
<i>Linn's</i>	42,068	41,390	46,417	52,574	65,020	90.63%	64.70%	88.29%
<i>Scott Stamp Monthly</i>	22,202	28,454	22,568	25,853	26,357	98.38%	84.24%	87.30%
<i>S.S.M. (nearest issue)</i>		28,454				126.08%	107.96%	-
<i>(W) Stamp Collector</i>	-0-	-0-	11,477	13,037	13,463	-	-	-
<i>Mekeel's & Stamps</i>	5,465	5,511	5,430	5,710	7,125	100.54%	76.70%	95.10%
<i>U.S. Stamp News</i>	4,341	4,475	4,172	4,017	4,606	104.50%	94.25%	103.89%

Last year John Dunn, publisher of *Mekeel's & Stamps Magazine* and *United States Stamp News*, looked at the current year, the previous year and the year five years' previous. I do not have any circulation number for 1999 so I will again make comparisons to 1998 although this is now six years ago. The figures come from line 15c of the form (Total Paid and/or Requested Circulation) and are the average circulation for the year. For this year I have also included the circulation for the "Actual number of copies of single issue published nearest to filing date."

Probably the most notable feature of this year's table is the absence of circulation numbers for *(Western) Stamp Collector*.* The disappointment in demise of this publication only exceeded my disappointment as this publication went from twice-a-week, to weekly, to fortnightly.

In a phone conversation with Terri Wise, Circulation Director for *Linn's*, I learned that when *(W)SC* stopped publication their circulation figures were well below those they reported for 2003. When Amos Press took over the *(W)SC* they compared the mailing list against those of *Linn's* and *Scott Stamp Monthly*. Duplicates had their subscriptions extended; approximately 6,000 new subscribers were added to *Scott Stamp Monthly* and 2,000 to *Linn's*.

If you look at the nearest issue circulation numbers and the twelve-month average for *Scott Stamp Monthly*, you will notice the nearest issue had a circulation of 6,252 issues more than the average. This is due in large part to the addition of the *(W)SC* subscribers. However, they also reported that "Sales through dealers and carriers, street vendors and counter sales" was 4,511 for the nearest issue and 2,254 for the twelve-month average.

➤➤ continued on page 4

The Philatelic Communicator

ISSN 0147-3646

Joseph E. Foley, Editor

P.O. Box 183

Riva, MD 21140-0183

e-mail: jfoley4197@aol.com

phone: (410) 974-6380

Writers Unit 30, APS, publishes *The Philatelic Communicator* four times a year. A subscription to *TPC* is included with dues paid by members of the Unit.

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. Opinions expressed in *The Philatelic Communicator* are those of their authors, and not necessarily of Writers Unit 30, APS, its officers, editor, publisher or agents. Letters received by the editor may be published unless labeled "Not for Publication." When possible, furnish copy, including letters, on diskettes (WordPerfect 8, RTF or ASCII). Include printed copy with diskettes. All editorial matters must be handled with the editor.

DEADLINES—For receipt of copy by the editor:

First Quarter Jan. 15

Second Quarter April 15

Third Quarter July 15

Fourth Quarter Oct. 15



The Quill

Joe Foley

WRITERS UNIT 30

Peter D. Martin, President

P. O. Box 4503

Danbury, CT 06813

e-mail:

pmartin2020@aol.com

George B. Griffenhagen,

Secretary-Treasurer

2501 Drexel Street

Vienna VA 22180-6906

703 560-2413

e-mail: ggriffenhagen@aphanet.org

Officers of Writers Unit 30, a nonprofit corporation, in addition to the President, Secretary-Treasurer and Editor, are:

Vice-president, West

David L. Herendeen
5612 Blue Peak Ave.
Las Vegas, NV 89131
702 658-8582

Vice-president, East

Barth Healey
86 Bar Beach Road
Port Washington, NY 11050-4029
516 944-9690

The Executive Committee includes the above officers plus Editor Joseph E. Foley and Dane S. Claussen, of Pittsburgh, PA (immediate past president).

The WU30 Council includes:

Lloyd de Vries

Ernest E. Fricks

James W. Graue

Ronald E. Leshner

Augustine Serafini

Jay C. Smith

Kenneth Trettin Rockford, IA (2003-7)

Partamus, NJ (2003-7)

Blackwood, NJ (2001-5)

Valleyford, WA (2003-7)

Easton, MD (2003-7)

Oshkosh, WI (2001-5)

Snow Camp, NC (2001-5)

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

USPS Zip code address

\$15.00

Canada & Mexico

\$17.50

All other addresses

\$20.00

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

The *Philatelic Communicator* is printed and distributed by Wilcox Printing & Publishing, Inc., Madrid, Iowa.



REFLECTIONS

As we look over Ken Trettin's analysis of publication circulation, change is apparent. Gone is *Stamp Collector*. There's a bit of an infusion to *Linn's & Scott Monthly* chiefly from former subscribers to *Stamp Collector*. Perhaps the "shining lights" are John Dunn's publications, both of which, admittedly at a lower overall level, may be persevering.

Recently I received a book catalog from Krause Publications. Just about every collectible imaginable (and a few that are not) are covered, except stamp collecting. With the sale to Amos Press, that's to be expected, but a bit sad none-the-less.

On the other hand, the Winter *Amos Advantage Stamp Product Guide* arrived at about the same time. It contains a rich array of books.

SEMINAR

Members in the New York metro-area might consider the PrintMedia Conference & Expo. It's being held at the Hilton New York in New York City on March 7-9, 2005 (Expo just March 8 & 9). Complete information from their Website: www.PrintMediaExpo.com.

Full registration at \$550 (\$650 after January 28) may be a bit on the pricey side, but there is a free Exhibit Hall & Keynote Address Pass if you register before January 28. This pass will cost \$25 after that date.

OUTREACH

Outreach continues to be very important for the well being of our hobby. An outstanding example is the work of Michael Nowlan. See the story on page 8. There is also a good message from Hermann Sieger in this issue. The long and short of it—portray the hobby as *interesting*.

RECORD BREAKER

Les Winick sent in a note. He said it was snowing in Chicago and he needed a break from his computer and decided to inventory his columns—the result 2,712 columns! About 900 of these were in the lay press, so Les may also have set an outreach record as well. Can any WU30 members come close to this?

CCP

As you know, after five years, I decided to step down as editor of the *Collectors Club Philatelist*. At the Board of Governors' Open House on December 15, 2004, I was very pleased and honored to receive the Club's *President's Medal* for my services. □

President's Message

by Peter Martin



Thanks to the input from many of you our Website name has been identified and, thanks to Webmaster Andrew McFarlane, we are in the process of reserving our domain name: www.WU30.org.

The next step is to identify the main items to be listed there. Current plans call for links to WU#30 membership information, including an application form; the *Philatelic Communicator*; WU#30 (intro); WU#30

Publications; Contact us; Book Reviews; Literature Exhibitions (with results) and Useful Links. If you have other ideas about what should be on the site, write or e-mail me by January 1.

WU#30 ELECTIONS

2005 will be an election year for WU#30. Anyone interested in running for a position, including incumbents, must notify me by January 15, 2005. If there are any contested positions, candidates will be asked to submit a statement/resume of no more than 300 words to be published in the election issue of the *Philatelic Communicator*.

LITERATURE EXHIBITIONS

This year marked the successful debut of the NAPEX literature exhibition. NAPEX joined STAMPSHOW, COLOPEX, SESCAL and CHICAGOPEX as United States shows with regular literature exhibitions.

The new literature judging sheet seems to be working well. It still needs some tweaking but the main thrust of providing all types of literature the opportunity to receive the full spectrum of awards has been achieved.

The content and design of journals continue to improve and the quality of many of the books being published today is superb. From country studies like Bob Odenweller's *The Stamps and Postal History of Nineteenth Century Samoa*, to specialized studies such as Robert B. Morgan's *The Hungarian Hyperinflation of 1945-1946* and the Harrison-Arfken-Scringeour *Canada's Registered Mail, 1802-1909*, to the esoteric like Alan Hicks' *Civil War Era Occupational Licenses 1863-1873*, we are fortunate to belong to a hobby with such outstanding reference works.

WRITERS BREAKFAST IN ATLANTA

We will have our customary Writers Breakfast at the APS Winter Meeting, Ameristamp Expo, that will be held in Atlanta from February 18-20, 2005. The breakfast will be on Sunday, February 20 at 8:30 a.m. in the convention hotel, Renaissance Waverly. The featured speaker will be Bob Odenweller. His subject: "Producing your own book--

What to do and how to avoid making the same mistake once." The cost of the breakfast is \$20. A registration form and full information about the show may be downloaded from the APS Website at <http://www.stamps.org/AmeriStamp/Intro.htm>, or contact Ken Martin at 100 Match Factory Place, Bellfonte, PA 16823, phone 814 933-3803 ext 218, fax 814 933-6128, e-mail: stampshow@stamps.org.

NEW ADDRESS

As some of you already know, I recently moved to Connecticut. While my e-mail address is still pmartin2020@aol.com, my new mailing address is: Box 4503, Danbury, CT 06813. I look forward to your comments and input as we continue to move the writer's unit forward.

Happy Holidays and a very Happy New Year to you all. Don't forget to make that New Year's resolution to publish at least one philatelic article in a nonphilatelic publication.

Literature Exhibition Calendar

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

April 8-10, 2005

COLOPEX 2005, at the Makoy Center, 5462 Center Street, Hilliard, Ohio 43026. This is a change of venue. Hilliard is a suburb on the west side of Columbus. Entry fee \$25, entries close February 11, 2005. Information available from Bob Ross, Box 20582, Columbus, Ohio 43220, email: literature@colopex.com, Website: www.colopex.com.

June 3-5, 2005

NAPEX, McLean Hilton at Tyson's Corner, 7920 Jones Branch Dr., McLean, Virginia. Entry fee \$30, entries close March 1, 2005. Information available from Charles Peterson, Box 5559, Laurel, Maryland 20726, email: cjp7777@aol.com.

August 4-7, 2005

A.P.S. STAMPSHOW, DeVos Place, Grand Rapids, For information contact Ken Martin, APS, 100 Match Factory Place, Bellfonte, PA 16823, phone 814 933-3803 ext 218, fax 814 933-6128, e-mail: stampshow@stamps.org, Website (which will contain prospectus and entry forms): <http://www.stamps.org/StampShow/Intro.htm>.

October 7-9, 2005

SESCAL 2004, Los Angeles, California. For information contact: Wallace Craig, Chairman, SESCAL 2004, Box 3391, Fullerton, CA 92834, email: wamcraig@aol.com.

November 18-20, 2005

CHICAGOPEX 2002, Sheraton Chicago Northwest Hotel, 3400 West Euclid Ave., Arlington Heights, IL 60005. For information contact John Kevin Doyle, 5815 Lenox Road, Lisle, IL 60532-3138, e-mail: doyle-stamps@att.net, Website: www.chicagopex.com.

►► . . . Circulation (continued from page 1)

We should all continue watch the circulation numbers for *Scott Stamp Monthly*. The issue reported as the nearest to filing was the November issue. This was the second issue after the conversion from tabloid to magazine format. The change brought slick paper and good quality color in a definite attempt at appealing to magazine counter sales. This has to be a positive move for both the magazine and philately.

There is another circulation number given in these reports: that is the total free distribution. This figure includes those stacks of sample copies at the entrance to many stamp shows. This can amount to quite a few additional copies (953 for *Mekeel's & Stamps* [17.4% of their paid circulation]).

Free circulation might be even higher for one publication not listed—*Global Stamp News*. For some time they have printed “33,000 Circulation” on their banner. Since they mail by bulk rate, they do not file a 3526 so their paid circulation is unknown. However, their sample copies almost always make an appearance at WPS shows and others.

Circulation numbers seem to reflect what we see in all of our philatelic society membership numbers. The numbers for the *American Philatelist* are a direct reflection of membership numbers: down almost 7% over last year and 15% more than six years ago; Linn's is down almost 10% over last year and 35% more than six years ago; *Scott Stamp Monthly* is down almost 2% and 15% more than six years. *Mekeel's & Stamps* held its own but is down more than 23% since six years ago while *US Stamp News* is up 4% but down 6% in Six years. *Scott Stamp Monthly* provided the only really good news (although at the expense of (W)SC in that when you compare their November issue circulation with last year's average, they are up more than 26% and almost 8% over that of six years ago.

Comparing the 2003 as a per cent of 2002 with the 2004 as a per cent of 2003, we see the rate of decline might be slowing, but it is still a general decline. Let us all hope that the survivors have the ability to survive and provide for our hobby's needs.

*Wayne Youngblood, the former Editor of (Western) *Stamp Collector*, can confirm that I never fully accepted the name change. In fact, I encouraged everyone to call the paper the *Mid-Western Stamp Collector*. □

NEW EDITOR FOR GERMAN POSTAL SPECIALIST

James W. Graue has recently been named editor of the *German Postal Specialist*, journal of the Germany Philatelic Society. Jim is a member of the Council of WU30, a noted author and editor of the *Air Post Journal*. Good luck and may your in-box overflow with fine manuscripts! □

Suggestions to Future Authors

by Stanley J. Luft,
Editor France & Colonies Philatelist

Editor's Note: Originally appeared in the April 2003 issue of the *France & Colonies Philatelist*. Reprinted with the permission of the author.

TEXT

Type double-spaced (1.75 space if you have the capability of doing so) on 8½ x 11" (or A4) paper, on one side only. Leave 1" (2.54 cm) margins at sides and bottom, and 1½" margin at top of your title page.

References and citations can be flexible; use recent journal articles as guides. Endnotes, being easier to set and read, are preferable to foot notes, but up to three footnotes should be OK.

ILLUSTRATIONS

If possible, leave some margins around your illustrations, and number them consecutively in soft pencil. Do *not* paste or tape them down on our manuscript pages; that's my job! Ordinary but clear photographs (or preferably originals) of cuts, sketches, maps, etc., are OK. For stamps and covers, halftones or very clear photocopies will normally do.

Jim Graue, the longtime editor of the very fine *Air Post Journal*, recommends black-and-white photocopies on a Canon color laser printer for best results; these printers are available at Kinko's and other print shops. Whatever works best for you, but remember that you want your article to have the best quality illustrations possible.

All originals, and all quality copies that you might wish to keep, will be returned to you within four months of publication.

JOINT PUBLICATION

If you are considering the possibility for joint publication with another journal, please contact me in advance; disseminating information to audiences that don't normally subscribe to the same periodicals is usually a good thing for our hobby. However, please don't submit your manuscript to other journals without advising me; it's very disconcerting to edit or even rewrite parts of a manuscript only to learn it has already been published elsewhere, with another editor's revision. □



WASHINGTON 2006
World Philatelic Exhibition
May 27-June 3, 2006
See you there!



Computer Corner

by Ken Sanford

AUCTION SEARCH

A great way to search for a particular philatelic item on various auctions, which have their catalogs in the websites, is: http://www.philasearch.com/main.php3?set_sprache=en&set_page=haus&set_id. You can search by keyword and the results show you relevant items in various auctions. I find it very useful. Another good site for finding auctions, is: <http://stampauctionnetwork.com/>

CHEAP WAY TO BACKUP YOUR DATA

In the last two years, I have had the hard drives crash on two different computers. So that I do not lose my files and data in that event, I backup everything on a separate external hard drive, which simply plugs into one of the computer's USB ports. I recently bought (on the Internet), a 160GB hard drive for \$160.00. I find this is the least expensive and easiest way to backup my files and data. I will be glad to furnish the supplier's name. Just email me at: kaerophil@ch.inter.net.

BUYING & SELLING PHILATELIC MATERIAL ON eBAY

I recently wrote a two-part article on buying and selling philatelic material on eBay. Part 1 covers buying material and part 2 covers selling material. This was published in *The Airpost Journal* of the American Air Mail Society (AAMS). If you are not an AAMS member and did not see the article, I will be glad to send it. Just email me at: kaerophil@ch.inter.net.

AUTOMATIC WINDOWS UPDATE

If you are using Microsoft Windows XP, I recommend setting your computer to download the Windows Updates automatically. This will keep your computer up to date and help to protect you from nasty things that try to get into your programs, such as Outlook. To set this up, click "START," "All Programs," "Windows Update." This will open the Windows Update page in Internet Explorer. You can then select "Express Install" or "Custom Install." You can also pick a time to automatically receive the Windows Updates, which should be a time when you are normally using the computer and connected to the Internet.

PROBLEM WITH WEBSITE LOADING?

Do you sometimes encounter a problem with a website or page downloading completely? If you are using Netscape, then try opening the page with Internet Explorer. If you are using Internet Explorer and a page will not open properly, then try it with Netscape. The other thing that can keep a web page from opening properly, is your firewall program, or its settings. I use Zone Alarm, and when I have

a problem with a web page not downloading completely, or the links not working, I simply turn off Zone Alarm temporarily. It usually solves the problem. You can also try changing the firewall settings to a lower security level.

PROBLEMS FOR SOME PEOPLE TO OPEN WINWORD FILES

If you have a recent version of MS Office (for example, the 2003 edition), and you send Word files to other people, some of them more than likely have trouble trying to open the documents. This is because some people who have older versions of Word, can't open a Word document written with the 2003 version. The best thing to do is save your Word document as an earlier version. When you do File, Save As, go into "Save as type," and select "Word 97-2003 & 6.0/95 - RTF." Then most people who have earlier versions of Word will be able to open your document.

SPACES BETWEEN SENTENCES IN WORD

When typing in Word, I have always used one space after a period. Some people say there should be two spaces. In some versions of Word, when you type something with only one space after a period and then do a spelling/grammar check, their system flags an error. On my computer, I can type one, two or even three spaces after a period to start a new sentence and the spell checker does not flag an error. I understand that it is not good practice in word processing or desk top publishing to use two spaces after a period. However, if your version of Word flags an error with two spaces, there is a setting in Word under Tools, Options, Spelling & Grammar - Grammar Settings. You can check for one space, two spaces or not check at all. I would be interested in our readers' opinion about which is correct—one space or two.

WRITING/LAYOUT MENTORING

Barth Healey, a senior staff editor at *The New York Times* and an accredited national and international literature judge, is ready, willing and able to review society journals and other publications and offer some constructive comments. He has also had extensive writing and layout experience. Send two or three recent issues to him at 86 Bar Beach Road, Port Washington, NY 11050-4029. (Supplying return postage would be a nice gesture.)

A true critic hath one quality in common with a harlot, never to change his title or his nature.

—Jonathan Swift

An Open Letter from Hermann Walter Sieger

Dear Collectors:

All of us love our hobby, stamp collecting, one of the most beautiful leisure activities in the world. People say that there is no new generation in sight but they would like to try to attract new collectors—that is why I am writing this article.

We have to make a distinction between stamp collecting and philately. The philatelist enjoys the six varieties of color of the stamp



German Reich No. 115 — pink-lilac over purple-red, crimson-lilac, dark crimson, red-purple to

brown-purple. This subject could be very well suited for a one-frame-exhibit. This will confuse those people however, whom we want to attract to stamp collecting, in fact they will even be scared off.

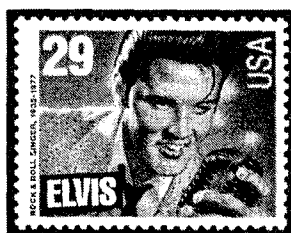
POPULAR INSTEAD OF ELITIST

The first collectors were Ladies in Great Britain who tried to hoard as many issues as possible of the “Penny Black.”

Later the collectors’ aim was to own as many different stamps as possible. Even today many enjoy collecting this way and are happy. These collectors do not care about perforation, watermarks or variations of paper. They get a lot of pleasure out of the stamps coming from a range of countries. Later one starts to “collect by country” and after that, slowly, comes specialization.

We, the “old” philatelists, collect in an elitist, high-caliber, virtually scientific way. We exhibit and collect sometimes not really the stamps, but gold medals from stamp exhibitions.

The base however are the “stamp collectors,” and for them the colorful stamps, as they are depicted on this page, are much more important than the six color variations of number 115. Children are not encouraged to read if one gives them Shakespeare, Dante,



Goethe or Dostoevski. Children want to read “Mickey Mouse” and later maybe “Bravo.” After some years maybe the interest for serious literature emerges.

We do not lure new collectors with postal history, with varieties or variations, but with interesting colorful stamps from far away countries, where the general public has no opportunity to travel, e.g., Nepal or the Antarctic territories.

The readers of this publicity are most probably all philatelists, therefore my appeal to you. If you want to attract people to collect stamps then you have to think and persuade, not in an elitist, but in a popular way.

Show these people the beautiful, fascinating and popular postage stamps. Subsequently, many may find their way to our wonderful hobby, stamp collecting.

Some of them will, after a certain time, become philatelists as we are. So do not belittle those who start a collection of “Marilyn



Monroe on stamps.” Someday, maybe, this collector will become someone who will exhibit this exquisite topic internationally.

The great sports people have all started on a low scale, the formula-one drivers with a go-cart, the soccer players in their backyards or on the street. Stamp collecting, and with it the entire world of philately, starts with colorful postage stamps.

Cordially Yours,

Hermann Walter Sieger

With the permission of the author, taken from the Hermann E. Sieger GmbH advertisement in *Flash*, journal of the Fédération Internationale de Philatélie, Nr. 89 - 2004.

Unlocking the Door: Keys for Print Buying Success

by Mike & Joe Mason

Editor's Note: Reprinted with permission from *PrintTips*, the newsletter of Leesburg Printing.

Long ago we learned that our success is directly tied to what our customers think of us compared to the experience of buying from other printers. To make our company distinctive, we've invested a lot in developing the technical expertise as well as the customer service skills of our inside and outside sales staff. This enables us to analyze a printing requirement with an eye toward suggesting alternatives or options that will help our customers realize success in buying printing.

Whether you buy printing regularly or occasionally, in this issue of *The Philatelic Communicator* we'll offer you some keys to successful print buying.

KEY #1: BE AN INFORMED PRINTING BUYER

Buying printing is like buying anything else of value—the more you know about it, the better your purchase decision will be. That's part of why we send you this newsletter. We want you to understand what goes into manufacturing the product you are buying so you won't unintentionally make mistakes that will compromise either the printing or the budget.

Of course, we don't expect, you to know as much as we do. It is our job to keep abreast of emerging communications and printing reproduction technologies. But we do suggest that you master the basics of the manufacturing process — design, printing, and finishing.

KEY #2. UNDERSTAND GRAPHIC DESIGN

Whether you are designing your printed materials at your desk or having us provide design services, you should understand the basics of good graphic design. If you are designing yourself, it will help you produce printed materials that are more successful in accomplishing their job.

If we are designing, it will help you provide what graphic design professionals call *art direction* — helping us understand what you have in mind for the “look and feel” of the finished product.

According to Jacci Howard Bear, a freelance desktop publisher, writer and instructor in desktop publishing on the Web, designs have five basic elements that convey the message of a printed piece. These elements are *lines, shapes, mass, texture and color* or, alternatively, *form, space and value*. To take a free class on the web from Jaccil go to <http://desktoppub.about.com>.

One of our favorite books for understanding graphic design, is *The Non-Designer's Design Book* by Robin Williams. It contains easy-to-understand design and typographic principles for what the author calls *the visual novice*, has won awards and is #1 on the bestseller list for its genre.

If most of your design work is forms, you have a special challenge. You must organize content, instructions, and response options into something visually compelling enough that the user will take time: to complete it.

For a useful overview of the considerations for forms design go to <http://www.formsthatwork.com> and select the document *Designing Usable-Forms* by Caroline Jarrett.

KEY #3: UNDERSTAND LAYOUT

Intimately tied to graphic design is *layout* — the arrangement of graphic elements on the page. From our perspective as your printer, all the books on graphic design leave out a crucial element for the success of the printed piece: allowance for finishing functions.

The printing term for finishing is *bindery* and it consists of such things as cutting, trimming, folding, stitching, drilling and book binding. When your printed project requires any of these bindery functions, it necessarily affects the layout of the document. For example, if you are designing a brochure that folds in thirds, you need, to size the panel that folds to the inside so it is slightly smaller than the other panels. This allows the panel to tuck neatly inside and the covering panel to be fully flush to the fold. The adjustment isn't much — less than an eighth of an inch — but without it, the fold will not be perfect.

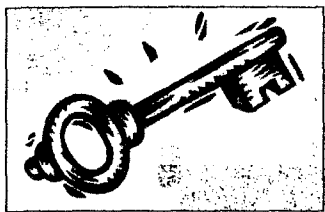
Similarly, page margins for the live area of the printing may need to be adjusted to account for drilling, cutting or trimming. For example, if you are laying out a training manual that will be put into a 3- ring binder or coil bound, you will need to have a larger left-hand than right-hand margin to allow for the holes. And if the manual will be printed on two sides, you will have to alternate the larger margin from the left-hand side for odd-numbered, pages and the right-hand side for even-numbered pages.

KEY #4: UNDERSTAND SOFTWARE PROGRAMS

We have devoted entire Issues of *PrintTips* to preparing files that will print. What we want to remind you now is to use the right tool for the job and use the functions within the program for preparing a file to submit to us.



Most printers, including us, prefer the Macintosh platform but work equally well on PCs. If you prefer a PC, consider Adobe InDesign, and MS Publisher — two programs that have been written with both the office desktop publisher and the professional pre press technician



in mind. Both have functions within the program that collect fonts and graphics as you prepare a file, to submit to us. (Of, course, we still need you to check color space so you don't submit an RGB file.)

KEY #5: SUBMIT FILES VIA THE WEB, NOT E-MAIL

Did you know that we have a file transfer function available at our website? By logging on to www.leesburgprinting.com you will be able to browse in your computer and upload your file directly to our website. This is superior to attaching your file to an e-mail message for several reasons: we will have immediate access to the file without the wait that sometimes occurs for delivery of e-mail; there are no restrictions on file size imposed by the e-mail provider or ISP; and the file will not be quarantined by our spam blocker.

KEY #6: BE WILLING TO CONSIDER AN ALTERNATE PRINTING METHOD

If you are a frequent print buyer, you may have developed a clear preference for a particular method of reproduction and specify it for all your projects. Be open to alternatives that we may suggest, particularly if you haven't tried them in a while. Years ago, when laser imaging produced relatively large pixels and toner particles were relatively coarse, digital imaging couldn't reproduce photographs and fine lines as well as off-set printing.

Today the quality differences are much less pronounced. In fact, of greater significance is the more limited range of substrates that can be used in digital printers versus offset presses. If we are suggesting a switch from offset to digital, ask us to produce a sample print and judge the quality for yourself.

KEY #7: TALK TO US

The best way to get the most for your printing dollar is to talk to us. And if you are planning a current printing project, the earlier you bring us in, the better. We can arrange for a meeting here in our facility or we will be glad to come to your office. Call Joe Mason at 1-800-828-3348 or e-mail email@leesburgprinting.com to arrange a convenient time to meet.

WU30 members might find it worthwhile to check out other tips on Leesburg Printing's website: www.leesburgprinting.com. Ed.

An Outreach Spectacular

When the letter from Michael Nowlan arrived with the clippings of his many writings in the "lay press," it was something special and it was filed in a special place. As it turned out—far too special a place and I overlooked it completely when gathering together the other entries. Apologies were rendered and a certificate prepared and sent for signatures.

However, this is a success story that should be told. Michael certainly deserves the recognition and his example hopefully will spur others to follow.

The Daily Gleaner is the daily newspaper in Fredericton, New Brunswick. Michael has a regular monthly stamp column. It used to be weekly, but he has convinced the editor to continue it. The graphics are great and the articles a good read with a general audience in mind. A special Christmas story was on the front page of the "WeekEnd" section. It took the entire page plus a continuation column. Large illustrations of stamps were shown in full color, with the Canadian 1898 Christmas Map Stamp and it's delightful story leading the way.

Michael also had a series in *The Officers' Quarterly*, the journal of the York-Sunbury Historical Society. This was in five parts. It tied the history of the province and postal history very nicely. Part three was featured on the cover with an enlargement of Canada's 1934 New Brunswick commemorative.

Again using a tie to the organization, four articles illustrating the connections between the *Mounties* (RCMP) and stamps appeared in *The Quarterly* a publication of RCMP Veterans' Association of Ottawa. Lastly a good story on Irish stamps for *The Shamrock Leaf*, the journal of The Irish /Cultural Association of New Brunswick.

In his writings, Michael Nowlan keyed on a strong connection between his readers and the stamps about which he was writing. He also consistently provided excellent and appropriate graphics.

Congratulations on a job well done!

JEF

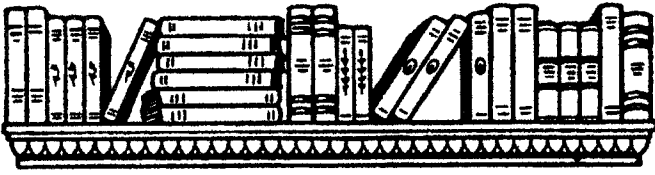
WU 30 CRITIQUE SERVICE

Past president Charles J. Peterson operates the WU30 Critique Service. There is no charge for the service. Details are:

Periodicals—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.

Books/manuscripts—Inquire before sending, with a brief description of the item. Please include a stamped, addressed envelope for the reply. The time element for a book or manuscript can vary depending on length, other similar requests at hand and other commitments.

All submissions & correspondence should be sent to Charles J. Peterson, Box 5559, Laurel, MD 20726, phone 301-776-9822, e-mail: cjp7777@aol.com.



REVIEWS

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

***Folken runt Östersjön (Peoples Around the Baltic Sea)* by Lars Enkler, Hjalmarson & Högberg, Stockholm, 2003, 160 pages, 8½ by 12", hardbound, in Swedish, approximately \$40 plus shipping from the publisher, 76320 Hallstavik, Sweden, ISBN 91-89660-33-1.**

This richly illustrated book will appeal to anyone interested in stamps as well as regional European history. The author first developed an award-winning philatelic exhibit which then grew into this handsome text.

Beginning with ancient history and exploration that eventually led to the settlement of areas in northern Europe, the story moves on through the Viking era, citing pertinent history and geography of the region. The influence of the church, the establishment of ports as trade and commerce expanded, and the Reformation follow, all illustrated with philatelic material, especially stamps.

The rise of Sweden as a major power and the conflicts in the area are briefly noted followed by chapters on the Enlightenment, Napoleon's time, the awakening of nationalism, and conditions in the Baltic areas at the turn of the 20th century. A chapter on World War I brings attention to the resulting changes in national borders and especially the effects on Finland. Rapid changes in communications such as the telephone and air transportation affected the lives of everyone.

World War II and its aftermath also greatly affected the peoples of this region, and Russia's changing influence on the Baltic States is described. Today efforts to bring about cooperation and unity among the countries touching the Baltic Sea have had a positive effect.

A remarkable feature of this book is that every page contains five to ten illustrations in beautiful color. Although they are largely philatelic items such as stamps, covers, souvenir sheets, and cancellations, there are also historic photos and other documents, and pictures of people and places that enhance the story. Each stamp illustration is marked with the year of issue. Notes on and sources of the illustrative material are found at the back of the book, along with tables of the royalty and heads of state of these countries up to the present.

This book makes a wonderful gift, especially for Swedish language readers.

Alan Warren

***Scott Specialized Catalogue of United States Stamps & Covers, 2005 Edition*, James E. Kloetzel editor, Scott Publishing Co., 911 Vandemark Road, Sidney, OH 45365, 2004, 900 pages + 76 introductory pages, 8¼ x 10¾", soft cover, color illustrations, \$54.99, ISBN 0-89487-338-5.**

With the advance notice that the 2005 *Scott U.S.* would have color illustrations, this reviewer fully expected another \$100 catalog with poor quality illustrations similar to last year's *Scott Classic*. It's great to be wrong! This time Scott has really done a quality job. Coated paper has been used and with few exceptions the illustrations are sharp and the colors, in almost all cases, are a very close match to the actual stamps. Indeed the quality is very close to what we have experienced with the better auction catalogs.

There are still a few areas where color has not replaced black and white illustrations. However, the publisher has announced a 100% objective. In most instances where an overprinted stamp is shown, the illustration of the stamp has been attenuated so that the overprint can be more readily viewed. Many varieties and distinguishing characteristics of similar stamps continue to be shown in black and white. These appear to be clearer than before and this might be the result of the coated stock. To be sure, there are a few shades that might benefit from a little tweaking and a few sketches that could be improved, but far from being empty, the bottle is more than 90% full.

Some recent sales, such as the Markovits Officials, were duly recognized both in the listings and the valuations. There are some significant changes both editorially and in pricing. The price is a modest increase over the previous volume.

JEF

***Scott Classic Specialized Catalogue of Stamps & Covers 1840-1940, 2005 Edition*, James E. Kloetzel editor, Scott Publishing Co., 911 Vandemark Road, Sidney, OH 45365, 2004, 1,120 pages + 48 introductory pages, 8½ x 10¾", hard cover, color illustrations, \$124.99, ISBN 0-89487-339-3.**

The *Classic* catalog now has coated paper stock, greatly enhancing the quality of the color illustrations. While there are still some not yet illustrated in color, there has been improvement from the previous edition. Since its inception, the *Classic* has continuously expanded the level of detail of the listings. Locals are being added. This year the Suez Canal Company locals have been added to Egypt together with an appropriate caveat regarding forgeries of the issue. A number of other local issues are listed. To give some examples of the coverage, the first two issues of Netherlands are valued for pairs, strips and blocks; some of the early issues of Portugal are priced on cover, on newspaper and/or on newspaper wrapper.

Many, but not yet most, countries have their earlier issues priced on cover. Some indication of the level of increased detail might be suggested in the increase of fifty-two pages in the basic section of the book since the 2003 edition. Bear in mind that this catalog does not have to deal with new issues.

The British area continues beyond 1940 to 1952, the end of the reign of King George VI. These listings did not initially