



# THE PHILATELIC COMMUNICATOR

Journal of American Philatelic Society Writers Unit #30

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

Second Quarter 2006

## Let's Get Visual!

Online publishing has come of age, offering an attractive and viable alternative to print. Careful planning can make your project a success.

By *Albert W. Starkweather*

In addition to traditional publishing methods — essentially printed words and illustrations on paper, there are several other ways of presenting information. These include traditional video / film, slides and overhead projections, and the more contemporary on-screen presentations (including CD-ROM), and Internet / intranet sites.

Participation by viewers may range from passive to interactive.

### Planning

Care equal to that required for a printed publication is necessary for visual output. In addition to style sheets and dummy pages, flow charts may be necessary planning elements. While slides, overhead presentations, and videos and films follow a linear flow, on-screen presentations and Internet / intranet sites usually offer the user different viewing options through hypertext links.

To ensure that a project meets its defined goals, rough sketches of sample *screens* are needed, along with templates, style sheets, and flow charts to define the flow of information. When developing

Internet / intranet sites, the key is links to related information as well as links to return to decision points where the viewer is presented with alternative destinations.

Another major consideration is color, which can be a powerful ally in presenting information or a hindrance. It should complement the message harmoniously without detracting from it. In general, a very limited palette should be employed. "In your face" color, typography,

and graphics overwhelm many audiences, particularly when new or unfamiliar information is being presented.

There are five general considerations in planning a visual presentation: (1) overall appearance, (2) typography, (3) graphics / images, (4) audio, and (5) writing, and two issues specific to Internet / intranet and CD-ROM: (6) navigation and (7) interactivity. Special attention must be given to material that will be presented both online and in print to ensure consistency. Although Web sites do not support the same degree of typographical flexibility as print, certain styles should be established — information hierarchy, font styles, color.

*Continued on Page 4*

### *The Why and How of Web Sites*

Thomas M. Fortunato explains why organizations require a good Web site and then details of basics of building such a site.

*See Page 7*

## Literature on Display at Washington 2006

*To date there are 237 competitive literature exhibits.  
Don't miss these when you attend the show!*





# THE PHILATELIC COMMUNICATOR

ISSN 0147-36456

Volume 40, No. 2, Whole No. 152

## Albert W. Starkweather, Editor

5520 Gunn Hwy. #1406, Tampa, FL 33624-2847  
phone: 813-962-7964; www.starkweatherdesign.com  
e-mail: astarkweather@starkweatherdesign.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. Content ©2006 Writers Unit 30; Design ©2006 Albert W. Starkweather / Design on Demand.

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 Writers Unit #30, APS, its officers, editor, publisher, or agents. Letters 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:*

1st Quarter: Jan. 15; 2nd Quarter: April 15; 3rd Quarter: July 15; 4th Quarter: Oct. 15

## APS 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 St., Vienna, VA 22180-6906  
phone: 703-560-2413 e-mail: ggriffenhagen@aphanet.org

### Barth Healey, Vice President East

86 Bar Beach Rd., Port Washington, NY 11050 e-mail: healey@nytimes.com

### Kenneth Trettin, Vice President West

P.O. Box 56, Rockford, IA 50468-0056 e-mail: revenuer@omnitelcom.com

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

Lloyd de Vries.....	lloyd@virtualstampclub.com (2007)
Joseph E. Foley.....	foley4197@aol.com (2009)
Ernest E. (Gene) Fricks.....	genefricks@comcast.net (2009)
James W. Graue.....	jimg@icehouse.net (2007)
Ronald E. Leshner.....	revenuer@dmv.com (2007)
Robert P. Odenweller.....	RPOdenwel@cs.com (2009)
Steven J. Rod.....	sjrod@ao.com (2009)

### Writers Unit #30 Committee chairs are:

APS representative: George B. Griffenhagen  
Awards: Robert P. Odenweller  
Bylaws: Joseph E. Foley  
Critique Service: Charles J. Peterson  
Hall of Fame: Peter D. Martin  
Historian: Steven J. Rod  
Literature Exhibitions: James W. Graue  
Member Services: open  
Nominating: Alan Warren

Outreach: Barth Healey  
Publications: Peter D. Martin  
Publicity: Ernest E. (Gene) Fricks  
Recruiting: Lloyd de Vries  
Special Events: Kenneth Trettin  
USPS representative: Peter D. Martin  
Web: John Cropper  
Webmaster: Andrew McFarlane  
WU #30 Breakfast: Ronald E. Leshner

Writers Unit #30 has as its primary objective the encouragement and improvement of philatelic writing in all 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.



## Albert W. Starkweather Editor's Domain

### Life is ...

what happens when you're busy making other plans. Had anyone told me that I would become editor of *THE PHILATELIC COMMUNICATOR* less than a year and a half after joining Writers Unit #30, I would have accused him of having had one too many. However, here I am, hoping to be able to live up to the excellence of my predecessors.

I would be remiss in not first thanking our former editor, Joe Foley, for his stewardship of the journal and Gene Fricks for stepping in to maintain the continuity of the publication after Joe was diagnosed with lung cancer late last year.

Joe died on the morning of May 3. We offer our deepest condolences to his widow, Mary Joan, and their children.

I would also be remiss in not thanking President Peter Martin for his support and backing in this endeavor.

### I need your help ...

Obviously production of *THE PHILATELIC COMMUNICATOR* is not a one-man show. I need your help and urgently request articles, reviews, and short items in order to maintain the high editorial quality of the journal. Remember to think visually — illustrations can really *sell* an article.

My first encounter with Writers Unit #30 was a decade and a half ago when I met Joe Frey, who innovated production of *THE PHILATELIC COMMUNICATOR* by creating the publication on a personal computer and printing it on an early Hewlett-Packard laser printer. He consulted with me on some of the problems then encountered in desktop publishing. His final result was remarkably good for the time, especially considering the limited resolution of the laser printer.

### Changes ...

With the president's blessing, I have undertaken the project of modernizing the look of *THE PHILATELIC COMMUNICATOR* without destroying its heritage. I also have retired the title of the editor's column — *The Quill*, which was closely associated with my predecessors.

Most noticeable should be the change from Times to Minion body fonts. I have kept the type size the same to maintain optimum readability.

For those interested in *keeping score*, the journal is laid out in Adobe InDesign, with assistance from Adobe Photoshop and Illustrator. The electronic files are uploaded to Wilcox Printing & Publishing in PDF format for direct imaging to plate — meaning a much cleaner finished product.

I fervently hope that you welcome these changes and find that *THE PHILATELIC COMMUNICATOR* is more user friendly. I welcome your criticism and suggestions. Don't hesitate to contact me. ☛

# Remembering Joseph Foley

As we were going to press with the second quarter issue of *THE PHILATELIC COMMUNICATOR*, I received word of the May 3 passing of Joe Foley, our long-time editor, Writers Unit #30 Council member, and friend.

A few days earlier he had e-mailed to say that his lung cancer had returned and that he would be undergoing additional treatment. He had just celebrated his 44th wedding anniversary and had enjoyed a party with his family.

Joe raised the standard of *TPC* through hard work and personal contacts and did so for as long as his health allowed. He never shied away from a tough assignment and could always be counted upon for sage counsel. His dedication to the Writers Unit will leave a deep void. On behalf of the all the members of WU #30, I extend our deepest sympathy to the Foley family. We share in their loss. For an in-depth account of Joe's many contributions see page 11.

## New Editor Appointed

I am pleased to announce that Albert W. Starkweather of Tampa, FL, has been appointed as the new editor of *THE PHILATELIC COMMUNICATOR*. He succeeds Gene Fricks, a long-time Writers Unit #30 Council member and former editor of the *Collectors Club Philatelist*, who stepped in on an interim basis when Joe Foley resigned due to health reasons. This is Al's first issue.

Al, owner of Design on Demand, a print and online communications company, brings a host of publications experience to the position. His credits include work for *JAZZIZ* magazine, the *Hartford Courant*, the *Airpost Journal*, *Stamps* magazine, and a number of other newspapers and book publishers.

Most recently, he received recognition from the APS for his redesign and expansion of the *Stamp Insider*, journal of the Federation of New York Philatelic Societies.

He has also written extensively on a wide range of subjects and has taught English and computer science. Al is full of great ideas and is already hard at work.



## Peter Martin President's Message

He invites contributions from all sources and may be reached by e-mail at: [astarkweather@starkweatherdesign.com](mailto:astarkweather@starkweatherdesign.com).

## Thanks To Gene Fricks

On behalf of the membership, I want to thank Gene Fricks for stepping in on very short notice and producing the first quarter issue and helping Al with the second quarter issue. The Writers Unit is fortunate to have talented individuals like Gene who step forward when the need arises.

## Writers Unit #30 Web Site

I am also pleased to announce that our Web site at [www.WU30.org](http://www.WU30.org) is operational. Webmaster Andrew McFarlane has given us a great start and we will build upon the solid foundation that he has created. If you have ideas for things you'd like to see on the Web site contact Andrew, Web Committee Chairman John Cropper, or me.

## StampShow 2006

It's not too early to start planning for the Writers Unit #30 Breakfast at StampShow 2006. The event will be held August 27 in Chicago. Details will be in the Third Quarter *TPC*.

## Send Me Your Suggestions

If you have ideas for improving Writers Unit #30, contact me at [pmartin2020@aol.com](mailto:pmartin2020@aol.com) or P.O. Box 4503, Danbury, CT 06813. ✉



## Letters To the Editor

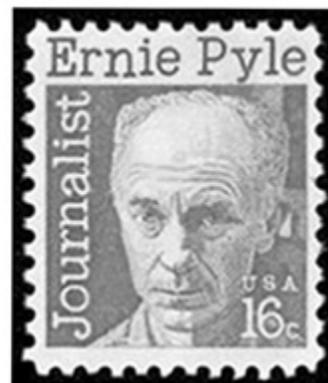
### A Case of TMI?

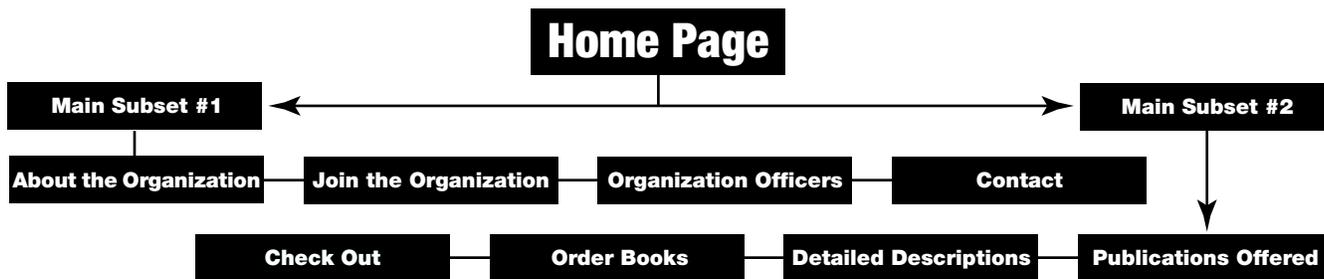
I received the latest *PHILATELIC COMMUNICATOR* today (well done, by the way) and quickly noticed Niles' comment on my article in the previous issue. As a military historian, I am well aware that Ernie Pyle was actually killed on Ie Shima, one of the small islands around Iwo Jima. Ie Shima itself was of no military value, of course, but it had to be cleared so we could take control of Iwo Jima, which had space for a large airfield (the planes that bombed Hiroshima ran short of fuel and had to land there).

However, that's a lot to say when I am only mentioning Pyle in passing, and explaining the whole thing seemed to me to be what today is increasingly being called TMI — "too much information." To satisfy both the casual reader and the military specialist, I very carefully worded the phrase — notice it says "during the battle *for* Iwo Jima." And, indeed, the fighting on Ie Shima was part of the battle for control of Iwo Jima. I consider it an example of extremely precise writing.

Thanks for the challenge!

David A. Kent, Newington, CT





A Flow Chart Helps Organize a Prospective Web Site

## Let's Get Visual — Continued from Cover

(1) Overall appearance is determined by the theme of the presentation and the intended audience. Consistency is achieved by adopted a master design and color scheme — usually no more than two or three hues. Slides and overheads usually carry one thought each. Formats — always landscape — must match the projection-screen or monitor. Internet / intranet and CD-ROM pages should seldom scroll horizontally and vertical scrolling should be kept to a minimum.

The simple rules for (2) typography are: Use no more than two or three fonts set in an easy-to-read point size that complements the subject matter. Hyperlinked text should be underlined to indicate that it is a link. To attain maximum readability, use bold and italic for emphasis only, not as body copy.

(3) Graphics / images should have a common design and have colors compatible with the overall scheme. They always should be of the highest quality for the medium, with the added consideration that Web graphics and images should download quickly. Inclusion of animated GIFs and film clips also should follow these rules.

(4) Audio sound bites and music can enhance a presentation and, like graphics, should download quickly if they are included on Web pages. Be sure that music does not mask the spoken word.

To ensure that the message is delivered, (5) writing must be concise, friendly, and easy to understand. Faulty spelling and grammar can ruin a presentation by implying that the facts are also faulty. Be sure information is up to date and correct, including e-mail and snail mail addresses, telephone numbers, and personnel rosters. Remember: *Read, revise, rewrite.*

(6) Navigation aids are an absolute necessity for Internet / intranet sites and CD-ROMS. These include navigation buttons, word links, drop-down menus, site maps, and image maps. Points to remember include the number of main, sub, and sub-sub screens that spin off the home page. How many mouse clicks does it take to reach them? There should be ample opportunity to return to a given point, escape from a screen, and to move through long text blocks.

Levels of (7) interactivity can range from a button that summons the user's e-mail or an e-mail form to response and order forms (which may be printed out and mailed or faxed in the case of CD-ROMS), customization or appearance and/or user preferences, and search engines.

A further consideration for Web site design is that it should be appealing and easy to navigate. Pages should download quickly so viewers do not become impatient and leave the site.

## Fonts and Web Fonts

The general font rules that govern print publications also apply to visual presentations. While text fonts should be chosen for a high degree of readability, poster-style title fonts can be particularly

attractive, as well as inline and contour variations. Many of these work particularly well when they are set in bold primary colors.

Type size is very important in planning pages for Internet / intranet display. What may appear to be normal sized on a large, high-resolution monitor, may *shout* on a small monitor at low resolution.

Web designers essentially are at the mercy of the viewers and the fonts they have installed on

their computers. The safest choices are serif and sans serif. Nearly all Windows-based computers have Arial and Times New Roman and Macintosh computers have Times and Helvetica. Both have the ubiquitous and generally despised Courier. Text set in sans serif is generally easier to read at screen resolution.

To force the browser on the viewer's end to display serif or sans serif, the following Hypertext Markup Language (HTML) coding may be used:

<FONT FACE = "Arial, Helvetica, Sans Serif"> or <FONT FACE = "Times New Roman, Times, serif">.

The browser will attempt to load the first choice. If it is missing, it will attempt to load the second choice. If this too fails, it will load a generic serif or sans serif. Color may be assigned to HTML text.

New Web technology can force a viewer's browser to display specific fonts. However, the safest bet is to specify serif or sans serif fonts to ensure the highest level of compatibility.

A specific font for a splash screen or heading may be generated

### Some Good Fonts for Presentations

**Pompeia Inline**  
**Galliard Ultra Italic**  
**Bodoni Poster**  
**Arnold Boecklin**  
**TRAJAN BOLD**

by creating a Graphic Image Format (GIF) or Joint Photographic Experts Group (JPEG or JPG) image in a drawing or imaging program. It must be remembered that GIF and JPEG images do not contain searchable text that can be found by site visitors or Web crawlers that index sites.

Designers who desire to have their pages appear as they have created them have turned to the portable document format (PDF) which maintains consistency across different platforms. Its largest drawback is that it puts another interface on the browser screen.

Another problem is getting special characters to display properly. Special encodings are necessary to create extended characters. However, if there is any uncertainty about this, the type should be generated as a GIF or JPEG graphic. In general, it would be wise to use the words associated with certain symbols, such as copyright and registered trademark.

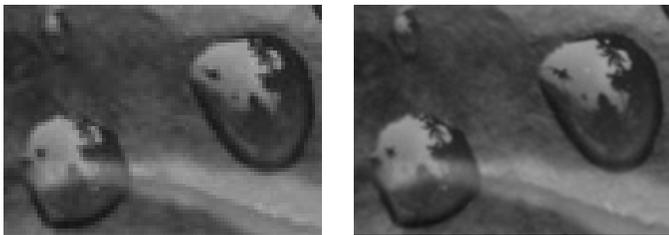
## Scripting

A script is necessary for narrated slide, overhead, and on-screen presentations, and videos / films to ensure they are assembled correctly and to guide the narrator, whether or not the narration is live or recorded. If music is part of the presentation, care should be taken to ensure that it does not overpower the spoken word. Remember to include word use and pronunciation guides for narrators.

## Image Formats

Images for use as slides or overhead projections should be high resolution — 266 to 300 dpi, while those for on-screen presentations should be 72 to 96 dpi, as this is more than adequate for monitors and allows the images to load much more quickly and take up far less memory.

The most commonly used image formats for online use are graphic interchange format (GIF) for graphics and Joint Photographic Experts Group (JPEG or JPG) for photographs. Both are suitable for cross-platform applications.



**Low and High Resolution Images**

If images are to be used for other applications, create an original at the highest possible resolution that might be required and down-size copies for those applications needing only lower resolution.

## Adding Sound

Sound may be added to Internet / new media presentations. The parameters for material presented on CD-ROM are the same as those for standard music CDs. However, Internet / intranet music delivery should be limited in size and playable at the option of the user.

An average commercial song of three to three and a half minutes is approximately 36 to 40 megabytes in size. Extracting

---

## Think Graphics and Color

Online and other highly visual presentations demand heavy use of graphics and color to convey the message.

Print publications are faced with similar challenges, as more and more smaller publications have been able to employ color to some extent.

Ronald E. Leshner's first-person account of transitioning the Rocky Mountain Philatelic Library's *Scribblings* newsletter from black and white to color begins on the next page.

---

a single chorus and a standard chorus-bridge-chorus piece can bring the size down to about 12 megabytes — still much too large for online delivery. Compression can further reduce this to about 400 kilobytes with no noticeable sound degradation by online standards. An indication of the file size is helpful if the music is to be downloaded.

## Acrobatics

Portable document format (PDF) is a very popular way of delivering books and other text online. It allows almost any document to be displayed as it was originally designed on any computer platform and offers very small file sizes. The electronic format is ideal for online delivery of long documents that Web site visitors may wish to print out and read later, to create interactive books for CD-ROM, and to deliver files to commercial printers with embedded fonts.

Key points to keep in mind when designing online pages are:

- Keep the layout simple and easy to follow.
- Limit screens or pages to one thought or concept each, with a maximum of three to four sub thoughts or concepts.
- Establish of logical flow of information.
- For monitor-based presentations, keep scrolling to a minimum. Horizontal scrolling is never acceptable, except in rare instances.
- Use easy to understand language.
- Double check all spelling and grammar.
- For Internet sites consider using tables instead of frames, as tables load more quickly and are more compatible with most browsers than frames.
- Permit online users to skip lengthy animated splash screens and introductions.
- For interactive designs, give the viewer an incentive to explore and easy navigation methods to jump to other pages and to return to previously viewed areas.
- For material to be viewed on different platforms, test and retest the output on those platforms. If possible, have other users test the sample pages before they are available to the general public.
- Consider offering material to be downloaded and read or reprinted later in portable document format (PDF) in addition to hypertext markup language (HTML) for onscreen viewing. Be sure to include information on how large downloadable files are.
- Be sure to include links for downloads if special software is necessary to access online material.

---

This article is excerpted from Albert W. Starkweather's forthcoming book on typography and design. 

# It's A Color World These Days

By Ronald E. Leshner

Before May 2005, the Rocky Mountain Philatelic Library's newsletter *Scribblings* was four pages, 8½ × 11 inches, printed in black and white by a professional printer at a cost of 40 cents per copy. A few of us talked about using color, but we thought the cost of more than 50 cents a page was not practical.

The switch to color came through the back door. Our operations manager, Don Beuthel, suggested we buy a high-end color copy machine so we could download and print exhibits from the Internet and create copies of exhibits of library members as a new and significant service to our patrons. It would also be a way to grow our collection of color exhibits.

A group of six of our most active volunteers, mostly board members, started looking at the options and decided to start big and work backwards. "Big" meant a full-fledged color printer. We figured since we were committed to spending up to \$4,000 on a good printer, we might just as well consider spending a few thousand more for something much better.

At this point, we believed it might be too complicated to print *Scribblings* in-house. While we felt this would be a reasonable goal, it was not the first consideration in whether to buy a color printer. Frankly, we weren't even sure what a color printer would do.

One of the machines we considered was a Konica Minolta Bizhub 350. A demonstration in the company's sales offices was a real eye opener. Here's some of what we learned:

- The unit would print booklets (5½ × 8½ or 8½ × 11) up to 20 pages and would fold and staple them before spitting them out.
- It would print anything on the internet directly through Windows or Mac operating systems.
- It would print envelopes, report covers, and overheads.
- It could be used as a scanner.

To sweeten the deal, since the RMPL is an IRS 501(c)3 charitable organization, Konica Minolta offered to include a reconditioned black and white copier as a donation. Since our old little copy machine was on its last legs, this was a welcome offer.

The library has many other needs that were weighed against the purchase, and while the initial outlay was astronomical compared to our yearly budget, the committee came to the conclusion that the cost could be justified based on the services we could provide and the improvement in the image of the library which, hopefully, would attract new members and patrons.

Our 10-member board voted unanimously to buy the machine. The person on the board I thought was most likely to object because of his conservative attitude toward expenses said, "Yes," and added, "It's a color world these days." We recognized that the purchase would never be cost effective and that we would never be able to get a financial return on the cost of the machine.

The benefits were solely in our ability to provide a new service and in the image the library projects.

In light of how fast technology changes, one of our major concerns was support and maintenance. Konica Minolta assured us it will support the machine for at least seven years.

After a year of operation, here is what we are printing in color:

- *Scribblings*
- Exhibits
- Cachets for stamp shows
- Show programs
- Newsletters for local clubs
- The Publication Committee's first book

We also do a lot of scanning. Among other things, we scan material for members' PowerPoint presentations at the rate of 18 or so a year. This is no ordinary scanner. It takes about one second to produce a perfect 300 dpi image and using the automatic feeder it will produce a 20-page PDF document in less than 30 seconds. I use Adobe Photoshop Elements 2.0 to size and crop pictures.

Ongoing costs include a yearly maintenance contract that includes up to 10,000 black and white pages. Konica Minolta provides all the toner we need, and charges 10 cents for each color

"pass." That means we can print *Scribblings* on 11½ × 17 paper, two pages up, with one pass. Four pages are printed on one 11½ × 17 sheet on both sides for 20 cents. The newsletter is 12 pages, so it costs 60 cents to print, plus the cost of paper. We

are using 28, pound, 98 brightness Hammermill color copy paper.

We didn't want to go into the print shop business, so use of the printer is limited to philatelic items. Members may use the machine for 50 cents a page. The library will copy an exhibit for free for our collection, and give one free copy to the exhibitor. Additional copies of exhibits are 25 cents per page. We charge clubs and organizations our cost for newsletters, flyers, show programs, and cacheted envelopes.

There has been no change in the way *Scribblings* is prepared. I use FrameLinks in Appleworks to put it together on a Mac, with all 12 pages in one word processing document. It is sent to the computer in the printer, and that's all there is to it. The computer in the printer figures out that pages 12 and 1 go on the same sheet, 2 and 11 are back-to-back on that sheet, and so forth.

It takes about 45 seconds to print, fold, and staple one eight-to-12-page newsletter. I have printed more than 2,000 of them to date, and there have been just two minor paper jams.

The road from four- to 12-page issues has been slow and cautious as I learned to use the new printer.

The use of color inspired me as the editor to expand to six pages in the May-June issue of 2005, a couple of months after the new printer arrived. One color page was inserted, featuring some photos and a list of new books on our shelves.

The next issue, July-August, was back to four pages, but they ►

---

## Rocky Mountain Philatelic Library

The Rocky Mountain Philatelic Library is a private library, funded by memberships and donations, for those interested in stamp collecting. This library, for stamp collectors, provides a large variety of worldwide research materials for the postage stamp collecting community. More information may be found at [www.rockymountainphilatelibrary.com](http://www.rockymountainphilatelibrary.com).

---

# Web Sites Promote Growth

By Thomas M. Fortunato

Organizations that lack a Web presence are out of tune with society today, and quite honestly, missing the boat. Those that don't have a Web site either have no one in their group who can build one, or simply don't want to advertise their organization. Into which of these two categories does your organization fall?

The Web is how most people gain information about their community and world. It has always been seen as a *special interest* tool, where advocates of everything under the sun turn to promote their interests. Philately is no different. Think about it: How does your organization currently promote itself, and how effective has that strategy been? Do you take out newspaper ads? How about radio or TV ads? What about large billboards? Unless your treasury is super loaded, you won't be able to afford these.

It is possible to host a Web page completely free of charge. Hosting a site without advertising is almost as inexpensive and can start at \$5 per month, which would include your own Web domain name, such as [www.citystampclub.org](http://www.citystampclub.org).

Real people use the Web! Stamp collectors, especially younger ones under the age of 60, are Web savvy. If they want to find a club in their area, they simply do a Google search ([www.google.com](http://www.google.com)) and type in "stamp club" and their city name to see who is around. Try it yourself now and bring the results to your board or officers.

You may find references to your organization, including where it meets, elsewhere on the Web, but why should potential new members have to go anywhere except your club's official Web site to get accurate, up-to-date information about your meetings, events, etc.?

To survive, organizations need to be utilizing every possible resource to promote themselves. A Web site should be in that mix, especially if you have a volunteer capable of running it for you.

## Get Yourself a Web Page!

Not that long ago you had to write code to produce your own Web page or one for your stamp club. Thankfully those days are gone. If you are comfortable sending e-mails and simple Web surfing, you have all the skill it takes to get a Web page up and running.

**STEP 1 — FIND A HOST:** Find out if your own ISP (Internet service provider) offers free server space for hosting your pages. The code that displays a Web page resides on a computer hard drive somewhere in the world. When you type a Web address, otherwise known as a URL (uniform resource locator), you are actually

hunting for the code on that computer. All code is written in a computer language called HTML (hypertext markup language). Most ISPs host Web pages, typically 10–25 megabytes in size — more than enough for your needs. If yours doesn't, check such hosting sites as <http://geocities.yahoo.com>, <http://www.tripod.lycos.com>, or <http://www.fortunecity.com>. You have the option of signing up for their free ad-supported service (ads will pop up when viewing pages) or ad-free paid service starting at roughly \$5 per month.

**STEP 2 — DECIDE HOW TO BUILD YOUR PAGES:** To keep it simple, see if your ISP or web host offers free Web tools or site builders that make creating pages a snap. These programs typically are point-and-click and will step you through the process of selecting a layout style, background color or image, adding text and pictures, etc. from a selection of each that they offer. More advanced Web tools allow you to select these from your own computer, along with other elements such as music and video clips.

An alternative is to use a Web creation program on your own computer. You can create a page recent versions of Microsoft Word and automatically convert it to HTML with the click of the mouse. Check out the File — Save as Web Page option or click on Help for directions. Otherwise, buy an HTML authoring program such as FrontPage or Dreamweaver, which can be expensive.

Web tools may not offer the flexibility in customizing the look and feel desire for your Web page, although today's tools are much more flexible than before. To get the ultimate design in your mind's eye, you may need to learn and write HTML code. Back in the dark ages (around 1997) this was my only option. This approach is not for the faint of heart, but if you're game, check out such sites as <http://www.htmlgoodies.com/primers/basics.html> and [http://www.arachnoid.com/lutus/html\\_tutor.html](http://www.arachnoid.com/lutus/html_tutor.html) (HTML for the Conceptually Challenged).

**STEP 3 — GET AT IT!:** Now the fun begins as you design your site. A few pointers. Remember that the "wilder" the background you choose, the harder it might be to actually read. Use complementary colors with enough contrast. Keep text to one or two styles at most, and in a font size that is easily read. The best advice is to scout out other web pages and use ideas you like.

**STEP 4 — ADD-ONS:** OK, so you want to fancy things up? Consider adding a Web counter to tell how many people have visited your page. Some include other statistics detailing where viewers reside, when they visited, how long they stayed, etc. Want your own URL so that you look like a player, such as <http://www.yourname.com>? They're as cheap as \$5 per year if you look for them. So go ahead. What are you waiting for? Get your feet wet with Web pages! 🐾

► were all in color. There is one article about stamps written by a member in each issue, and this one was about Canary Island airmails. It lent itself nicely to a map and photos of stamps and a cover. One reason there is an article in each issue is to show how the library may be used to find information about a topic, so the articles refer to books in our collection.

The September–October issue was boosted up to eight pages, with a complete list and numerous photos of additions to the shelves. Prior to this time, only a few of the books added were mentioned in *Scribblings*, and listing them all has been well received.

All three issues since then have been 12 pages, and they make great use of color in the lead articles and book listings, in addition

to the usual newsletter notes. I often scratch my head until I come up with ideas for interesting color photos to include with as many of those notes as possible. The color results are so good, I continue to be inspired to produce 12-page issues but time constraints will no doubt mean that some will be eight pages in the future.

Now that we have a year's use of the color printer under our belt, it is safe to say reaction has been overwhelmingly positive and the acquisition has been a wonderful addition to the library. All of the board members and volunteers are pleased.

For a free copy of *Scribblings* so you may judge for yourself how the addition of color has helped, e-mail me at [rmpl@qwest.net](mailto:rmpl@qwest.net) or write to RMPL, 2038 S. Pontiac Way, Denver, CO 80224. 🐾

# Writers Hold the Key To Creating Philatelists

## If You Write, They Will Come ...

By Jeremy A. Lifsey

Writers hold the key to arouse people who have a mild philatelic interest into becoming serious collectors. Authors can do this by writing interesting stamp related articles for the non-philatelic print media. The emphasis should be on the general topic and the relation to stamps should be mentioned casually at the end of the piece.

This isn't as hard to do as it first seems. It requires imagination, the ability to engross the reader with something of absorbing interest, and then weave in the fun, excitement, joy, and benefits of stamp collecting to further stimulate the reader's passions.

When I mentioned, at my stamp club, that one of the ways to bring people into the hobby is for writers to send articles to travel, historical, geographical, and other specialty magazines, I was greeted with a certain amount of skepticism. My view is that the article should focus on the topic that is likely to be read, one that meets the objectives and purposes of the publication, one that the reader seeks out. The reader selected the magazine because it catered to topics of interest such as architecture, Olympics, ships, or space.

### But Will It Play in Cosmo?

After the meeting, one of the members approached me and said that I had a great idea but that I couldn't expect to get a stamp article in a magazine such as *Cosmopolitan*. That was a challenge. The gauntlet had been flung. On my ride home I thought of an article that might be picked up by a woman's magazine or one that has the same genre as *Cosmo*. I wrote an article and called it, "Secrets of Strong Women." This title might hook some women into reading the first paragraph. If the title had been, "Famous Women on Stamps," I doubt that anyone would have stopped to read anything further. Nor would they have read past the first paragraph, regardless of the title, if it started out by mentioning Marie Curie, George Sand, or Eleanor Roosevelt and the countries that honored these women on stamps.

Instead, I started my article by talking about gender bias and prejudice that still exist and then launched my perception of "women's secrets." One of the secrets is that strong women who want a family should choose a spouse with their head and heart and not just their heart alone. Emotions eventually fade but the values of the spouse continue and should be compatible. A second secret is that strong women must have self-confidence not only in their ability to do the job they undertake but in the knowledge that the job they undertake is worthwhile and valuable to some segment of society. Their self-confidence is necessary to carry them through the setbacks that they are sure to experience.

I mentioned "Rosie the Riveter" and *kinder, kuche, und kirche*. Then I wove in the fact that the inspiration to discover these facts came from a knowledge of which women had been honored by several countries on their stamps.

I do not know if anything I wrote had merit. I didn't do the required research. My purpose was to see if an article could be written that would fit in with *Cosmo's* themes and still be able to have some

aspect of stamp collecting associated with the main part of the article. An article along these lines, backed up with a couple of sturdy authoritative references would be of interest to women and some of them might be inspired enough to look into the stamp hobby.

This same person who challenged me about *Cosmopolitan*, had given a talk to the club a month earlier about Robert Morris. He is interested in postal history and, since he lives nearby, he took a trip to the Morrisville (PA) post office, the Morrisville Historical Society, and wandered around town gathering information about mail delivery over the past couple of hundred years. Though his talk was about postal events in Morrisville and emphasized postal history, he soon started talking exuberantly about Robert Morris, the Constitution, the Declaration of Independence, and the role Robert Morris played in forming this country.

A philatelic magazine devoted to postal history published his presentation. Had he turned this article around and started with a discussion of Robert Morris and Morrisville from an historical perspective, then brought in the fact that he unearthed all this information because of his interest in stamps, he would have had an article worthy of many magazines dedicated to American history.

Another stamp club member gave a talk about Pope John Paul II. He brought in samples of stamps and covers that portrayed the Pope's travels to various countries. During his talk he mentioned the Pope's early years in Poland, his experiences avoiding the Nazis, and how he became a priest and later the first Polish Pope.

Had he focused his stamp exhibits on the early years of the Pope's life, he would have had an article worthy of any magazine devoted to biographies of famous people. He could have gone on to illustrate his article with stamps, but the main focus would be the biography which would have interested many readers. Hopefully, they would have seen how stamps greatly enhanced the discussion and made it more colorful and interesting than a simple recitation of the facts.

### Getting a Reputation

Many authors will object that it is difficult to get new articles into the non-philatelic media, especially articles about stamps. That's true. Once a writer has an established reputation in the stamp publishing world, it is far easier to get something published in a philatelic magazine or newspaper. Why not do both? Submit the basic article to a philatelic publisher and then rewrite it to send off to a magazine whose readers are interested in the subject and have very little interest in stamps. With repeated exposure to such articles, some of the readers will realize that stamps can be extremely supportive of their main interest and that stamp collecting with a special topic may even make it easier to find special facts and stories.

Here is an example. In the March 26, 2005 issue of *Linn's Stamp News* there is an article titled, "Beautiful endangered wildlife on Canadian stamps." The article is filled with Canadian stamps that picture endangered or threatened wildlife — birds and mammals. The article also states, "There are fish, insects, reptiles, and plants too numerous to mention here." Isn't this a sentence that would spark someone who is interested in flora and fauna that have

become extinct to study Canadian stamps? It would be an easy way to find out what life forms have disappeared and which ones are threatened. An expert might have this information but a lay person would need some help in advancing his or her knowledge and an easy way to get this help is by looking at Canadian stamps.

As it stands, this article would not be suitable for the Sierra Club's *Sierra* magazine because it also has Scott numbers of the stamps, data about postal rates, and philatelic terms such as "se-tenant" that would confound the lay reader. It should be easy to rewrite this article so that the focus would be on "endangered species" and not the stamps and the data about them.

Then with relatively little effort, the author would have two articles; one for the philatelic press and one for the people interested in saving species before they become extinct.

Though the articles contain essentially the same material, they are different. They are written for different audiences. They can be submitted to two publications without violating the desire of many editors that

articles should not be submitted to them and others simultaneously. It is difficult to look at one's work and try to rewrite it for a different group of people. Somehow authors become enamored with their own words and organization. They are loath to change "even one comma," as Cyrano de Bergerac said.

Even if one is not as extreme as Cyrano, there is a certain amount of paralysis that occurs. All the information presented seems to be absolutely necessary. The information has to be presented exactly the way the author wrote it. Nothing else will do. It is strange that these attitudes don't prevail when looking at a piece written by someone else. Suggestions for improvement immediately leap to mind. If that is so universally true, then rewriting someone else's work is the place to begin.

There is an article in the May 2005 issue of *Scott Stamp Monthly* titled, "The Evolution of France's "Marianne." It is a fascinating story. Marianne is the French Uncle Sam or John Bull. Marianne's origin is not known. Several stories exist. They all date to the French Revolution or before. The article covers literature, art, coins, the advent of the Second Republic in 1870, World War II, and Roman mythology. The article is peppered with remarks about the stamps' design, details about the designers, Scott numbers, and statistics about a nationwide contest launched by the French postal administration. All are probably boring to a lay reader.

Instead of opening this article with details of the contest, and presenting philatelic facts, the way to attract a non-philatelic audience would be to use a lead sentence such as: "Marianne is the female embodiment of France." That draws the reader in and makes him or her want to learn more about Marianne. Then elaborate on that theme with all the literary, artistic, historical, and mythological stories. At the end of the article some mention of the importance of the contest, illustrations of the way Marianne has been pictured on stamps and the high priority given by the Prime Minister to finding a new way to portray Marianne as a representative of modern France.

In reading the article with an eye to rewrite, I had to wonder why the name of the person who headed the jury of the contest was mentioned, but the name of the Prime Minister was not provided. Had I been the author, I presume I would have understood the rationale, but as a reader, I didn't. The lay reader would not care very much about knowing who headed the jury. This suggests that it will often take two writers to rewrite a philatelic article for the popular media.

Occasionally there are articles which require very little rewriting. In the March 2005 issue of *Global Stamp News*, an article titled, "The American Comic Strip in the 1920s and 1930s" is just about ready to send away to a non-philatelic journal. It could be sent to *The Comics Journal* or any of the in-flight magazines found in the seat pocket of airplanes. These latter magazines are particularly good targets because they want articles of general interest that are entertaining and will relax the passengers. All the rewriting needed for *The Comics*

*Journal* article is to shorten the captions of the figures by eliminating the words, "United States #3000a, with pictorial cancel, commemorates" that appear in almost every figure. Then a 50-100 word paragraph could be added to link the stories about the comics with stamp collecting.

Will such efforts bring people into or back into the hobby? It will never be known because there is no way to measure the impact of these writings. What does seem likely is that this tactic of submitting articles to the media where the readers are will increase the exposure of the stamp world to many people. These readers may begin to realize that stamps are not just tiny pieces of paper and the goal is not just to see how many can be collected.

What lay people will begin to understand is that the stamps contain informative stories and were issued by governments to do more than just be used to pay for postal services. People will begin to understand that when the educational, political, historical, social, geographical, charitable, and other qualities of stamp collecting are enumerated, there is much more to be learned about the subject matter and the reasons for issuing the stamp.

There are three steps to the process of bringing people into the hobby through the print world. Writers should first do all the research necessary to write an article of interest for the philatelic media. Then they should examine the article and rewrite it for a target audience that is more interested in the subject matter than they are in the stamps about the subject. The last step is to tie the subject matter and stamps together so that the reader will be motivated to think that there is a great deal of enjoyment and stimulation in stamp collecting and that stamp collectors are doing more than just pushing around little pieces of paper and pasting them in albums.

Perhaps the process can be enhanced if the writer is willing to have the philatelic article rewritten by another writer who is not as emotionally attached to the work and who will more easily orient the article to a lay audience.

---

*Will such efforts bring people into or back into the hobby? It will never be known because there is no way to measure the impact of these writings. What does seem likely is that this tactic will increase the exposure of the stamp world to many people.*

**BARTH HEALEY SUGGESTS OUTLETS: PAGE 10**

---

# Non-Philatelic Outlets for Philatelic Writers

By Barth Healey

In an era of high-speed everything, the leisure of stamp collecting seems to be fading from the national consciousness, and we writers and editors have a responsibility to reverse that trend.

As a practical matter, we should try to cross-pollinate our hobby with other interests, whether hobbies or cultural pursuits or even religion and general life style. I have tried to assemble here possible non-philatelic outlets for everything from letters to the editor, to short items on new issues, to “how to” articles on getting started, to investing in stamps, to the mechanics of mounting and preserving stamps and covers.

The first step in breaking into a new print area is to survey your target. Most of these magazines and newspapers should be available in larger libraries; if not, all magazines will be glad to send you a couple of recent sample copies. I’ve mentioned in most listings, which were current in late April, what sort of items seem most appropriate.

When you’ve identified a target, write an inquiry letter to the editors listed here, describing the kind of item you would like to submit. Attaching copies of some similar items you have written in the past is useful. This would be a good time to inquire about payment, but don’t be surprised if the smaller publications just pay you in sample copies or a free subscription. This should not be important; in the longer term, we all benefit, even financially, from development of the hobby. Enclose an SASE; that will improve your chances for a speedy reply.

And our new editor, Al Starkweather, would like to hear from all those who succeed in placing items, with any hints you would like to add. (He probably would like to hear of any problems we can learn from, too, but this is supposed to be an upbeat note, so I don’t want to emphasize that.)

## Publications & Contacts

*AARP — The Magazine*, John Stoltenberg, Managing Editor; 601 E St. NW, Washington, DC 20049. Short features on hobbies.

*American Heritage*, Frederick E. Allen, Managing Editor; 90 Fifth Ave., New York, NY 10011. News and notes column of short items.

*American History*, Debra R. Newbold, Assistant Managing Editor; 741 Miller Dr. SE, Suite D-2, Leesburg, VA, 20175. “Americana” section carries short items. Magazine is full of ads for all sorts of collectibles.

*Americas*, Kathryn Stafford, English Editor; 19th St. and Constitution Ave. NW, Suite 300, Washington, DC 20006-4499. Lovely publication by the Organization of American States. Might try a country survey along the lines of “This Nation’s History Through Its Stamps.”

*Antiques and Collecting Magazine*, M. Therese Nolan, Editor; 1006 S. Michigan Ave., Chicago, IL 60605. Magazine seems to cover every collectible except stamps! Seems like a good opening for introductory and “how to” articles.

*Antiques Journal*, Jody Young, Publisher; P.O. Box 950, Sturbridge, MA 01566. Carries a column on covers by Doug Finch.

*Archaeology*, Kristin M. Romey, Deputy Editor; 36-36 33rd St., Long Island City, NY 11106. News and notes column for short items.

*Arizona Highways*, Randy Summerlin, Managing Editor; 2039 West Lewis Ave., Phoenix 85009. A column of brief items titled “Off-Ramp.”

*Astronomy*, Dick McNally, Managing Editor; 21027 Crossroads Circle, P.O. Box 1612, Waukesha, WI 53187. News and notes column for short items.

*Bicycling*, Christine Bucher, Managing Editor; 135 N. Sixth St., Emmaus, PA 18098, or 2509 Empire Ave., Suite 2, Burbank, CA 91504. A column of brief items titled “Handbook.”

*Bird Talk*, Laura Doerling, Managing Editor; P.O. Box 6050, Mission Viejo, CA 92690-6050. A column of brief items titled “BT Style.”

At the same address is *Cat Fancy*, Sandy Meyer, Managing Editor. Their short items are under the rubric “In the Mews.” (Hey, it’s a cat magazine.) Also, *Dog World*, David Greenwald, Managing Editor. Their rubric is “Dateline.”

*Boating*, David Seidman, Executive Features Editor; 1633 Broadway, 41st Floor, New York, NY 10019. Eclectic news items in the 400-word range under the rubric “Making Waves.” A recent item described comic books with nautical themes.

*Bon Appétit*, Laurie Gless Buckle, Managing Editor; 4 Times Square, New York, NY 10036. This is part of the vast Condé Nast, and an inquiry letter could ask for leads to other magazines in the group.

*Ceramics Monthly*, Sherman Hall, Editor; 735 Ceramic Place, Suite 100, Westerville, OH 43081. A column of brief items titled “Upfront.”

*Christianity Today*, Mark Galli, Managing Editor; 465 Gundersen Dr., Carol Stream, IL 60188-2415. Longer news items run under the rubric “Headlines.”

*Crafts ’n Things*, Abby Foster / Ruth Gottmann, Editors; 2400 Devon, Suite 375, Des Plaines, IL 60018-4618. Suitable articles could cover mounting and presentation of stamps, archival storage of delicate paper products, etc.

*Discover*, Margaret Foley, Managing Editor; 90 Fifth Ave., New York, NY 10011. Eclectic short items under the rubric “Data.”

*Ebony*, Walter Leavy / Lynn Norment, Managing Editors; 820 S. Michigan Ave., Chicago, IL 60605. Lots of eclectic “Departments.” Get a copy and see which niche you could fill.

*Entrepreneur*, Charlotte Jensen, Senior Articles Editor; 2445 McCabe Way, Suite 400, Irvine, CA 92614. Lots of short features; should be an opening for a profile of a dealer, for example, who has done well with imaginative marketing.

*Family Circle*, Darcy Jacobs, Articles Editor; 375 Lexington Ave., 9th Floor, New York, NY 10017. Short features in the “Family” section on hobbies and crafts.

*History Today*, Peter Furtado, Editor; 20 Old Compton St., London W1D 4TW, England. Short features in the “Frontline” section.

*Continued on Page 17*

# Joseph E. Foley — 1936–2006

Joseph E. Foley of Riva, MD, former editor of *THE PHILATELIC COMMUNICATOR*, a leading American collector of Irish stamps and covers, and a past president of the American Philatelic Society, died early on the morning of May 3.



“He was at home with his wife and several of his children. My dad was brave and courageous throughout his illness and died with great dignity,” his daughter, Katie, said in an e-mail. “I know he would like me to thank all of you for the many prayers and well wishes you have sent him these past months.”

Only a week before his death, Joe advised friends in an e-mail that his lung cancer had worsened and he was

resuming chemotherapy. He stepped down late last year as editor of the *THE PHILATELIC COMMUNICATOR*, and Eugene E. Fricks stepped in as interim editor.

“Today Fr. Costello, a very fine priest from our parish and chaplain of our chapter of the Ancient Order of Hibernians, came out for a visit, anointed me, gave Mary Joan and I communion,” Joe said in his e-mail. “I had earlier mentioned that today was our 44th anniversary and he had us repeat our wedding vows. Last Saturday our daughter Katie threw us a little party.

“As far as my stamp collections are concerned, Phoebe MacGillivray (d/b/a Victoria Stamp Company) will be handling my Irish, Southern Rhodesia, BNA, a general British collection, and Egypt. My Civil War correspondence is with Jim Lee and Frank Soeder will take care of my U.S. and general foreign. All are knowledgeable and trustworthy.”

## Service to Philately

Joe was president of the American Philatelic Society from 1989 to 1991, and a member of its Committee on the Accreditation of National Exhibitions and Judges. He sought another term as APS president in 1993, but was defeated by Randy Neil. Joe previously served the APS as a vice president, treasurer, and director.

He served as editor of *THE PHILATELIC COMMUNICATOR* from the fourth quarter of 1996 through the fourth quarter of 2005. He was also editor of the *Collectors Club Philatelist* from 2000–2004. He was also a member of the Writers Unit #30 Council.

He began his APS committee work in 1969 and was the initial chairman of both the Affiliate Coordination and Awards and Honors committees.

Additionally, at various times, he was actively involved on the Ethics, Expertising, Recruiting and Accreditation of Judges committees, as well as having chaired the Finance Committee. Joe was an accredited international judge, member of the Speakers Bureau and author in the *American Philatelist*.

He was a regular columnist for the former *Stamp Collector* magazine, where his award-winning feature “This n’ That” appeared

monthly. Joe wrote for numerous other philatelic publications, including the Junior Philatelists of America’s *Philatelic Observer*, and worked with the Boy Scouts of America Merit Badge Revision Committee.

In addition to the offices he held at APS, Joe had served as president of the Baltimore Philatelic Society, Éire Philatelic Association, and Collector’s Club of Denver. He also had been vice president of the Collectors Club of New York and a patron member of the American Philatelic Research Library.

Other philatelic affiliations included the American Philatelic Congress, Canal Zone Study Group, Cinderella Stamp Club, International Society of Worldwide Stamp Collectors, British North America Philatelic Society and its Revenue Group, Bowie Stamp Club, Aurora (CO) Stamp Club, Postal History Foundation, Annapolis Stamp Club, ROMPEX, American Association of Philatelic Exhibitors, Philatelic Foundation, Philatelic Computing Study Group, United Postal Stationery Society, Irish Philatelic Circle, and Virtual Stamp Club.

## Collecting Interests

His collecting interests ranged from specialized collections of Ireland, portions of which have been successfully exhibited at all levels, to a pre-1950 worldwide collection. Particular interests are United States, Canal Zone, Danzig, Canada, Egypt, and Southern Rhodesia, as well as postal stationery, revenues, telegraphs, and various Cinderella areas. He was an acknowledged contributor to the *Scott Catalogue*.

## Awards

Joe received the Les Schriber Sr. Trophy for the best article in a single issue of volume 85 of the *American Philatelist*. He has received the Éire Philatelic Association’s Field Award and Clark Award. ROMPEX recognized him in 1984 with its Distinguished Service Award and the Aurora Stamp Club made Joe an Honorary Member for Outstanding Service in 1989.

In 1990 he received the Phoenix Philatelic Association’s Phoenix Award for outstanding service to philately and in 1991 the Federation of Philatelic Societies of Ireland honored Joe by having him sign the Irish Roll of Distinguished Philatelists in Dublin.

## Professional Career

Joe was born in Massachusetts in 1936. He received engineering degrees from the University of Rhode Island and Johns Hopkins University. A retired U.S. Army Reserve lieutenant colonel, Joe was a graduate of the U.S. Army Command & General Staff College and the Industrial College of the Armed Forces.

He retired in the early 1990s after a 32-year career with various former Bell System entities where he served in a number of technical, managerial, and executive capacities. He had been a member of the Governor’s Committee on Management and Efficiency in Colorado State Government. After retirement, he worked as a consultant in the field of quality management.

His survivors include his wife, Mary Joan, and six children.

— Albert W. Starkweather

# Saving Exhibits for Posterity

Two first day cover exhibits have been published by the United States Stamp Society, one in printed format and the other as a CD-ROM.

## The Beacon Air Mail of 1928

**The Beacon: First Days of the Bicolor 5-cent Air Mail Stamp of 1928** by David Bize. Comb bound, stiff covers, 135 unnumbered single-sided pages in black and white, United States Stamp Society ©2005. \$16 postpaid in the U.S. from United States Stamp Society, c/o Robert L. Toth, 80 High Point Drive, Unit 65, Medina OH 44256.

One of the persistent tragedies of philately is the loss of information about collections and exhibits when the owner decides to dispose of his material. Exhibits are particularly useful resources because the owners have done the research and written them up on the exhibit pages. The American Philatelic Research Library identified this type of resource many years ago and asks collectors to send in copies of their exhibits for posterity.

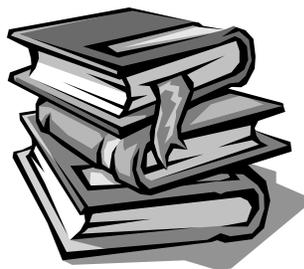
Now several specialty societies encourage members to do the same so that copies can be made available to others at modest cost. We thank the United States Stamp Society for embarking on this project and making these two exhibits of first day and earliest documented use covers available to share with other collectors.

David Bize's collection is a comprehensive study of the United States Beacon air mail stamp. He begins with archival material on the design, a specimen, die proof, and Post Office Department announcement. Two predate covers are followed by an in-depth display of FDCs showing plate positions and numbers, plate finishers' and siderographers' initials, a number of cachets in this early period of cachet making, and the servicers who were active in the late 1920s. Unofficial cancels are rife with ship and railway cancels included.

Bize also notes postal history attributes in his write-up, such as rates, postage due, auxiliary markings, and stuffers. The FDCs are followed by usages of the stamp during the next two years or so. These include the first day of the five-cent air mail rate beginning August 1, 1928, contract air mail (CAM) routes, first flights, crash covers, catapult mail, Zeppelin usage, perfin examples, and autographed covers among others.

The exhibit pages show the covers in black and white but the illustrations are of sufficient quality to observe details.

I would recommend that exhibitors add some useful information to such exhibits. David Bize's name does not appear on the book. A simple introduction could identify the owner, provide a date when the copy was made, and provide a track record of



## Literature Reviews

awards won. The pages could be numbered and then a brief alphabetical index added to locate cachet makers and servicers.

This exhibit is not only an excellent example of how to put together a single stamp FDC collection, but also reflects the extensive study and research conducted by the owner.

— Alan Warren

## 1908–1922 Washington–Franklins

**Washington–Franklins, 1908–1922: Earliest Documented Usages** by Alan Berkun. 102 unnumbered pages, in color, in CD-ROM format, United States Stamp Society ©2005. \$15 postpaid in the United States from the United States Stamp Society, c/o Robert L. Toth, 80 High Point Drive, Unit 65, Medina OH 44256.

The CD contains one brief page as a Microsoft Word® document simply indicating that the exhibit itself is in Adobe® Acrobat® PDF (portable document file) format, and that the Adobe Acrobat reader can be downloaded. (**Editor's note:** Adobe allows Acrobat Reader to be included at no charge on CD-ROMs, providing an agreement is filed with the company.) This exhibit is in glorious color and is well prepared for viewing. The former term

“earliest known use” has been supplanted by “earliest documented use” with the distinction being that the latter requires that the item be submitted to a recognized expertisation service resulting in a certificate or “document” attesting to its claim of earliest use.

The disc contains 101 exhibit pages of magnificent material that has been thoroughly studied and written up. Some highlights include the 10- and three-cent Orangeburg coils, examples of the five-cent carmine error used as two cents,

the one- and two-cent AEF booklet pane issues, and coil waste. A surprising number of the earliest usages are to foreign destinations including Germany, Italy, Argentina, Colombia, Jamaica, Sweden, Japan, Switzerland, Denmark (with two of the covers being censored during World War I), Holland, the Philippines, and a cover to Russia returned to sender due to the Russian Revolution.

Much has been written about how to distinguish the many varieties of the Washington–Franklin stamps, and exhibitor Alan Berkun provides sufficient detail throughout the exhibit pointing up the perforation, printing method, watermark, paper type, other attributes of each stamp. ►

### The United States Stamp Society

Formed in 1930 as a non-profit organization, the United States Stamp Society is the successor to the Philatelic Plate Number Association. Renamed in 2000 from the Bureau Issues Association, the United States Stamp Society has long focused on the study of all U.S. and U.S.-related philatelic material. As APS affiliate #150 with more than 1,900 members worldwide, this is the society for collectors of stamp and revenue paper produced for use in the United States and U.S.-administered areas. Once concerned mainly with the output of the Bureau of Engraving and Printing, the United States Stamp Society has expanded its coverage to include all U.S. issues, both classics and modern, regardless of the printer. More information may be found at [www.usstamps.org](http://www.usstamps.org).

## ***PNSE Prospectus Available***

The Philadelphia National Stamp Exhibition has released its prospectus and exhibit application form. The 66th show will be September 8–10 at the Valley Forge Convention Center in King of Prussia, PA.

Several societies will meet at the show, including the International Society for Portuguese Philately and the Pennsylvania Postal History Society. Additional societies are invited to hold annual or regional meetings at the show.

The show prospectus and application for exhibitors may be ob-

► The exhibitor also provides rate information so we are getting some excellent knowledge of postal history at the same time. Perhaps the most amazing thing about this exhibit is that the covers are often rather conventional in appearance and represent mostly commercial mail. Many of these covers were no doubt lurking in dealers' boxes, waiting to be discovered by discerning eyes.

The exhibit concludes with some covers that are not what they first appear to be, due to fake cancels or error cancels. Fortunately this exhibit was committed to CD before it was sold, providing collectors with a wealth of information.

— Alan Warren

## **Cruise Mail**

***Spitzbergen Cruise Mail 1890–1914* by Pat Adams, Alan Totten, and Peter Williams. 8½ × 11½ inches, 60 pages, comb bound, soft covers, Scandinavia Philatelic Society, United Kingdom, 2006, ISBN 0-9523532-3-7. \$25 postpaid in the U.S. from SPS Librarian, 28 Philip Nurse Road, Dersingham, King's Lynn, Norfolk PE31 6WH, United Kingdom.**

Visiting the Svalbard group of islands off Norway, and Spitzbergen in particular, became a popular tourist outing around the turn of the 20th century. Although the islands were known to the Vikings, the more recent records include those of Willen Barents and Henry Hudson. A brief history is presented, noting that the coal mining and whaling industries brought commercial interests, followed by exploration with André's balloon expedition and Walter Wellman's airship venture to reach the North Pole.

These early activities stimulated tourists to visit the area via cruises offered by Norwegian, British, and German ship lines. A table lists the vessels by name, their line, tonnage, date built, and ultimate disposal. Next, the stamps including the Spitzbergen locals are described followed by descriptions of the postal facilities such as Advent Bay, Bell Sound, Green Harbour and the associated mainland offices of Hammerfest and Tromsø.

An important section is the illustration and numbering of cachets used by the various shipping lines and other entities. Some examples of tourist mail are shown, which consisted largely of post cards. An alphabetical list of cachets is cross referenced by cachet number and page number. A bibliography provides citations for further study.

The authors studied more than 350 post cards from collections and auction catalogs and prepared tables that list frequency of strikes by canceling post offices, cachet types, and destinations of the cards. Concluding tables list the ships and the years they visited Spitzbergen.

tained by writing to PNSE, P.O. Box 176, Lafayette Hill, PA 19444 and enclosing a SASE, or by e-mail to [pnse@att.net](mailto:pnse@att.net). The forms are also on the PNSE Web site — <http://pnse.home.att.net>. Dealers interested in taking a booth at the Philadelphia show and specialty societies that would like to hold meetings at the show, should contact Chip Blumberg, PNSE president and show chairman, at the above mailing address or by e-mail at [pnse@earthlink.net](mailto:pnse@earthlink.net).

The Philadelphia show is an APS World Series of Philately venue and the grand award winner will be invited to exhibit in the APS Champion of Champions competition at StampShow in Portland, Oregon in August 2007. 

The text is nicely laid out and illustrations are in color. This book is an excellent addition to the library of Scandinavian, Spitzbergen, and Polar collectors.

— Alan Warren

## **U.S. Philatelic Encyclopedia**

***Encyclopedia of United States Stamps and Stamp Collecting* edited by Rodney A. Juell and Steven J. Rod. Hardbound, 730 pages, all color illustrations, index. 2006, ISBN 1-886513-98-8, United States Stamp Society. Price \$30. Kirk House Publishers, P.O. Box 390759, Minneapolis, MN 55439.**

The United States Stamp Society has gathered the pages for this ongoing project printed over the past two years into a single handsome volume. The resulting work will have lasting value and staying power for years to come for any serious collector of United States postage stamps.

Many of us can recall philatelic encyclopedias published in the 1950s that went a long way to introducing us into the hobby. The present work will have similar longevity (and durability) and should well serve to introduce a new generation of inquiring people to our pastime. More importantly perhaps will be the utility of the volume to those already ensnared, especially for those of us who write.

Each subject forms a chapter, beginning with pre-adhesive covers and ending with such back-of-the-book interest items as booklets, test stamps, essays and proofs, and errors. The authors dedicate chapters to explain postal history and markings, rates, meter postage stamps, and first day covers.

At the end, they provide a glossary of terms, and listings of published and internet resources. Each chapter ends with a short list of pertinent references for further reading and exploration. Having published the chapters previously in the United States Specialist has afforded the authors a 'shakedown cruise' to weed out problems and respond to comments, adding to the quality of the production. The illustrations are of high quality and, for the most part, are in color.

If you intend to give yourself a philatelic gift this year, you would do well to put this book on your list.

— Gene Fricks

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

# Entries for Washington 2006 Literature Competition

Compiled by Daniel A. Piazza

A total of 237 exhibits were entered in the literature competition at the WASHINGTON 2006 World Philatelic Exhibition by the first of May. These included 133 entries for *Pamphlets, Books, and Studies*; 54 *Journals and Periodicals*; 40 *Philatelic Catalogues*; and 10 *Electronic Media*. The complete list of entries may be found at: [www.washington-2006.org/exhibitslisting/exhibitslisting.pdf](http://www.washington-2006.org/exhibitslisting/exhibitslisting.pdf).

## Pamphlets, Books, and Studies

### FIP Class 10A, 133 Entries

*36 Days of the "King of May:" Umberto II of Savoy*, Vaccari SRL  
*Additional Data to the 1850 Kreuzer and Centes Stamp Issue* by István Kecsedý

*Allied Censorship of Communications in Austria 1945–1953* by Karl Majörg

*Ambulants postaux de la compagnie de chemin de fer du Grand Tronc* by Jean-Pierre Forest

*American Philatelic Congress Book 2005*, American Philatelic Congress

*An Artistic Journey from Croatia to Sweden* by Zlatko Jakus

*Beachtung der Heimkehrer Post* by Hans-Werner Boddenberg

*Beating the Odds: The Story of Tattersall's Private Mail Network*, Royal Philatelic Society of Victoria, Inc.

*Between Serration and Rim: Stamps and Coins as a Mirror of German History* by Hans-Jürgen Ende

*Bibliography of Danish West Indies Philately* by Paul Wijnants

*Bibliography of Foreign Postage Stamps Articles in Japanese Philatelic Magazines (Part 2, 1980–1999)* by Yukihiko Shoda

*Bibliography of Philatelic Armenia* by Souren Arakelov and Michael Arakelyan

*Brazil "Bull's Eyes" First America's Stamps, 1843* by Luis Alemany

*Briefmarken der Zeitzer Privatpost Courier, 1893–1900* by Hubert Tretner

*British North Borneo: Brunei and Sarawak Post-War Issues and the Crown Agents* by W.N. Watterson

*Bulgaria and Romania Revenues* by Valentin Robu

*Censorship of Correspondence in Poland, 1918–1922* by Bronislaw Brzozowski and Jerzy Tokar

*Censuren i Danmark, 1940–1947* by Otto Kjaergaard

*Caracteristiques des Correspondances du Bresil Pour la France au XIX Siecle* by Philippe Damian and Klerman W. Lopes

*Chinese Airmails and Their Forgeries* by David Lu

*Civil War Era Occupational Licenses, 1863–1873* by John Alan Hicks

*Clase Abierta* by Ramón Cortés de Haro and Manuel Cruz Conejo

*Collector's Guide to Confederate Philately* by John L. Kimbrough and Conrad L. Bush

*Commemorative Greek Cancels, 1969–1980* by Nicholas Bergiopoulos

*Computers on Stamps & Stationery (Vol. 2)* by Larry Dodson

*Correios Portugueses Entre 1853-1900: Carimbos Nominativos e Dados Postais e Etimologicos* by Pedro Vaz Pereira

*Danish Advertising Panes* by James A. Gaudet

*Definitive Postage Stamps of Canada, 1953–2005: An Analytical Approach (Vols. 1–5)* by Joseph Monteiro

*Delagoa Bay Story* by Leo M.A. Crandel

*Durostorum, Drastar, Silistra: Centuries, Posts, Tradition* by Boris Kalinkov

*Ecuador: The Philately of the Seebeck Era* by Robert A. D'Elia and Douglas B. Armitage

*Emision de Periodicos 1862* by Carlos Romero

*Encyclopedia of U.S. Stamps and Stamp Collecting* edited by Rodney A. Juell and Steven J. Rod

*Etudes sur les Timbres–Poste du Grand–Duché* by René Muller

*Exercise Book for Philately*, Filatelisticna zveza Slovenije

*Fakes, Forgeries, Experts (Vol. 8)* by Knud Mohr

*First Greek Stamp: History, Royal Decrees, Dies, Plates, Printing* by Nicholas Asimakopulos

*First New Taiwan Dollars Surcharged Issue* by Yu-Feng Shaw

*First Olympic Games 1896 Commemorative Issue* by Georgios Sparis

*Fiscali del Dodecaneso* by Michele Petradakis

*Formosa, Taiwan* by Chih-Hsin Lee

*Forty Lepta Large Hermes Head Stamps of Greece* by Louis Basel

*Grinnell Hawaiian Missionary Stamps*, Royal Expert Committee

*Handbook of Danish Essays (Vol. 2, 1920–1939)* by William R. Benfield

*Handbook of Hellenic Philately* by Anthony Virvilis

*Handbook of Provisional Issues Croatia/Bosnia–Herzegovina, 1945* by Mladen Vilfan

*Handbook of Russian Aerophilately* by Rudolph Najar

*Handbook of the Postal Cards of the World's Columbian Exposition* by Kenneth Wukasch

*Historia do Servico Postal Militar* by Eduardo and Luis Barreiros

*Historia Postal de Antioquia* by Juan Santa Maria

*Historia Postal del Correo Aereo del Paraguay* by Osvaldo Portaluppi et al.

*Historical View of Qingdao (1897–1914)* by David Lu

*History and Postal History of Japan's Wars (Vol. 1)* by Kenneth Clark

*Holy Land: 3,000 Years of Prephilatelic Postal History* by Joseph Aron

*Indian Airmail Letter Cards with Advertisement & Slogans* by Surendra Kotadia

*Indian Airmails: Development and Operation, 1911–1942* by Pradip Jain

*Indian Inland Letter Cards with Advertisement & Slogans* by Surendra Kotadia

*Indian Inland Post Cards with Advertisement & Slogans* by Surendra Kotadia

*Insects on Stamps (ATA Handbook #150)* by Don Wright

*Japanese Occupation Stamps in Southeast Asia* by Masayoshi Tsuchiya

*Jerusalem and Safad Postal Services in the Transition Period, 1948* by Z. Shimony, Y. Rimon, and I. Karpovsky

*Lansa Story* by Alfredo Frohlich

*Letzte Post der Kriegsgefangenen des Zweiten Weltkrieges*, by Hans-Werner Boddenberg

*Lokal-og distriksforsendelser i provinsen i 1800 tallet* by Kurt Hansen

*Lovrenc Kosir: A Biography*, Filatelisticna zveza Slovenije  
*Madame Joseph Revisited* by Brian Michael Cartwright  
*Manual de las Emisiones de Sellos de España (Vol. I/IV)* by Alvaro M. Pinna  
*Max, I Didn't Know Him Very Well*, American Airmail Society  
*Mexico Philatelic Study of Definitive Issue 1950–1975* by Victor Antonio Sienra Alba  
*Microbes and Medical Microbiologists* by Han Men Siem  
*Modena, 1852–2002: 150th Anniversary of Este Postage Stamps Commemorative Exhibition*, Vaccari SRL  
*Mute Cancellations of Russia, 1914–1917* by Arnold Levin  
*Nederlandse Scheepspost Vol. 2: Nederland en het Westen, 1600–1900* by Claude Delbeke  
*New Zealand and Dependencies: A Philatelic Bibliography* by Allan P. Berry and David R. Beech  
*New Zealand: The Chalon Issues, 1855–1873* by Robert P. Odenweller  
*Newspaper Stamps of Denmark* by Lars Jorgensen  
*Nordland Post Office: On Land and at Sea* by Tore Gjelsvik  
*Norway: The Skilling Oscar Stamps* by Tore Gjelsvik  
*Numeral Cancellations of Victoria*, Royal Philatelic Society of Victoria, Inc.  
*Opinions VII*, The Philatelic Foundation  
*Panama Postal Markings, 1758–1950* by James Cross  
*Philatelic Expertising* by Wolfgang Hellrigl  
*Philatelic Hagada* by Moshe Rimer  
*Philatelic Handbook on Mohandas Karamchand Gandhi (Mahatma Gandhi)* by Reuben A. Ramkissoon  
*Philatelic Literature: History and Bibliography (Vol. 4)* by Manfred Amrhein  
*Pilgrim Pope: John Paul II on Postage Stamps of the World, 1978–2005* by Waldemar Chrostowski  
*Polish Postal Rates, 1918–1939* by Marek Zbierski  
*Pony Express: A Postal History*, The Philatelic Foundation  
*Post in the Este Territories and in the Duchy of Modena, 1453–1852*, Vaccari SRL  
*Post Offices of the Cape of Good Hope, 1792–1910* by Franco Frescura  
*Posta Fra Due Re* by Nino Aquila  
*Postage Stamp for a Day: The Trinidad World War I Red Cross Charity Label* by Reuben A. Ramkissoon  
*Postage Stamps of Ukraine 2004*, Ukrposhta  
*Postal History of Aden and Somaliland Protectorate* by Edward Proud  
*Postal History of Ascension, St. Helena & Tristan da Cunha* by Edward Proud  
*Postal History of Bosnia & Herzegovina, 1878–1918* by Berislav Sekelj  
*Postal History of the Leeward Islands* by Edward Proud  
*Postal History of the Prisoners of War and Civilian Internees in East Asia During the Second World War (Vol. 3: Burma, Thailand, and Indochina, 1942–1946)* by David Tett  
*Postal History of World War II Mail between New Zealand and Switzerland* by Robin Startup and Charles LaBlonde  
*Postal History of Zara Miletic* by George Jurica  
*Postal Rates of Chile, 1766–1959* by Ross Towle  
*Postanski Manipulativni Zigovi Hrvatske, 1941–45* by

Dragutin Cividini  
*Prefilatelia Española (Vols. 1–4)* by Manuel Tizon  
*Primeros Correos Aereos a Isla de Pascua y Territorio Chileno Antartico* by Freddy Lemus  
*Provat, Burfantu, Obech, Provadia: Centuries, Posts, and Traditions* by Boris Kalinkov  
*Pseudo–Siege of Schweizer–Reneke* by Harry Birkhead and Joh Groenewald  
*Re–engravings of the 20 Kr. Stamp of the 1876–1881 Hungarian Issue* by Lovasz Andras  
*Regno d'Italia* by Bruno Crevato–Selvaggi  
*Revenue Stamped Paper and Adhesive Revenue Stamps of Belgium, 1648–2003* by Emile Van den Panhuyzen  
*Rumänien–Handbuch Band 2: Fürstentum Walachei, 1820–1862 und Vereinigte Fürstentümer, 1862–1872* by Fritz Heimbüchler  
*Russo–Japanese War: History and Postal History* by Kenneth Clark  
*Samos, 1821–1945* by Abraam Kosmidis  
*Sarawak and Brunei: The De La Rue Ink Colours* by W. N. Watterson  
*Serbia, 1804–1918: History, Posts, and Postmarks* by Vojislav Micovic  
*Special Postmarks of Pakistan, 1947–2001* by Muhammad Rizwan Kodwawwala  
*Stamp Collecting: A Passion* by Nasser Bin Ahamad Al Serkal  
*Stamps and Postal History of Nineteenth Century Samoa* by Robert P. Odenweller  
*Subject Index and Bibliography for Tasmanian Philately* by David McNamee  
*Tarjetas Postales Ilustradas de España Circuladas en el s. XIX* by Martin Carrasco  
*Thematic Philately Handbook* by Dusko Stojsavljevic  
*Tiradas de la Cifra de 5 cts. Emision 10.1.1866* by Sergio Wolman  
*Tourist Sheets and Booklets of Japan (ISJP Monograph #17)* by Ron Casey  
*Trieste–Venezia, il Vapore nell'800* by Franco Rigo  
*“Ugly Duckling”: Hans Christian Andersen and Danish Stamps* by Niels H. Bundgaard  
*U.S. Five Cent Stamp of 1856: The Frederick R. Mayer Collection*, Collectors Club  
*Understanding Transatlantic Mail (Vol. 1)* by Richard F. Winter  
*United States and British Exchanges with Japan, 1942–1943* by Michael E. Ruggiero  
*Variant Color Datestamps of Japan, 1904–1934* by Charles A.L. Swenson  
*Venezia e la Sanità* by Franco Rigo  
*Warsaw Uprising Post 1944* by Stanislaw F. Ozimek  
*World War II Mail from Switzerland to Great Britain, Canada, and the United States* by Charles LaBlonde

## Journals and Periodicals

### FIP Class 10B, 54 entries

*Airpost Journal*, American Airmail Society  
*Apuntes de Maximofilia*, Asociación Española de Maximofilia  
*Astrophile Journal of Astrophilately*, Space Topics Study Group  
*Atalaya Filatélica y Numismática*, Sociedad Filatelica Sevillana

*Continued on Page 16*

## Continued from Page 15

*Boletim do Clube Filatélico de Portugal*, Clube Filatelico de Portugal  
*Boletín Aerpostal*, Sociedad Argentina de Aerofilatelia  
*Boletín Filatélico Guadalajara*, Boletín Filatélico Guadalajara  
*Canadian Aerophilatelist*, Canadian Aerophilatelic Society  
*Canadian Connection* (Vol. 19), Canadiana Study Unit  
*Canadian Philatelist/Le Philatliste Canadien*, Royal Philatelic Society of Canada  
*Chile Filatélico*, Sociedad Filatélica de Chile  
*Cinderella Philatelist* (Vol. 45), Cinderella Stamp Club  
*Collectors Club Philatelist*, Collectors Club  
*Croatian Philately*, Croatian Philatelic Federation  
*Cronica Filatélica*, Publiafinsa  
*Dansk Filatelistisk Tidsskrift*, Danmarks Filatelist Forbund  
*Dijkenaarjtje*, Hobby en Verzamelclub Begijnendijk  
*Eco Filatélico y Numismático*, Jaia Publicaciones  
*Filatelist*, Polskiego Związku Filatelistów  
*First Days*, American First Day Cover Society  
*Forerunners*, Philatelic Society for Greater South Africa  
*Historical-Research Philatelic Bulletin*, Polskiego Związku Filatelistów  
*Ice Cap News*, American Society of Polar Philatelists  
*Israel Philatelist* (Vol. 56), Society of Israel Philatelists  
*Journal of Sports Philately*, Sports Philatelist International  
*Journal*, France and Colonies Philatelic Society  
*Kiku Shimibun*, Japan Stamp Group and U.K. Chapter of the International Society for Japanese Philately  
*Marcophila*, Michael Amplatz  
*Mitteilungsblätter*, ArGe-Ungarn  
*Mundo Filatélico*, Luis Enrique Dorado Vásquez  
*Nordisk Filatelistisk Tidsskrift*, Kjobenhavns Philatelist Klub  
*Olympphil*, Croatian Society of Olympic and Sport Philately  
*Philateliya Ukrainy*, Ukrposhta  
*Philotelia*, Hellenic Philatelic Society  
*Philoteliki Lesvos*, Philatelic Society of Lesvos  
*Postal History*, Postal History Society of Great Britain  
*\*Postal History Journal* (Nos. 130–132), Postal History Society  
*Postal Stationery* (Vol. 47), United Postal Stationery Society  
*Postal Stationery Collector*, Postal Stationery Society of Australia  
*Posthistorisk Tidsskrift*, Dansk Posthistorisk Selskab  
*Posthorn*, Scandinavian Collectors Club  
*Reseña Filatélica*, Hector David Bisoglio  
*Revista AMEXFIL*, Asociación Mexicana de Filatelia AC  
*Revista CEFAL*, Centro Filatélico Argentino Israelí  
*Revista Filatelia Peruana*, Asociación Filatélica Peruana  
*Revista Filatélica*, Centro Filatélico de Cochabamba  
*RF Revista de Filatelia*, Edifil  
*Rundbriefe*, ArGe Bezirksstempelverdrucke SBZ 1948 eV  
*Shovel*, Israel Philatelic Federation  
*Stamping Around*, Mid-Cities Stamp Club  
*Vaccari Magazine* (Nos. 33–34), Vaccari SRL  
*Vorläufer*, German Colonies Collectors Group  
*Yushu*, Japan Philatelic Society Foundation

\* Non-competitive

## Catalogues

### FIP Class 10C, 40 entries

*Afghanistan: The "Horst Dietrich" Grand Prix Collection*, David Feldman Auctions  
*American Air Mail Catalogue* (6th Ed., Vol. 3), American Airmail Society  
*Canadian Philatelic EFOs* by Lyse Rousseau  
*Catálogo Especializado de los Enteros Postales de España y Colonias*, Edifil/Angel Laiz  
*Catálogo Especializado de los Sellos de Cuba* (Vol. 1–2), Edifil  
*Catálogo Especializado de Sellos de España* (Vol. 1–3), Edifil  
*Catálogo Especializado Enciclopédico de Sellos de España*, Filabo S.A.  
*Catálogo Oficial Anfil Sellos de España*, Anfil S.A.  
*Catálogo Unificado de Sellos de España y Dependencias Postales*, Edifil  
*Catalogue "Fauna"* by Alexander Nikitin  
*Catalogue of Overprints on Postcards of the Republic of Croatia* by Marijan Segedin  
*Catalogue of Postage Stamps of Russia and the USSR, 1857–1991* by Vladimir Solovyov  
*Catalogue of Postage Stamps of Ukraine*, Ukrposhta (Ukrainian State Enterprise of Post)  
*Catalogue of the Postage and Revenue Stamps of Hungary*, Philatelia Hungarica LLC  
*Classic Postmarks of Hungary* by Tamas Gudlin  
*Croatian Stamp Catalogue* by Petar Strpic  
*Darnell Stamps of Canada* by Lyse Rousseau  
*Facit Postal VII*, Facit Förlags AB  
*Facit Special 2006*, Facit Förlags AB  
*Hellas 2006: Stamps & Postal History of Greece* (Vols. 1–2) by Argyrios Karamitsos  
*Indian Government Fiscal and Judicial Stamps and Stamp Papers* by Stanley Blatt  
*Italian Perfins Catalogue* (Update 2005), Vaccari SRL  
*JSCA Japanese Stamp Specialized Catalog 2006*, Japan Philatelic Society Foundation  
*Kangaroos and the Early Federal Period, 1901–12*, Brusden–White Publishing  
*"Lady Hope" Collection*, David Feldman Auctions  
*Newfoundland Specialized Stamp Catalogue* (6th edition) by John M. Walsh  
*Nile Post Handbook and Catalogue of Egyptian Stamps* by Joseph Chalhoub  
*Norgeskatalogen 2006*, Oslo Filatelistklubb  
*Popular's Pakistan Postage Stamp Catalogue* by A. Latif Rashed  
*Republika Hrvatska: Postanske Marke i Novac 2006* by Julije Maras  
*Sakura Catalog of Japanese Stamps 2006*, Japan Philatelic Society Foundation  
*Specialised Stamp Catalogue of the Falkland Islands and Dependencies* by Stefan Heijtz  
*Specialized Catalogue of Postage Stamps and Stationery of Latvia* by Egils Plume  
*Spezial-Katalog "Zusammendrucke und Markenheftchen der DDR"* by Eberhard Richter  
*Stamps of the Zemstvo Posts of Russia* by Ilia Strebulaev

## Writers Outlets — Continued from Page 10

*House & Garden*, Ingrid Abramovitch, Contributing Features Editor; 4 Times Square, New York, NY 10036. Another part of Condé Nast. A variety of features on all aspects of design.

*House Beautiful*, Jonathan Chernes, Managing Editor; Hearst Communications, 1700 Broadway, New York, NY 10019. Similar to *House & Garden*, but less pretentious.

*I.D. (International Design)*, Jill Singer, Managing Editor; 4700 E. Galbraith Rd., Cincinnati, OH 45236. Features on all sorts of print and utilitarian design.

*Jazz Journal International*, Janet Cook, Editor; 3 Forest Rd., Loughton, Essex IG10 1DR, England. Short features about jazz figures and history.

*Jewish Week*, Robert Goldblum, Managing Editor; 1501 Broadway, New York, NY 10036. A lively arts section, “Fresh Ink” section for teens, suggestions for Sabbath observance.

*Ladies’ Home Journal*, Mary Witherell, Managing Editor; 125 Park Ave., New York, NY 10017. Features on hobbies, crafts and collectibles.

*Martha Stewart Living*, Fritz Karch, Editorial Director, Collecting; 11 W. 42nd St., New York, NY 10036. Eclectic hints about crafts and hobbies.

*Model Railroader*, Dick Christianson, Managing Editor; P.O. Box 1612, Waukesha, WI 53187. Two columns of brief items titled “Information Desk” and “News & Products.”

*Money*, Eric Schurenberg, Managing Editor; Time/Life Building, Rockefeller Center, New York, NY 10020. The “Spend” column highlights collectibles and other frivolities that maintain value.

*National Catholic Reporter*, Margot Patterson, Opinion/Arts Editor; 115 E. Armour Blvd., Kansas City, MO 64111. An opinion page with lighter items that could include “religion on stamps,” for example.

*National Wildlife*, Mark Wexler, Editorial Director, 11100 Wildlife Center Dr., Reston, VA. 20190-5362. A column of brief items titled “Action Report.”

*Natural History*, Peter Brown, Editor in Chief; P.O. Box 5000, Harlan, IA 51593-0257. Short features in several departments.

*Nature*, Rosalind Cotter, Editor, Brief Communications; The Macmillan Building, 4 Crinan St., London N19XW, England. “News in Brief.”

*Outdoor Life*, Doug Howlett, Articles Editor; 2 Park Ave., New York, NY 10016. A column of brief items titled “Snapshots.”

*Popular Mechanics*, Sarah Deem, Managing Editor, 810 7th Ave., 6th Floor, New York, NY 10019. Two columns of brief items titled “News Briefs” and “Upgrade.”

*Preservation*, Sudip Bose, Senior Editor; 1785 Massachusetts Ave. NW, Washington, DC 20036. Short features under the rubric “Reporter.”

*Prologue*, Mary C. Ryan, Managing Editor; 8601 Adelphi Rd., College Park, MD 20740-6001. Publication of the National Archives. Includes an events listing that could accept notes on major shows for paper collectibles.

*Reader’s Digest*, Donna G. Banks and Gary A. Sledge, Features Editors; Box 100, Pleasantville, NY 10572-0100. Lots of eclectic features, long and short.

*Real Simple*, Kristin van Ogtrop, Managing Editor; Time/Life Building, Rockefeller Center, New York, NY 10020-1393. An eclectic selection of short features.

*Rolling Stone*, Will Dana, Managing Editor; 1290 Avenue of the Americas, New York, NY 10104-0298. Eclectic short news items that could include new issue announcements, for example.

*Saturday Evening Post*, Patrick Perry, Managing Editor; 1100 Waterway Blvd., Indianapolis, IN 46202. A variety of features, short and long.

*Sea History*, Deirdre E. O’Regan, Editor; 5 John Walsh Blvd., P.O. Box 68, Peekskill, NY 10566. A variety of brief items with maritime themes.

*Sky & Telescope*, J. Kelly Beatty, Executive Editor; New Track Media, 49 Bay State Rd., Cambridge, MA 12138-1200. A variety of short items with an astronomical slant.

*Smithsonian*, Sally Scott Maran, Managing Editor; MRC 951, Washington, DC 20013-7012. Eclectic features.

*Vogue*, Laurie Jones, Managing Editor; 4 Times Square, New York, NY 10036. More than 300 pages of mostly short items, surely leaving space for some offbeat philatelic items. (“Stiletto heels on stamps?”)

*Yankee*, Michael Carlton, Editor; 1121 Main St., Dublin, NH 03444. The magazine of “New England Living,” with an eclectic collection of features. 

---

► *Thai Postal Stationery Catalog 2006 (Thailand Philatelic Handbook #6)* by Richard Blakeney

*Unificato Filagrano Catalogue of Italian Postal Stationery 2006/2007*, Sintoni SRL/Vaccari SRL

*Vaccari Catalogue of Postage Stamps and Postal History 2006–2007*, Vaccari SRL

*World of Stamps* by Andrey Strygin

*Zanaria Catalogue of the Stamps of Vittorio Emanuele II* by D. Zanaria, G. Serra, and A. Zanaria

## Electronic Media

### FIP Class 10D, 10 entries

*4 Rings: The History of Audi* by Peter Elias

*A Legacy of 1000 Years*, by Jacob Femifola Durosomo

*Bone and Stone* by Fran Adams

*Catalogue of Philatelic Material of Russia, Ukraine and Belarus* by Valery Kudrin

*Croatia Issues, 1941–1945* by Philip J. Hughes

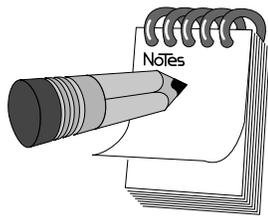
*E-Flagstaff: King George V Silver Jubilee Study Circle*, by Neil Donan

*Former Soviet Union New Issues, 1991–2005* by Anatoly Kiryushkin

*Komi Republican Signs of the Post Payments* by Konstantin Shapovalov

*Life and Work of Mozart: A Philatelic Journey* by Doyen Nguyen

*Zemstvo Catalogue on CD for PC* by Vladimir Novoselov 



# Secretary-Treasurer's Report

As of April 12, 2006

## New Members

**1915** Daniel A. Piazza, 753 James Street, Apt. #1126, Syracuse, NY 13203. Syracuse Stamp Club columnist: "Story Behind the Stamp," *Stamp Insider*. Webmaster: two sites. Sponsor: A. W. Starkweather.

**1916** Thomas G. Current, Northwestern Philatelic Library, P.O. Box 6357, Portland, OR 97228-6375. Secretary, Northwestern Philatelic Library. Formerly Editor: Great Britain Collectors Club and Oregon Stamp Society. Sponsor: Peter D. Martin.

**1917** George W. Forby, 5521 Colorow Drive, Morrison, CO 80465-2277. Editor: *First Day Catalog* online ([www.firstdaycatalog.com](http://www.firstdaycatalog.com)). Sponsor: George B. Griffenhagen.

## Resignation

**1786** Rob Haeseler, Bellefonte, PA

## Geographical Distribution of Members

Writers Unit #30 currently has a total of 236 members — 210 members in 36 states and 26 members in 10 other countries.

### UNITED STATES

Alabama.....	2
Alaska.....	1
Arizona.....	3
California.....	22
Colorado.....	4
Connecticut.....	2
Delaware.....	2
District of Columbia.....	2
Florida.....	12
Georgia.....	3
Indiana.....	3
Iowa.....	1
Illinois.....	10
Kansas.....	1
Kentucky.....	3
Maine.....	1
Maryland.....	13
Massachusetts.....	3
Michigan.....	4
Minnesota.....	4
Missouri.....	3
Nebraska.....	1
Nevada.....	1
New Hampshire.....	2
New Jersey.....	4
New York.....	24
North Carolina.....	5
Ohio.....	12

Oklahoma.....	3
Oregon.....	3
Pennsylvania.....	19
South Carolina.....	1
Texas.....	11
Virginia.....	7
Washington.....	6
Wisconsin.....	7

### OTHER COUNTRIES

Canada.....	11
Cyprus.....	1
France.....	2
Germany.....	1
Japan.....	1
Mexico.....	1
Netherlands.....	1
Spain.....	1
Switzerland.....	1
United Kingdom.....	6

## About Writers Unit #30

The purpose of the Writers Unit No. 30 of the American Philatelic Society is to encourage and assist philatelic communication, knowledge, and comradeship. Membership in the Unit is open to any philatelic writer, columnist, editor, or publisher — and anyone interested in philatelic communication.

## Join Us Today

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

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

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

## Membership Dues

The membership dues remain at:

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

Payment must be made in U.S. funds by a check imprinted with a U.S. bank transit number, or by postal money order, payable to: "APS Writers Unit #30." Some overseas members prefer to send U.S. bank notes by certified mail.

## Updating Your Mailing Address

Please notify us of address changes to assure that you receive each issue of *THE PHILATELIC COMMUNICATOR* without delay. This will also save WU #30 more than \$1.00 because the USPS charges 70 cents when they have to send us an address correction, and we still have to pay the postage for reshipping the issue to the member.

George Griffenhagen  
WU #30 Secretary-Treasurer  
2501 Drexel Street  
Vienna, VA 22180, USA



Washington, DC Convention Center  
May 27–June 3  
WASHINGTON 2006

*Admission to the show — Free • Refreshments — A little more  
Philatelic purchases — Unbelievable*

The APS Experience at WASHINGTON 2006 —

*Priceless!*

*APS Tiffany Dinner* — join us as we salute our outgoing executive director, Bob Lamb.

*General Membership Meeting* — hear your board members report on the state of the Society.

*Seminars on APS Services* — learn everything you want to know about buying and selling philatelic material online through StampStore and the Sales Division; how to use the Library and its online catalogue; and when and why you should expertize.

*APS Youth Area* — explore history through stamps, games, hands-on activities, movies, etc.

*Membership Specials* — present your membership card at the APS Booth and receive your souvenir pin; also, purchase specialty items and books at member-discounted prices.

*Celebrate the hobby with us!*

Writers Unit 30, APS  
George B. Griffenhagen  
2501 Drexel Street  
Vienna, VA 22180-6906

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

*Return Service Requested*  
*Dated Mail – Please Rush*

# In This Issue

## Articles

## Departments & Short Items

Let's Get Visual: Online publishing comes of age, offering an attractive and viable alternative to print. <i>by Albert W. Starkweather</i> .....	1	<i>Albert W. Starkweather: Editor's Domain</i> .....	2
It's A Color World These Days <i>by Ronald E. Leshner</i> .....	6	<i>Peter Martin: President's Message</i> .....	3
Web Sites Promote Growth <i>by Thomas M. Fortunato</i> .....	7	Letters to the Editor .....	3
Writers Hold the Key To Creating Philatelists <i>by Jeremy A. Lifsey</i> .....	8	Reviews:	
Non-Philatelic Outlets for Philatelic Writers <i>by Barth Healey</i> .....	10	<i>The Beacon: First Days of the Bicolor 5-cent Air Mail Stamp of 1928</i> .....	12
Joseph E. Foley — 1936–2006 <i>by Albert W. Starkweather</i> .....	11	<i>Washington-Franklins, 1908–1922: Earliest Documented Usages</i> .....	12
Entries for Washington 2006 Literature Competition <i>by Daniel A. Piazza</i> .....	14	<i>Spitzbergen Cruise Mail 1890–1914</i> .....	13
		<i>Encyclopedia of United States Stamps and Stamp Collecting</i> .....	13
		PNSE Prospectus Available .....	13
		Secretary–Treasurer's Report .....	18