



THE PHILATELIC COMMUNICATOR

Journal of American Philatelic Society Writers Unit #30

On the Web: www.wu30.org

First Quarter 2008

Will Your Web Site Outlive You?

By David L. Straight

As writers, we traditionally labor under the belief that when our albums are closed and we go to the stamp club in the sky our permanent contribution to philately will be the books and journal articles which we have written, bound and waiting on a shelf for the next generation of philatelists to discover and use. However, because some of us are now publishing significant philatelic research solely in electronic form, including Web sites, blogs, and wikis this is much less certain. While the reduced cost and ease of updating make certain types of projects more attractive as electronic publications there can also be pitfalls, as Brian Birch discovered with his own Web site:

Just after the turn of the century, but in no way related to the Millennium Bug, my hard drive failed — this was following a major updating of my works and six months after the last backup. The next four or five months, when I strove to get the data recovered and rebuild my computer, almost led to the complete abandonment of philatelic research such was the extent of my disenchantment.¹

Web sites are an ideal way for a group of collectors to share, study, and disseminate their latest discoveries. One example is *Post Office in Paradise* (www.hawaiianstamps.com), which features Hawaiian cancellations and postmarks. While a print publication is planned for this material, what will happen to the data on the Web site, much of which has only been published electronically, if the

print publication does not come to fruition? We have all had the experience of going back to a valuable Web site only to find that it has disappeared and the data is no longer available to us. Let anyone think that I am merely pointing fingers, I will soon be posting a bibliography for the U.S. Registered Mail Study Group and need to ensure that my work is not lost when I can no longer tend to its needs.

Brian no doubt echoes the feelings of many of us towards the projects in which we have invested thousands of hours:

All of these projects have been created for my own interest and amusement ... that others might appreciate them is an added bonus. Yet, this value to others is also what does trouble me ... I hated the thought that if anything happened to me, this work would all be lost.²

There are significant advantages to electronic publishing in terms of publication cost and speed, ease of distribution and updating, and receiving feedback. However, the very nature of the medium presents significant drawbacks regarding the permanency of its data, thus raising the question of whether our electronically published research will survive beyond our own lifetime? It is not my intent to argue the advantages of one publishing form over another, but rather to call attention to certain drawbacks

inherent to electronic publishing that need to be addressed if our work is to have permanency.

While the book may not seem to be a highly advanced technology, it has weathered the test of more than five centuries.

Continued on Page 15



Good Information. Will It Survive?

Some great information is available on the *Post Office in Paradise* Web site. The question is will the information be lost if the site is discontinued. A review of the site by Heather Sweeting is on page 13.



THE PHILATELIC COMMUNICATOR

ISSN 0147-36456

Volume 42, No. 1, Whole No. 159

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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 ©2007 Writers Unit #30; Design ©2007 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 and e-mails received by the editor may be printed unless labeled "Not for Publication."

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Deadlines for receipt of copy by the editor:

First Quarter: January 15; Second Quarter: April 15;

Third Quarter: July 15; Fourth Quarter: October 15

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WU #30 Breakfast: Steven J. Rod



Albert W. Starkweather
Editor's Domain

Some Transitions at the Communicator

Two notable changes have been made for *THE PHILATELIC COMMUNICATOR* — appointment of a new associate editor and the establishment of an advertising program.

I have appointed Heather Sweeting of Sterling, NY, as associate editor to replace Daniel A. Piazza. His recent promotion to Assistant Curator of Philately at the National Postal Museum (see facing page), election as a director of *NAPEX* (see Short Takes on page 4) where he will chair the literature competition, and his assumption of the editorship of the Vatican Philatelic Society's *Vatican Notes* have severely restricted his time.

Ms. Sweeting's duties will include taking over *TPC*'s Electronic Media section, editing, and proofreading. She is also associate editor and a columnist for the *Stamp Insider*, journal of the Federation of New York Philatelic Societies.

Her collecting interests include the postal history of New York's Cayuga and Oswego counties, registered covers, and modern postal history. In 2001, she and her late father, Charles Sweeting, coauthored a 500-page book — *Oswego County, NY Postal History*. In recent years she has designed numerous pictorial cancellations for events in central New York, and contributed articles to the Empire State Postal History Society's journal, *Excelsior*.

As a child, she attended numerous stamp shows with her father, who was a cofounder of the Empire State Postal History Society. She says, "I was bitten by the collector bug at an early age and as of yet happily have found no cure!"

Advertising

The decision to solicit advertising for *THE PHILATELIC COMMUNICATOR* primarily was made to offset future costs for printing and mailing. It will also provide a new avenue for philatelic literature dealers and others to promote their wares.

Readers need not worry that inclusion of advertising will cut into the journal's content, as pages will be added to reflect the additional space requirements. Full-, half-, and quarter-page advertisements will be accepted. The rate card is on page 18.

Advertisers may submit camera-ready art or copy and artwork to be set inhouse. Please contact me about specifications by e-mail: ASTARKWEATHER@WU30.ORG.

Hall of Fame Nominations

Finally, Writers Unit #30 members are reminded about nominations for its Hall of Fame. A nomination form is on page 19. Nominations should be mailed by February 15 to Peter Martin, Chairman, Writers Unit #30 Hall of Fame Committee, P. O. Box 463, Naugatuck, CT 06770.



Peter Martin
My Message

Snow Threat Limits Breakfast Attendance

The APS Writers Unit #30 *AMERISTAMP EXPO* breakfast on January 13 at the Hilton Hotel Graves Room in Charlotte, NC had 62 registrants but a major storm scheduled to arrive later that day caused many participants to leave early to avoid the expected snow delays.



Meg Ausman at the breakfast

The 25 actual breakfast participants, the smallest group in recent memory, were treated to a superb presentation by U.S. Postal Service Historian Meg Ausman who discussed the reorganization of her office and how she and her small staff can assist writers and researchers. Her comments brought keen interest from those assembled and many made arrangements for follow-up contact to get assistance. A report on her remarks by David L. Straight and a photograph of Ausman and her staff are on page 9.

2008 Hall of Fame Nominations

This is the official call for nominations to this Writers Unit #30 Hall of Fame, which honors individuals for excellence in philatelic writing and editing. It is the unit's highest honor. Anyone may nominate an individual. The majority of the narrative must specifically relate to the nominee's philatelic writing, editing, and publishing credentials. A nomination form is on page 19. Send your nominations by February 15 to Peter Martin, Chairman, Writers Unit #30 Hall of Fame Committee, P. O. Box 463, Naugatuck, CT 06770.

Advertising in the Communicator

THE PHILATELIC COMMUNICATOR, the WU#30 official journal, is now accepting advertising. The rate card is located on page 18. If you have a new book or catalogue or if your organization has information that you want to publicize to writers and editors, consider placing an inexpensive ad in the *TPC* to reach this very specialized target audience. Contact Editor Al Starkweather for more details.

Chris Calle Cacheted Cover Coming

At *STAMPSHOW 2007*, Chris Calle, a noted stamp designer from Connecticut, prepared a special event cachet for a cover that was given as a gift to all attendees. Calle has agreed to produce another special WU #30 cachet for *STAMPSHOW 2008* on August 14-17 in Hartford, CT. 

NPM Promotes Ganz and Piazza

The Smithsonian National Postal Museum has made a number of personnel moves that will strengthen the organization, NPM Director Allen Kane has announced.

Cheryl R. Ganz, who has been Acting Chief Curator for Philately since the death of Chief Curator W. Wilson Hulme II a year ago, has been promoted to the position of Curator of Philately. Daniel A. Piazza, who has been Winton Blount Research Coordinator since joining the NPM last February, will assume the position of Assistant Curator of Philately.

Allison Marsh, an assistant curator, will be temporarily promoted to the Winton Blount Research Chair, while Lynn Heidelberg, also an assistant curator, will be temporarily assigned to the position of Assistant Curator of History. 



Cheryl R. Ganz and Daniel A. Piazza

Lloyd de Vries / NPM photos



U.S. Philatelic Libraries Meeting

The American Philatelic Research Library will be hosting a meeting of the United States Philatelic Libraries on April 3–4. At this meeting there will be a tour of the APRL/APS facility in Bellefonte, PA, and attendees will also learn more about how the APRL operates.

Common concerns will be discussed, such as how to share excess literature, cataloguing, electronic publishing, copyrights, etc. Each library will have materials about its own institution to share with all participants. Other venues for annual future meetings of the organization will be considered. The group hopes to meet at least at one of the participating institutions. The meeting is open to all who are interested in assisting or participating in more cooperation among U.S. Philatelic Libraries.

Piazza Elected NAPEX Director

Daniel A. Piazza, former *PHILATELIC COMMUNICATOR* associate editor, has been elected as a director of the annual NAPEX show in Northern Virginia. He takes over as chairman of the annual literature competition from Norval Rasmussen, who will have charge of signage and credentials. A 2008 literature prospectus and entry form is available on the Napex Web site at WWW.NAPEX.ORG/2008SHOW/2008SHOW.HTML or by sending a SASE to Piazza at P. O. Box 76846, Washington, D.C. 20013-6846.

How's That Again? Huh? Speak Up!

**Loud music in cars
can help hearing loss**

By **DARLA CARTER**
Gannett News Service

It's easy to get caught up
in a good song while driv-

Prolonged exposure to
noise can damage tiny hair
cells in the inner ear that
play a key role in how we
hear, says Dr. Ravi N. Samy,

Headline from the *Utica (NY) Observer-Dispatch*.

STAMPSHOW 2008 Prospectus Available

The prospectus and entry forms are available for both the open philatelic exhibition and literature exhibition at *STAMPSHOW 2008* August 14–17. The 122nd annual American Philatelic Society Convention will take place at the Connecticut Convention Center, 100 Columbus Blvd. in Hartford. Deadline for receipt of completed entry forms and fees is May 1.

Exhibitors may obtain the prospectus and entry form from the APS, 100 Match Factory Place, Bellefonte, PA 16823-1367, phone 814-933-3803 extension 217, fax to 814-933-6128, by e-mail STAMPSHOW@STAMPS.ORG, or from the StampShow 2008 Web site — WWW.STAMPS.ORG/STAMPSHOW/EXHIBITS.HTM. 

Diane Boehret, Notable Historian & Judge, Dies

Diane D. Boehret, 80, died January 21 in Virginia Beach, VA. She was a preëminent philatelist in many areas, but may have been best known as an accredited APS philatelic and literature judge. She and her husband, Jesse Boehret, who survives, were both active in many areas, including postal history and military postal history.



Two of her exhibits — *The German Post Offices in China during the Boxer Rebellion* and *German Military Mission in Turkey 1914–1918* — won national grand awards and she participated in the APS Champion of Champions competition.

In 2003, the Boehrets jointly received the Military Postal History Society's Outstanding Service Award. In 2004, Ms. Boehret received the APS' Luff Award for Exceptional Contributions to Philately.

Ms. Boehret was secretary of the American Philatelic Congress and then president from 1984 to 1990, the first woman to hold that office. In 1990 the APC established the Diane D. Boehret Award in literature, selected from vermeil and gold award literature entries at national shows.

She was convention liaison and a member of the board of directors of the *PHILADELPHIA NATIONAL STAMP EXHIBITION*. In 1997 the Boehrets were honored with both the local and national merit awards of PNSE — the first time both awards were presented simultaneously to a husband and wife team.

After serving as secretary and treasurer of the Postal History Society, Ms. Boehret was elected president in 1989 and served until 2005. In 1991 she arranged an international postal history seminar held in conjunction with the *FLOREX* show.

She served on the board of the Council of Philatelic Organizations (COPO) for 10 years and on the American Philatelic Society's board of vice presidents for one term (1999–2001), with Gordon Morison and Charlie Peterson. She ran for reelection to the board in 2001 on a slate with Charlie Peterson and Wayne Youngblood, which was defeated.

When the Boehrets moved to Virginia Beach, she became active in the Virginia Philatelic Federation as a board member, first as secretary and then as second vice president, and worked on the *VAPEX* show committee.

She was a native of New York City and a graduate of Mount St. Vincent College with a major in social studies. Ms. Boehret was an advertising account executive when she met Jesse Boehret, a Naval officer at the time. After his retirement, they lived in Syracuse, NY and State College and Brookhaven, PA before moving to Virginia Beach in 1984.

Memorial donations may be made to a charity of one's choice.

— Alan Warren and Lloyd de Vries 



Steven J. Rod
Rod of History

The Stated Purpose of Writers Unit #30

The stated purpose of Writers Unit #30 at its inception in 1967 was to provide authors, reporters, and editors of philatelic news, the editors of philatelic journals, or others concerned with philatelic writing with (a) a means of communication between men and women of similar activities, (b) to provide these same people with guidance and counsel, and (c) to create a foundation for support or action where or when inequities exist.

Our founders were very careful to declare that WU #30 was not established in order to create a division in the hobby, “nor to stir or distract from other organizations that might have similar aims.” Its formation was primarily to provide for APS members an internal organization aimed at stimulating philatelic writing. It was also formed to produce a “springboard” for constructive guidance in the preparation of manuscripts, philatelic publicity — or other form of writing concerned in any way with philately.

One of the initial efforts of the Writers Unit was to establish certain writing style ground rules. The officers were quick to declare: “The use of the term *writing style* does not mean that the Writers Unit is attempting to tell how to write.” The officers encouraged all members of WU #30 to acquire a copy of the *Associated Press Stylebook* to be used as a guide. At the time the book cost \$1 postpaid. The 2007 stylebook, still a great resource, is available for \$17.95 plus \$5.95 shipping from the AP (WWW.APSTYLEBOOK.COM). It is also available as an online subscription for \$25 a year.

From the get go, WU #30 was adamant in declaring that “every writer has his own style.” The recommendation for the AP stylebook was to provide uniformity where spelling, punctuation, or other common usage of the English language prevails.

Another vision of the fledging organization back in 1967 was the desire that formation of the unit would enhance and enable philatelic writers’ communication with government agencies that provide stamp news. The founders hoped to establish a rapport and relationship with these sources so that the courtesies normally extended to philatelic writers would be extended to every member of the Writers Unit. Dear Reader: can you help us with this? Did this refer mainly to receiving new issues from the world’s post offices accompanied by news releases? Were WU #30 members offered all of these goodies — MNH post office fresh new issues — in the good old days? Please let me know.

Here is a trivia question for you:

Q — When was the first time the newly created WU #30 received international attention?

A — Our Chairman David Lidman was invited to write an introduction to the official *EFIMEX* ’68 catalogue and told about the new organization in a letter called *Greetings from the Chairman of WU #30*. Here is an excerpt:

This is an auspicious occasion for the Writers Unit of the American Philatelic Society — to be participating in this great international stamp exhibition in Mexico City, and sharing with our neighbors, philatelically and in other ways, the amicable relations that exist between our two great Republics. Our Writers Unit is a fledgling. While we are part of the largest philatelic organization of its kind ... While membership in the Writers Unit is limited to members of the American Philatelic Society only, it is hoped that there in Mexico City, where the Philatelic Federation of the Americas is to be inaugurated, (although a dream at the moment) that out of this gathering the seeds may be planted for the creation of a Philatelic Writers Federation of the Americas.

In my last column, I asked who among our readers/members could help us recall the first 10 years? I wrote: “I would love to hear from you if you believe you were on our rolls since sometime in the early 1970s. Write to me at SJROD@AOL.COM and tell me what you remember and we can share it with the entire membership.” I received no responses, so I am broadening the request in a sincere desire for your response and am asking those who have been members since before 1980 to please take some time to write me about your memories, ideas, and anecdotes. We need your input to learn about and tell the story of WU #30. 

Nominations Open for the First USSS–Mueller Award

Nominations are now open for the first annual United States Stamp Society–Barbara R. Mueller Award for the best article to appear in 2007 in the *American Philatelist*. The award includes a cash payment of \$1,000 and recognition on a permanent plaque in the APS editorial offices at the American Philatelic Center in Bellefonte, PA.

APS members can vote by completing and mailing the form on the inside front cover of the January *American Philatelist*. They also can vote online at WWW.STAMPS.ORG/SERVICES/MUELLERAWARD.HTM. A list of the 78 articles by 46 authors in the 2007 *American Philatelist* that qualify to be considered for the award are available in PDF format (WWW.STAMPS.ORG/ALMANAC/MUELLERAWARD.PDF).

Votes for the best article of 2007 must be received by March 1. The USSS–Mueller Award Committee will select the winner from the top five nominees by APS members and the top five by the *American Philatelist* staff. The 2007 USSS–Mueller Award winner will be announced in the August issue of the *American Philatelist* and at *APS STAMPSHOW 2008* on August 14–17, in Hartford, CT.

The United States Stamp Society founded the award not only to promote research and philatelic writing, but also to promote the USSS, its goals and its mission — to expand the study of and knowledge about U.S. postage and revenue stamps — to the more than 43,000 members of the APS, approximately 80 percent of whom collect U.S. material. 

A Basic Digital Philatelic Studies Formatting Guide

By Francis Adams

Part III

In part two of this series I discussed planning a digital philatelic study (DPS). As is often said, but rarely practiced, “planning is everything.” In developing a DPS, that quote is a very useful piece of advice. If the suggestions in the preceding article have borne fruit, you now have a reasonable subject and outline and can proceed with formatting.

Rather than experimenting and possibly coming to the same conclusions outlined hereafter, the following criteria are suggested as a starting point for your new digital philatelic study. There is no requirement to follow every detail strictly or even at all, but points in this *DPS Cookbook* may save you some time in getting your study up and running.

The Rules of Engagement

By incorporating a basic set of formatting rules, designed to complement each other from the beginning, your study is less likely to end up as a non-functional bunch of electrons.

We'll begin simply and define our DPS goal as having two guiding lights: (1) our DPS will be viewed *comfortably* on a computer screen as that is what digital is all about and (2) it will be viewable by users of either Windows or Macintosh operating systems.

So, how does our *Formatting Guide* ensure our DPS is comfortable to view and available to almost everyone regardless of computing platform? To realize comfortable viewing, our DPS must be consistent in its presentation. Consistency quickly provides viewers a feeling of familiarity and the document's ease of use factor increases. To develop consistency, we use the same text and graphic styles for headers, paragraphs, etc. throughout the study. To achieve cross platform compatibility, we'll use software common to both computer systems.

Points to Ensure Comfortable Viewing

A. Physical Size

Beginning with a physical format often helps me 'see' what I'm doing. Take a standard sheet of writing paper and turn it horizontal so it is 11 inches wide by 8.5 inches high.

In general, computer screens are capable of displaying horizontal documents better than vertical documents. We'll take advantage of that real estate and develop our *Formatting Guide* with this basic format in mind, as it is also a common format for PowerPoint presentations.

I'm going to get a slight bit *techie* here, so please don't let your eyes glaze over immediately. Computer screens use a measurement known as pixels (px) or dots per inch (dpi). Modern screen dpi measurements are quite large and depending on the screen size, they can be more than 1600 pixels wide by 1200 pixels high.

Let's stay conservative to accommodate the standard 15.4-inch monitor found on many laptop computers and use the minimum standard of 800 pixels wide by 600 pixels high. Screens that dis-

play a general standard of 72 dpi means that 800 pixels is approximately 11 inches wide and 600 pixels equals approximately 8.25 inches high.

Thinking in terms of the writing paper we used previously, we see we're dealing with a screen display roughly the same size as our sheet of paper. All of this simply means we're looking at our standard writing paper sideways — electronically! We're done and it was easy, right?

To keep it simple as well as to get the most space out of our computer screen real estate, we're not going to use graphic or fancy colored margins in our study. Great, now we can visualize the screen area we have to work with, but what other concerns should we have?

B. Page Margins, Header and Footer Placement

The page margin will be a minimum of half an inch on all sides, ensuring headers and footers are within the main content area. This gives us a working area of 10 inches wide and 7.5 inches high.

Headers, footers and their information (i.e., page number) will be located in the same place on every page. Headers should appear at the top of the page and footers at the bottom. (I realize that might sound strange, but you never know how inventive someone might be in this new medium.)

C. Typeface — Color, Style, Size

Black letters on a white sheet of paper are typically what we see in the print world. On a computer screen, black on white is also very common, but it's quite harsh on the eyes if it's read for any period of time. We'd like our viewers to read our study comfortably.

One way to reduce glare and retain reasonable contrast is to change the shades of the black text and/or white screen slightly. Rather than pure black, we'll use a very dark gray for our text. Gray does not tire the eyes as quickly as black might. We may also use red text, but it will be used very sparingly to point out warning or caution information. Hyperlinks should be in blue. Otherwise, no additional colors will be used for text. We'll also leave the screen pure white for this exercise.

The typeface is important for quick comprehension and in print, a serif style is normally used for text in the main body. Serifs are the little flares on letters that make printed documents easier to read — on paper. On screen however, a sans-serif typeface (without the little flares) is better as it eliminates much of the serif style's clutter and results in easier-to-read text. That's not to say you can't use a serif typeface for your main body text, the choice remains yours.

Georgia (serif) Verdana (sans-serif)

Typeface Style Samples

Staying with the clean and simple approach, we'll restrict the number of different typefaces to two: one serif and one sans serif. Our choices for this exercise are Georgia for the 'serif' style and Verdana for the 'sans-serif' style. Why those two you ask? These two typefaces were developed specifically for display on a computer screen. They are also available on both Windows and Macintosh machines and even print reasonably well.

Typeface	Size	Style, Size, and Color
TITLE (REGULAR)	28	This is the Title Style
TITLE (BOLD)	26	This is the Title Style
SUBTITLE	20	This is the Subtitle Style
SECTION HEAD	16	This is the Section Head Style
TABLE TITLE	12	This is the sample table title style
BODY	12	This is the body text style
TABLE COLUMN OR ROW TITLES	10	This is the sample column title style
CAPTION	10	This is the description and caption style
RARITY	10	<i>This is the rarity style</i>
WARNING (IN RED)	10	This is the warning style (red)
FOOTER	8	This is the footer style

A plain (regular) style typeface is recommended for main body text. For a title, subtitle, or section header, bolding is allowed (don't feel obligated) and for a rarity statement, an italic style may be used. Underlining text in electronic documents has come to signify a hyperlink, so we'll not use underlines as text decoration but only to indicate hyperlinks.

Type size is important and normally, printed pages use a 12-point size for body text. *Points* (pt) are a printer's measurement for type size and rather than get into a detailed discussion, let's simply substitute the computer screen type size measurement of pixels. We'll use a 12 size, but in pixels rather than points for the main body text. Other text elements will be either larger or smaller depending on the item we are working with.

For the sake of clarity and simplicity, we will choose 28 px for the title (26 px if bolded), 20 px for the subtitle, 16 px for section heads, 12 px for body text and table titles, 10 px for table column or row titles, item descriptions or captions, and 8 px for footer information.

Table, column and row titles may be bolded and centered. Rarity descriptions will use italics and warnings will appear in red. Individual words in our title, subtitle and section heads will be capitalized.

D. Text Spacing and Justification

Distance between lines is critical in many instances, so we'll designate a standard distance of 1.2 times the normal distance. That will open the text up and allow it to breathe.

Line Spacing	Style
1.2 TIMES NORMAL	We'll designate a standard distance of 1.2 times the normal distance.

Spacing is also a factor in making text easier to read. We'll use one space between sentences. White space between paragraphs

can also provide a sense of clarity and calmness, so a break between paragraphs will be used in our example.

Paragraph Spacing	Style
2 TIMES NORMAL	We'll designate a standard distance of twice the normal distance. We'll designate a standard distance of twice the normal distance.

Our text will be flush to the left margin. We can either allow the right margin to fall where it may (ragged right) or make it so the text is flush on the both sides (justified). Your preference is the determining factor as either method is acceptable.

Our text will be flush to the left margin. We can either allow the right margin to fall where it may (ragged right) or make it so the text is flush on both sides (justified).

Text Alignment	Style
ALIGNED LEFT, RAGGED RIGHT	We can either allow the right margin to fall where it may (ragged right) or make it so the text is flush on both sides (justified).
JUSTIFIED	Our text will be flush to the left margin. We can either allow the right margin to fall where it may (ragged right) or make it so the text is flush on both sides (justified).

Continued on Page 16

CHICAGOPEX 2007 Literature Palmares

ChicagoPex 2007, which was held November 16–18 at the Sheraton Chicago Northwest in Arlington Heights, IL, included a literature competition.

The jury included Chief Judge Rich Drews, Alan Warren, and Patricia Stilwell Walker.

Grand Award for Philatelic Literature

Peter A. Flynn, Author, Intercepted in Bermuda, *The Censorship of Transatlantic Mail during the Second World War*

Gold

David Feldman Auctions, Editor, *Classic Romania* (December 3, 2006)

Harmers of London, Publisher, *The “Roberto Sciaky” Collection of Ethiopian Postal History* (July 25, 2006)

Charles G. Firby, Editor, *The Warren S. Wilkinson FIP World Exhibition Gold Medal Collection of Canadian Postal Rates 1851–1859* (June 14, 2007)

Peter A. Flynn, Author, *Intercepted in Bermuda, The Censorship of Transatlantic Mail during the Second World War*

Richard C. Frajola and Frederick R. Mayer, Authors, *The United States Five Cent Stamp of 1856*

Joseph P. Connolly and Sean P. Connolly, Authors, *Winfred Milton Grandy, A Philatelic Biography* (CD)

Joseph Monteiro, Author, *Definitive Postage Stamps of Canada (1953–2005), An Analytic Approach* (5 volumes)

Francis J. Crown, Jr. Author, *The Turbulent Decade — Georgia’s Post Offices 1860–1869*

Knud Mohr, Editor, *Fakes, Forgeries, Experts*, FFE Journal No. 10

Kenneth Trettin, Editor, *The American Revenuer*, Vol. 60 (2006)

James W. Graue, Editor, *German Postal Specialist*, Vol. 57 (2006)

Paul L. Albright, Editor, *The Posthorn, journal of the Scandinavian Collectors Club* Vol. 63 (2006)

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Jay L. Rogers, Author, *Levy’s Boy & Girl Scout Cachet Covers of the United States*

Harvey Bennett, Author, *Aristocrat Collection of First Day Covers and Earliest Documented Uses* (May 22, 2007)

Władysław Ługowski and Jan Zaborowski, Authors, *Catalogue of Revenue Stamps in Poland*, edition 2006

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Jeff Radcliffe, Editor, *Rossica Society Journal* (2006) (CD)

Barry N. Floyd, Author, *Captain James Cook The Explorer: An Historical & Philatelic Review*

Reuben A. Ramkisson, Author, *A Philatelic Handbook on Mohandas Karamchand Gandhi (Mahatma Gandhi)*

Kenneth Trettin, Editor, *The Congress Book 2007*

Vaccari, S.R.L., Publisher, *The Emil Capellaro Collection — Kingdom of Lombardy Venetia*

Roger P. Quinby, Editor, *Postal Censoring in Finland 1914–1918* (CD)

Heikki Reinkainen, Jussi Murtosaari, and Jeffrey Stone, Authors, *Finland Type 1875* (CD)

Charles J. LaBlonde, Author, *The Suspension of United States Mail to Switzerland 1942 to 1944/45*

Charles A. L. Swenson, Author, *Japanese Post Offices Using the Maruichi Postmark (1888–1908)* (CD)

Jerzy Gruszczyński, Author, *Z Syberii do Niepodległej Polski 1914–1921*

Chantal Amyot and John Willis, Authors, *Country Post, Rural Postal Service in Canada, 1880 to 1945*

Diane DeBlois and Robert Dalton Harris, Editors, *Postal History Journal* (2006)

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Silver

Kenneth P. Pruess, Author, *Colorado Revenue Stamps*

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Soler y Llach, Editor, *El Seis Cuartos Negro de 1850 Colección Sergi Domènech* (March 29, 2007)

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Harmers of London, Publisher, *The “Roberto Sciaky” Collection of Rumania* (July 25, 2006)

Andrij D. Solczanyk, Author, *Christianity in Ukraine — A Philatelic Survey*

Larry Dodson, Author, *A Philatelic Tour of the American Civil War*

Robert J. Hill, Author, *Postal Arrangements following the Liberation of Prague in May 1945*

Michael Smith, Author, *The W. G. MacFarlane Picture Postcard Handbook 1902–1910*

Chris Kulpinski, Author, *Soviet Occupation of Poland 1939/41, A Postal History*

Don Neal, Editor, *Reflections*, journal of the Ebony Society of Philatelic Events and Reflections, Inc. (2006–2007)

Tom Koch, Editor, *Texas Postal History Society Journal* (2006)

Silver Bronze

Soler y Llach, Editor, *Important Stamps and Covers of the World* (June 19, 2007)

Harmers of London, Publisher, *Important Stamps, Covers and Collections of the World* (May 22, 2007)

Ivan Burges, Author, *The History of the Cayman Islands Post Offices*, second edition

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Breakfast with the USPS Historian

By David L. Straight

Megaera Ausman, historian for the U.S. Postal Service for the past 17 years, was the featured speaker at the Writer's Unit #30 breakfast in Charlotte, NC on January 13. While briefly mentioning her role in providing institutional memory and supporting corporate needs for historical data, she primarily talked about the growing focus that she and her staff of three researchers and historians have given to assisting philatelists and actively encouraging postal history research.

The historian's office began when former Postmaster General J. Edward Day (1961–1963) turned to Rita Lloyd Moroney for help with historical questions during the introduction of ZIP codes. In 1973 her informal role was recognized by her appointment as the first USPS Historian. Upon Moroney's retirement in 1991, Ausman, then working as a public affairs officer in the Baltimore Post Office, was appointed historian. Following an undergraduate degree in psychology at the University of Detroit, she switched to journalism for her graduate study. Her research focus in this field particularly prepared Ausman for her current position.

Postmaster Finder, www.usps.com/postmasterfinder/welcome.htm, is perhaps the highest profile project in the historian's office. This database, which began in 1986 with the current postmaster appointments, has the goal of providing a complete listing of U.S. post offices, names of all the postmasters who served them, and their dates of appointment. One staff member's time is largely devoted to examining pre-1986 appointment and personnel records to vet and assemble data for addition to the Web site. When the project is completed in several more years, Ausman estimates it will contain listings for nearly 140,000 post offices, many of which existed only briefly.

The historian's office is also responsible for preserving the historical portraits, manuscripts, and artifacts owned by the USPS. These include the 1847 distribution ledger for the nation's first stamps. A Web site to display these materials is in the late stages of development. The internal launch will be in February, with a public launch planned for October. Ausman is also planning a program that will digitize significant historical postal documents and deliver them via the web. The first series selected for digitization will be the annual reports of the postmasters general, which date from 1820s.

For us as writers, one of Ausman's important initiatives has been the establishment of the Rita Lloyd Moroney Awards for "scholarship on the history of the American postal system." These awards not only honor the legacy of the first USPS Historian, but also encourage research and raise awareness about the significance of the postal system in American life. Two cash prizes are presented annually — a Junior Prize of \$1,000 to an undergraduate or graduate student for a journal article, book chapter, conference paper, thesis, or dissertation; and a Senior Prize of \$2,000 to a faculty member, independent scholar, or public historian for a journal article, book chapter, or book. Research on any aspect of the U.S. postal system from the colonial era to the present is eligible for submission. An independent academic panel selects the awards.



USPS Historian Meg Ausman and her staff, from left: Jenny Lynch, senior research analyst; Melody Selvage, research analyst; Ausman; Lauren Suls, research analyst.

The 2007 Senior Prize was awarded to Dr. David M. Henkin for *The Postal Age: The Emergence of Modern Communications in Nineteenth-Century America* (University of Chicago Press, 2006). Jesse Vogler received the Junior Prize for 'Correct and Perfect': *Post Office Design Guidelines and the Standardization of the National Postal Landscape*, a paper presented at the 2006 Conference of the Vernacular Architecture Forum. As independent scholars we are welcome to apply, which I have done the past two years. The 2008 prizes will be announced in April. The 2009 application deadline will be in the fall; details are at www.usps.com/postalhistory/moroney.htm.

Ausman distributed copies of two recent publications from her office. *The United States Postal Service: An American History, 1775–2006* provides an illustrated introduction to post office history with a helpful bibliography. Researchers will want a copy of *Sources of Historical Information on Post Offices, Postal Employees, Mail Routes, and Mail Contractors* for its annotated list of postal history resources. Members who missed the breakfast may order these publications from Historian, U.S. Postal Service, 475 L'Enfant Plaza SW, Washington DC 20260-0012.

In a recent USPS reorganization, Ausman's office will move from the basement of the building at L'Enfant Plaza to the 11th floor, where she will be adjacent to the USPS library. After her talk, Ausman consulted individually with several writers. She has been gracious and invaluable to me on several projects and articles. Postal historians might well benefit from discussing their research projects with Ausman. Contact her at 202-268-2507 or by e-mail at MAUSMAN@USPS.GOV.



Reviews

Print and Electronic

Books & Catalogues

Eurasia Book Updated and Expanded

Eurasia Aviation Corporation: A German–Chinese Airline in China and its Airmail 1931–1943 by Peter Moeller and Larry D. Sall. 158 pages, 5 ½ × 8 ½ inches, perfect bound. ©2007 Jim & Me Ink. \$41 including postage in the U.S. from Jim & Me Ink, 11911 E. Connor Road, Valleyford WA 99036.

This new edition is an extensively revised and expanded version of the original effort by Peter Moeller published in German in 1989. The growing interest in Chinese aerophilately stimulated the need for a new edition in the English language. Following German survey flights to Peking in 1926 and 1928, a contract was negotiated between China and Deutsche Luft Hansa in 1930, forming the European–Asiatic Airmail Corporation, later renamed Eurasia Aviation Corporation.

Political consequences not only interfered with the company's flight plans, but also helped bring about the airline's eventual downfall. The first route through Manchuria (Shanghai–Nanking–Peiping–Manchouli connecting with the Soviet system in Europe) quickly ended in 1931 when Mongolians shot down one of the Eurasia planes, and the crew was accused of spying. Mail from several inaugural flights survives and is illustrated. Later, Japan occupied Manchuria, sealing off the possibility of this route.



Survey flights were conducted on a northwest route Shanghai–Nanking–Urumchi in Sinkiang Province, and then the Soviet system in Europe. This required a long flight over the Gobi desert where a refueling station was established. Again, surviving mail from the first Sinkiang survey flight exists. All of these early airmail items had no special cancellations and are identified only by the date and place of the postmarks. Recognizing the difficulties of this route, the Eurasia Corporation ran test flights via Loyang–Lanchow–Urumchi and Chukuchak — the 1932–1933 Sinkiang route. Mail from 1933 flights is identified. However, further political action (the Sinkiang Uprising of 1933) again defeated the company's goal of establishing a Far East connection to Germany.

When the Germany–China route efforts ended, the corporation focused on domestic routes within China. These were met with varying degrees of success but ultimately succumbed to technical problems and political unrest. A final attempt to establish an international east–west route occurred in 1937. The intended route from China went over the Pamir Mountains through Afghanistan, Persia, and Greece to Berlin. A survey flight to Berlin reinforced the belief that in the future a Far East route could be established, once ground support was developed.

For a while Eurasia Aviation maintained a successful route from China to Hong Kong. However, World War II brought about further changes and the eventual liquidation of the firm. The German crews and employees were deported.

The book is enhanced with many features in addition to the illustrated covers. First hand observations by crew members are recorded. Timetables are shown. The Sinkiang Provisional airmail stamps are explained. The types of aircraft are described and appear in photographs. Flight personnel are listed and China postmarks are analyzed and explained in a series of appendices. A bibliography will lead researchers to additional information sources.

The most important contribution of this book then follows with a detailed catalog of Eurasia Aviation flight covers that are illustrated in color. Each item has a catalog number derived by date, the route, the dates of postal markings, and a value based on a point system that does not appear to be tied to any specific currency. The color illustrations are excellent. Images of airmail labels and luggage tags followed by an index conclude this very worthwhile handbook/catalog of a fascinating period in aerophilatelic history.

— Alan Warren

A Polar Topical Checklist

Stamps of the Polar Worlds by Frank R. Michel. 182 pages, 8 ½ × 11 inches, card covers, perfect bound. ©2007 Frank R. Michel. With black and white illustrations \$35 postpaid in the U.S., \$40 elsewhere; also in color for \$50 in U.S., \$55 elsewhere from Frank R. Michel, P. O. Box 5043, Sherman Oaks CA 91413; e-mail: POLARCOLD51@AOL.COM.

This book is essentially a topical checklist of stamps with themes relating to both Arctic and Antarctic subjects. More than 100 countries are represented. The listing is alphabetical by country name, then chronologically by Scott catalogue number for each country. Each entry includes the denomination and colors of the stamp and a brief phrase describing the subject.

A few of the stamps are shown in color or black and white, de-

pending on the version ordered. There are two subject listings at the end of the book — one a list of *Polar People* and the other *Polar Ships*. The listings are alphabetical by the name of the person or ship. These two lists have limited value as they are not cross-referenced to stamps that bear their images.

The publication date is not clear, but I believe this is a revised edition released in 2007. The first page states that the book is copyrighted “1983 — Second Edition.” However the stamps included go up to 1992 for the United States, to the 2002 regular issues for TAAF and the regular issues for the Falkland Islands. Semi-postal and airmail issues are included in the listings. There are also a few Cinderella items mentioned for which the author seeks more information.

— Alan Warren

When Horses Ruled

The Postal History of the Powell Bros. Livestock Emporium by Norman Alan Cohen. 8½ × 11 inches, 48 pages, saddle stitched. ©2007 Halifax Trading, Ltd., P. O. Box 29543, Dallas, TX 75229. \$20 postpaid from the publisher.

The volume features a fabulous postal collection assembled by Norman Alan Cohen. The book is printed on smooth glossy pages with a heavy glossy cover stock, which is also in color. The quality and assemblage of the printing are outstanding as are the scans used for the illustrations. Section headings are clear and concise in copperplate gothic bold, and each page is profusely illustrated with colorful illustrations.

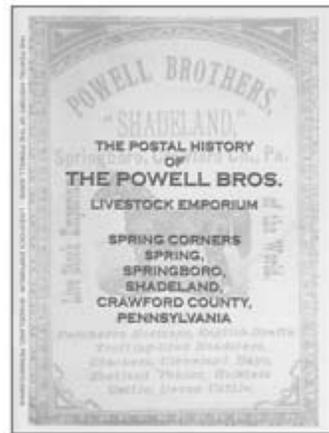
It is a shame that more postal history exhibits and collections are not compiled and printed in this fashion, as it is not only interesting to peruse, but also provides fabulous historical examples to use for reference. Any collector of postal history could easily use this volume as a guide for organizing and displaying their own collection.

The Powell Brothers, of Welsh descent, settled in Pennsylvania in the early 1800s. Three of the Powell sons assumed ownership of the original farm, *Shadeland*, and turned it into one of the largest livestock breeding firms in the United States, comprising several thousand acres. They established themselves as noted importers of purebred animals, including Clydesdale horses, Shetland ponies, Holstein cattle, and also operated a nursery business that operated in Syracuse, New York.

The collection copiously illustrates correspondence to and from the Powell operations from all over the United States. There are pages containing covers from more than 20 states including Iowa, Illinois, Michigan, Minnesota, Indiana, Ohio, New York, Massachusetts, Maryland, Pennsylvania, West Virginia, Maine, and Montana.

The illustrated advertising covers are pristine adorned with cattle, horses, railway cars, and pigs. Several examples of Powell stationery, letterheads, and advertising items are also pictured giving a unique historical glimpse into the early farm and agricultural business.

Cohen's Adventure Graphics printed the book. The firm should be considered one of the premier philatelic publishers in the United States. Top quality printing and publishing can be found in several Adventure publications such as the *Texas Philatelist*, the *Texas Postal History Society Journal*, and the *Stamp Insider*. *The Postal History of the Powell Bros.* is a unique and superb example of how to create and preserve postal history.



— Heather Sweeting

Honoring Gordon Bleuler and His Art

The Sesqui-Centennial of Texas in the Art of Gordon Bleuler by Jim Doolin. 48 pages, 8½ × 11 inches, saddle stitched, soft covers. ©2007 Doolco. ISBN 0-914626-15-9. \$22.50 postpaid in the U.S. (\$24 within Texas) from Doolco Inc., 11258 Goodnight Lane, Suite 105, Dallas TX 75229.

This booklet honors the late Gordon Bleuler's avid interests in Texas postal history as well as his artwork in cachet crafting. The occasion was the 150th anniversary of the Republic of Texas capped by issuance of the U.S. postage stamp March 2, 1986 and the ensuing exhibition in April in Richardson, TX and other events that year. Bleuler's artwork is seen in color on almost all of the serviced items in the booklet so the reader can appreciate his craftsmanship.

The first day of issue had at least three cancellations — the normal FDOI and a special *Remember the Alamo* cancel, both in San Antonio, and a FDOI at Washington-on-the-Brazos TX. This last town was the site of the declaration by Texans to become independent from Mexico. San Jacinto 1836, which is marked on the stamp, was the battle site of the final engagement with the Mexican Army.

A few of Bleuler's hand-painted designs, were used for the first day cancels while far more were cancelled at the special exhibition station at Richardson and at the Collectors Club of Dallas philatelic seminar, which had its own April 5 exhibition station cancel. There are also combination FDCs with the 1936 Texas centennial stamp. Later in 1986 a special event cancel was used for the exhibition at the Dallas Fairgrounds and a number of state fair souvenirs are serviced with the 22-cent stamp and special cancels. This booklet itself is a wonderful souvenir of Gordon Bleuler's art as reflected on the many covers he designed for the sesquicentennial events in 1986.



— Alan Warren

On Demand Printing Keeps Book Fresh

Postal History of the Soviet Occupation of Poland — 1939/1941 by Chris Kulpinski. 78 single-sided pages, 8½ × 11 inches, spiral bound. ©2007, privately published by the author, Scottsdale AZ. \$30 postpaid in the United States, \$35 outside U.S.; \$15 U.S. and worldwide on CD from www.kulpinski.net.

The short period of Soviet occupation from September 17, 1939 until June 22, 1941 of what was then considered to be Poland, plus the lack of English language literature on the subject and the

limited amount of material available, have resulted in an area of postal history that has remained shrouded in mystery. Thanks to Kulpinski much of the mystery has now been unraveled for English speaking collectors.

The author admits that much of the material available from this period is philatelicly inspired. However, were it not for the creativity of collectors at that time, many of the markings and related information would not be available today.

Continued on Page 12

On Demand — Continued from Page 11

The author provides an historic background and a time line that includes the Molotov–Ribbentrop Pact of non-aggression and the German troop withdrawal to the Brest–Litovsk line in 1939. For the period of focus of this monograph, postal rate tables are provided and distinctions noted between Polish and Soviet postmarks.

Mail handled in several areas is treated in separate chapters: Polish lands annexed to Byelorussia, to the Wilno district of Lithuania, and to the western Ukraine. Cancelling devices and registered mail handstamps are described along with a section on fantasy overprints. POW and Red Cross mail, railway transit mail, parcel cards and other aspects of postal history come under the author's lens.

Until Kulpinski's book the major work on this subject, available only in Polish, was a treatise by Witold Zurawski. Kulpinski has relied on that source but also provided difficult-to-obtain

examples of mail that are presented in color.

This book was first published in 2006 and has been updated twice in 2007, which is one of the benefits of on-demand publishing. The book lacks two important tools for the user, namely a table of contents and an index. However, these are oversights that can be corrected with future updates. Collectors of Polish postal history during the early WW II period will be indebted to the author for this monograph.

— Alan Warren



Danish Catalogue Updated

AFA Specialkatalog 2008: Danmark, Færøerne, Grønland, Dansk Vestindien og Slesvig (specialized catalogue of Denmark and related areas), E. Daugaard, editor. 6 × 8½ inches, 912 pages, case bound, in Danish, ©2007 AFA-Forlaget, ISBN 10:87-7012-316-0, approximately \$90 plus shipping from Nordfrim, Kvindevadet 42, 5450 Otterup, Denmark; WWW.NORDFRIM.DK.

Every five years or so this specialized catalogue appears with detailed listings of not only Denmark, but also the related areas of the Faroes, Greenland, Danish West Indies, and Schleswig. It is the major reference work for the stamps of these countries, listing varieties; values for mint, used, and on cover; and from the 1940s on, values for first day covers and plate blocks.

The first day cancellations are shown beginning with the 1940 stamps, and many later issues have interesting pictorial cancels. Stamp illustrations are in color. However, the plate flaws of the bicolor issues are old black and white illustrations that are so worn that the details cannot be discerned and need updating.

For Denmark the usual back of the book items are listed such as Christmas seals, officials, postage dues, postal ferry stamps, newspaper stamps, booklets, Frama labels, year sets, souvenir cards and more. A little over 500 pages are devoted to Denmark

alone. The Faroes and Greenland receive similar treatment in their value listings. However, the Danish West Indies stamps are examined in greater depth with respect to plate flaws of the early issues.

Lasse Nielsen, an expert on the classic issues of Denmark, devotes nearly 100 pages of this catalogue to the various printings of the skilling issues and early øre bicolor issues of Denmark. Nielsen also describes the essays and proofs of Denmark from 1849 to 1900.

The catalogue begins with definitions of terms and near the end is a Danish–English vocabulary listing. For thematic collectors there is a nice alphabetical listing of stamp subjects with their catalogue numbers. The 2002 edition was 800 pages and this one is just over 900, so contents have grown considerably. For serious collectors of the Danish area stamps, this is the catalogue to own.

— Alan Warren



A Brief U.S. Postal History

The United States Postal Service: An American History 1775–2006. 84 pages, perfect bound, 8½ × 11 inches. ©2007 published by the U.S. Postal Service Publication 100, Washington DC.

This booklet updates and expands the previous edition published in 2002. The book presents the chronological story of the country's postal service from colonial days to the present.

Several prominent people who played key roles in the postal service are profiled including Benjamin Franklin, New York postmaster Ebenezer Hazard, and Abraham Lincoln. The history begins in the colonial period and comes right up to the present. Some of the topics include the methods of mail transportation and how they evolved, the extension of mail service into the community with rural free delivery, and technological advances

developed in the 20th century. The conversion of the U.S. Post Office Department to the new U.S. Postal Service is described as well as the role of the Citizens' Stamp Advisory Committee in recommending new stamp subjects. A list of the postmasters general from Benjamin Franklin to John Potter is presented.

A bibliography provides researchers with sources for additional information along with the addresses of institutions that are important resources such as the National Postal Museum and its library, the Library of Congress, the National Archives, the Railway Mail Service Library and other museums and libraries.

Requests for single copies should be directed to USPS Historian Megaera Ausman at MAUSMAN@USPS.GOV, or in writing to her at the USPS, 475 L'Enfant Plaza SW, Washington DC 20260-0012.

— Alan Warren

Electronic Media

Post Office in Paradise:

Mail and Postage stamps of 19th century Hawaii

The advent of the Internet has led to the dissemination of much philatelic research. There are some superb online exhibits with extensive images and content that are available for philatelic reference and study. A pristine example of this is the Post Office in Paradise web site at WWW.HAWAIIANSTAMPS.COM.

The site contains fabulous and numerous scanned images of 19th century Hawaiian postal history from the stampless era up through soldiers mail of the 1890s.

The main page greets a visitor with a multicolored Aloha! **Warning to those born before the 1950s:** Don't let the festive Hawaiian luau-like color scheme of this Web site fool you into just taking a quick glance. There really are some high quality must see pages on this site.

The frame format on the left side of the home page gives a quick overview of various topical areas on the site such as stamps, postal stationery, news, postal markings, inter-island mail and foreign mail, and covers. There are also quick links to a guest book, other collectors, and dealers.

If you want a more in-depth breakdown, click on the *Site Map to Navigate* link on the home page. (The site map link is also accessible from other pages on the site.) This page breaks down all the topics into page headings. For example, Foreign Mails & Covers breaks down into the subcategories: *Pre-Postal Mail: 1820-1850*; *Mail Rates, early, middle and late Treaty Periods* in four sections, *Convention Period: 1870-1881*, *Universal Postal Union Period: 1882-1900*, *Soldiers Mail: 1898-1900*, *Registered Letters: 1870-1900*, and concludes with *Q & A*. Each of these categories contains eight-twelve pages devoted to particular examples.

The depth of study on some topics is impressive and backed up with multiple images for comparison. Click on the *Style 236.05 Comparisons* link under *Missionary Stamps* — WWW.HAWAIIANSTAMPS.COM/STRIKES.HTML for an astoundingly in depth but not boring comparison of genuine and fake cancels. The scans evaluate the type styles and features of each particular alphabet letter in the cancels. (See bottom right)

As a lover of registered covers I was blown away by a multicolored franking from May 1900. The site deems it to be philatelic, almost dismissing the use of five stamps to pay the rate instead of two, but does it matter? It's a super cover! (See top right)

The *Town Postmarks* section focuses on postmarks other than Honolulu. Present in this section are an alphabetical listing of towns as well as a vehicle to report new town names, and standard identification of postmarks. If you are a lover of the Dewey Decimal system, the much more complex Davey/Bash system of town postmark identification is also explained with many examples but it is not for the faint of heart. WWW.HAWAIIANSTAMPS.COM/DAVEYBASH.HTML

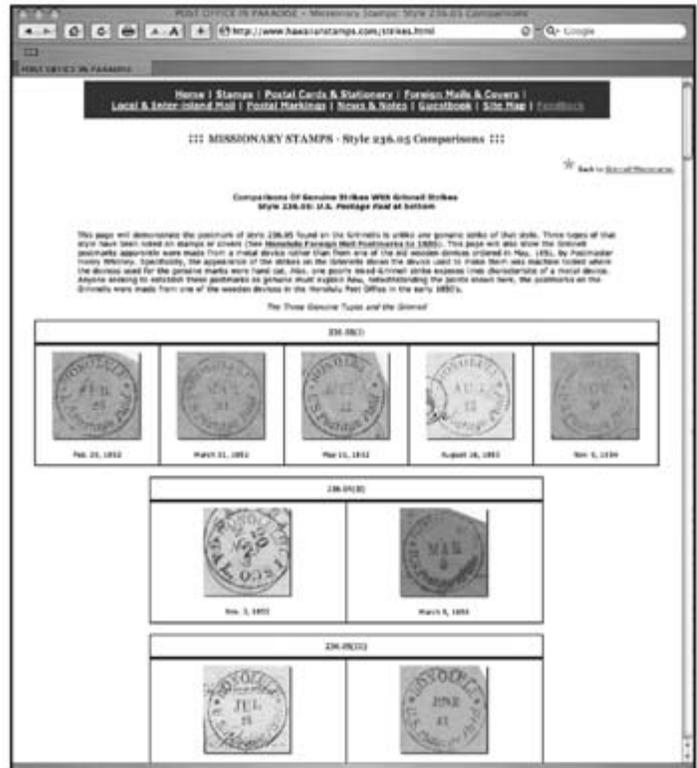
Overall, this Web site is a superb example of postal history imaging and preservation with extensive documentation and bibliography, explanation of markings, and great image scans. What's even better is that it is available for anyone in the world to study or peruse at their own leisure — 24/7. Those who bemoan the lack



of young collectors should realize that younger generations are *wired*, and if you want to reach them, creating portals to interchange information at their convenience online is vital. This is a great example of how to do so.

— Heather Sweeting

Editor's Note: Heather Sweeting will be the regular reviewer of electronic media, including Web sites, CD-ROMs and DVDs. She may be contacted by e-mail at HSWEETIN@TWCNY.RR.COM and welcomes your ideas and suggestions.



Journals & Newsletters

Ephemera News Embraces Deltiology

Published quarterly by the Ephemera Society of America, Inc., 8 × 10½ inches, saddle stitched, 30 pages, in color. Editor Eric Johnson, P. O. Box 95, Cazenovia, NY 13035-0095; WWW.EPHEMERASOCIETY.ORG.

Ephemera can be defined as any item that was originally designed to be short-lived. Included are posters, labels, postcards and, under this definition, stamps. If one can collect stamps, what about collecting other paper objects? The Ephemera Society of America (ESA) is the national organization for ephemera collecting. Organized similarly to the APS, ESA promotes the study and enjoyment of ephemera through an annual convention and encourages research and exhibits.

In 2007 the APS took notice of the ESA and formally accepted the organization as an affiliate club. The APS also recognized deltiology (postcards) as a new exhibiting category at *STAMPSHOW*. ESA always embraced postcard collecting as a separate category of ephemera. It was only natural that the end result would be the recognition of ephemera. This recognition will benefit stamp collecting as collectors turn to ephemera for collateral material to beef up their exhibits and ephemera collectors look to stamps and covers to enhance their collections.

It is in this vein that *Ephemera News*, the quarterly journal of ESA, is organized. Clearly the subjects explored in the publication can be a springboard to any topical exhibit. Like many philatelic journals, *Ephemera News* contains society news and in-

formation about membership and shows in addition to the centerpiece feature article.

The feature article begins on the cover of each issue and does its job of drawing the reader deeper into the issue. The articles are well researched, written clearly, and profusely illustrated in brilliant color. In a recent issue the articles covered a gamut of subjects, including seed catalogues, restaurant menus, and an article on Lydia E. Pinkham who built an empire in the *home remedy* business and whose image appeared on dozens of products designed to cure every ailment known to man. The half dozen labels along with several images of Pinkham proved interesting and the reader champions Pinkham as she overcomes a difficult early life to a successful business.

Ephemera News is a perfect complement to the world of philatelic literature. Any stamp collector or postal historian interested in exploring new avenues or adding a new twist to an existing collection should take a look at this journal and the ESA. The journal is excellent overall despite the lack of a table of contents.

— Alfred Carroccia



Briefly Noted

TRANSIT POSTMARK COLLECTOR is the bimonthly journal of the Mobile Post Office Society. The 8½ × 11-inch, saddle stitched, 20-page publication is devoted to the study of mail in transit. The handling of such mail once was dominated by the railroad and highway post offices. This era is considered the golden era of mail delivery when speed and timely delivery were paramount. A recent article examined a specific class of rural free delivery carrier markings. The article included several examples of covers bearing handstamp and manuscript markings.

The illustrations, black and white, were clear scans with the markings in question easily distinguished. Another article told the story of the last trip that signaled the end of the RPO in June of 1977. The narrative and photographs of this remarkable event conveyed the sad end to a glorious and proud era. A regular column on streetcar and RPO postmarks by David A. Gentry recently discovered covers, including a rare use of a streetcar flag cancel. Gentry's column reveals that despite the end of RPO and HPO delivery there are still gems yet to be discovered. A mail bid sale rounds out each issue. Editor is Douglas N. Clark, P. O. Box 427, Marstons Mills, MA 02648-0427. WWW.ESKIMO.COM/~RKUNZ/MPOSHOME.HTML.

CALIFORNIA STAMP NEWS is published eight times a year by Branton B. Burke and edited by Allegra D. Burke. The newsletter digests new issue information from the U.S. Postal Service and rehashes it for the reader. It is the same information one can obtain from read-

ing *Linn's Stamp News* or visiting the USPS website. With the title *California Stamp News* one would expect news relating to stamps and California. However, in one issue such news was limited to first day ceremony news, the Gerald Ford issue, and criticism of the USPS. *California Stamp News*, Branton Burke, 130 Gardenside Drive, Suite 205, San Francisco, CA 94131-1322.

TEXTILE-RAMA is the quarterly bulletin of the Textile Unit of the American Topical Association. Edited by Lillian L. Monson, the stapled, five-page newsletter contains a wealth of short articles of stamps relating to textiles. Articles were illustrated with clear color scans of stamps, covers and other collateral ephemera. One interesting article traced the history of the linen industry in Ireland in the 1800s with an emphasis on flax farmers with illustrations showing the process of producing this particular fabric. The newsletter also updated the ATA checklist for textile and folk costume. *Textile-Rama*, Lillian L. Monson, 1062 Bramblewood Dr., Castle Rock, CO 80108. WWW.CARATEXSTAMPS.COM.

— Alfred Carroccia

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

Web Site — Continued from Cover

Books published in the 15th century are still as readable as the day they came off the press. Books require no technology beyond a surface on which to lay them and an illumination source. However, with electronic publications it is not sufficient to merely save them, we must also have the hardware and software with which to utilize them. In far less than five centuries, in fact for many of us in our own lifetimes, we have accumulated boxes of eight-track tapes, Betamax movies, and 5¼-inch computer disks from which we are no longer able to access the data. With Web sites this issue is potentially more severe — there is nothing physical for most of us to hold. Web sites can be lost when hardware fails and there is no backup, when an ISP provider has a business failure, or when the creator ceases, through death or loss of interest, to continue to pay the ISP provider to maintain the site.

Individually many philatelists are solving their problem by making electronic, or in some instances paper, copies for their own research. While pointing towards a solution, copying at the individual level only creates the potential for yet another box of media that run the risk of someday being unplayable. The better solution would be for an archival depository to cooperatively harvest significant philatelic Web sites insuring both their immediate and future availability to philatelic researchers. The key issues to be resolved include:

Identification

Both Web site owners and researchers could nominate appropriate sites for inclusion.

Copyright & Ownership

The easiest solution would be for the Web site owner to grant immediate permission to copy and store along with future permission to deliver the content upon their death or abandonment of the Web site. An icon could be used to certify participating Web sites. Advantages to the participating owner, besides the assurance that their research would remain available for future generations of philatelists, would be an additional backup of their work stored in a location separate from their ISP provider and greater publicity for their work through a hot link embedded in the online catalogue of the APRL, or some other philatelic library.

Storage & Serving

Selection of hardware sufficient to store the necessary volume of data and robust enough to serve the pages when the time comes.

Collecting & Harvesting

Selection of appropriate software to copy and organize the data with as little human labor as possible.

Regular Updating

Use of web crawling software to collect new versions of stored Web sites on a regular schedule.

Migration

This is the most important element of an institutional archive, the perpetual care that will insure the data collected continues to be available for future generations through periodic migration to appropriate new technologies. Just as Betamax did not hint at DVD movies, we may not yet know what technology will come next. Monitoring developing trends and planning for the future is the only way to prevent the “box of 5¼ disks” syndrome. Concern for future ease of migration, should inform current hardware and software choices.

The technology exists today. The solution — the creation of a cooperative archival depository for significant philatelic Web sites — requires that we as authors and researchers work with Web site owners, IT experts, and philatelic libraries towards its establishment. When I presented this topic at the Writer’s Breakfast last August in Portland a lively discussion ensued. I invite you to join this conversation whether by elaborating on the points above for this journal or by contacting me at DLS@WUSTL.EDU. Let us act in concert before another valuable Web site is lost. 

1 Brian J. Birch, “Why I Publish On-Line” *The Bay Phil* 27 (May/June 2007) 3, pp. 1.

2 *ibid.*

About the Author

APS Vice President David L. Straight is experienced in library management and modernizing services. He currently is librarian for the 750,000-volume off-site storage facility at Washington University in St. Louis, MO. He also established the university’s video collection and is leading a cooperative project to digitize unique 19th century maps. This article is based on a talk he presented at Stamp-Show 2007 in Portland, OR.



Expert Help for Writers, Editors

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

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

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

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

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

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

Formatting Guide — Continued from Page 7

The only rule I personally have is to never center body text as it becomes unreadable or very confusing at best.

Caption lines of text are distinct and complete pieces of information, so centering will look fine and remain comprehensible.

Caption Alignment	Style
CAPTION	A centered sample caption

E. Tables

Tables will be called ‘tables’ and be sequentially numbered beginning with 1. Each table may have a title, but each should have a caption. (EDITOR’S NOTE: The previous tables follow *TPC* style. The following follow the author’s style.)

Table Title Sample

Item A	Data points here
--------	------------------

As tables generally contain data points or compare numbers, they should contain clearly legible and appropriately titled columns and rows.

	Column 1	Value 1
Row 1	Item 1	Top or bottom
Row 2	Item 2	Right or left sides

umns and rows.

It’s easier to follow the flow of a table if sections are delineated in some fashion. Lines are good. Strings of little ducks are not so helpful, so we’ll stick to lined tables.

F. Images — Backgrounds and Illustrations

Overall illustrated backgrounds are often used in PowerPoint presentations. Using them can be useful under certain circumstances, but in the main, it’s simply a distraction for the reader. Therefore, no overall illustrated backgrounds will be used for this effort.

Images will be designated *figures* and have a sequential number associated with them, starting with Figure 1 for the first image. To keep things simple, we will not use subfigures or subfigure numbers.

Images showing specific details of a philatelic item should be included. As there’s no restriction on image size other than page size, it is theoretically possible to have an image fill the page. In general, it is better to have multiple enlarged images, each showing a different detail in a reasonable size rather than a single image with multiple details so small there is difficulty in recognizing what’s important.

Every image should have a caption, in the typeface and size determined earlier. I personally like captions to be centered under images and no wider than the image. Will we have to reword captions to get that length? You bet! Should the caption be compromised due to word length — only if you want incomprehensible descriptions. Short, sweet and to the point is the objective.

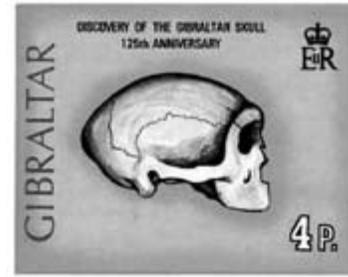


Figure 1
Neanderthal Skull

Images may be in color, grayscale, or black and white. Color images display in red-green-black (RGB) on standard computer screens and personal scanners default to that mode. We’ll stick with RGB as we don’t need this printed professionally.

IMAGE RESOLUTION — Although I typically scan originals at 800 dpi, image resolution in this study will be 150 dpi, which provides some ability to increase the on-screen magnification (zooming in) without breaking the bank for file size.

Incorporating images larger than 150 dpi is possible and does produce better quality when zooming in, however the overall study file size will increase quickly. Large file sizes equal slower loading speeds on the viewer’s computer screen. If the resolution is less than 150 dpi, the image will quickly become blurry as the viewer zooms in for his close-up.

IMAGE FORMATS — Images will be saved in a Tagged Image File Format (*tiff* or *tif*) for everything other than line art, as it produces better reproduction quality.

You may wish to use Joint Photographic Experts Group (*jpeg* or *jpg*) format and that is fine. Remember however, that *jpg* is mainly for displaying color photographs. It also compresses the image and reduces the final quality, although for our purposes it likely makes little difference. (EDITOR’S NOTE: Images in *jpg* format should not be resaved in the same format as quality will deteriorate with repeated compression.)

The Graphics Interchange Format (*gif*) is also frequently used as it is good at displaying line art or single color images while maintaining smaller file sizes. Lastly, Portable Network Graphics (*png*) is a newer format occasionally used due to its ability to include transparency.

Image format selection really boils down to the type of image you are using and the file size or level of quality you desire.

G. Copyright and Source Recognition

Image and text copyright must be observed.

Citing copyright and information sources is not optional. Plagiarism is not condoned and will compromise your study. Adding the source recognition shows you did the research and you know what you’re talking about by citing experts.

For example, if the image you wish to use is owned by a private entity, obtaining permission to use the image is a must. In our case, when showing an entire stamp design, we’ll also opt to modify the image by obliterating a small portion of the design, typically the value.

Also remember that U.S. stamps are negotiable instruments. U.S. stamp designs, if reproduced in color, are subject to size regulations and you must observe the law. Partial images of a stamp design to show selected details are not subject to the same regu-

lations as such sections show only a portion of a design and are normally enlarged quite a bit.

CROSS PLATFORM COMPATIBILITY — We will use software that is common to both Windows and Macintosh.

We'll build our DPS in Microsoft PowerPoint and check the finished file on both platforms. Because there are instances where a function may work on one platform and not the other, we will try to avoid functions that do not work in both environments. Or, if we can use it on one and it does not harm the other, that's fine as well. It simply needs to degrade gracefully when it fails.

Finally, we'll export our finished work into a PowerPoint slide show as well as an Adobe Acrobat document. By having the study produced in two common formats, viewers may choose either version depending on the software installed on their respective computers.

Microsoft PowerPoint and Adobe Acrobat both produce files with extensions after the file name. PowerPoint's extension is *ppt* (*pptx* for PowerPoint 2007), *pps* for a PowerPoint Slide Show, and Acrobat's extension is *pdf*.



PowerPoint



Acrobat

Conclusion

Visualizing what you want your study to look like — and documenting the details before assembling it — will allow you to build it with confidence and ease. Making sure your study is clean and presents your materials and information clearly is a key to ensuring viewers enjoy your work and get the most out of it.

Future articles may discuss preparation of graphics, developing a PowerPoint template, and considerations for production and distribution using portable media. Additional subjects are being also being considered.

Additional articles on basic practices and planning digital philatelic studies and references are: "Creating Digital References and Studies" (*PHILATELIC COMMUNICATOR*, Second Quarter 2007), "Planning Digital References and Studies" (*PHILATELIC COMMUNICATOR*, Fourth Quarter 2007), and the Mega-Event Digital Philatelic Study (DPS) rules (WWW.ASDAONLINE.COM/INDEX.PHP?ID=65).

Standard style, formatting and reference publications may be of assistance when building or publishing your digital philatelic study. Two references, the *Chicago Manual of Style* and *Merriam Webster's Collegiate Dictionary*, will prove essential. 

Thanks

My sincere thanks are extended to Alan Campbell and Richard Maisel for their continuing support in reviewing drafts of these articles and suggesting subjects for discussion.

About the Author

Fran Adams, a member of WU30, is a collector and exhibitor learning how to combine the hobby of philately and computer technology to produce digital exhibits and literature references for his interest areas (WWW.BONEANDSTONE.COM).

ATA Creating Topical DVDs To Replace Slide Shows

Over the past several years very few slide shows have been borrowed from the American Topical Association's library. As a result the ATA started a program last year in which ATA members Dennis Dengel, Harvey Edwards, and his wife have now recorded 18 DVD presentations with voice-overs for use by both individuals and stamp clubs. Of these, 14 have been copied from existing ATA slide shows and four are shows created by South African Thematics with ATA traded shows sent to them in return. The South African show titles created to date are *Endangered Species of the World*, *Doctors Who Were First*, *Amsterdam on Stamps*, and *Red Cross on Stamps*. Others will follow.

The ATA created programs now include stamp shows on *Americana*, *Art*, *Flowers I and Flowers 2*, *Butterflies*, *Lions International*, *Olympics*, *Pyramids*, *Ships*, *Orchestration*, *Trains*, *Watercraft*, and *Worldwide Railroads*. Other shows are in process of being created.

With the DVD technology, ATA shows can now either be rented for \$5, postpaid, or bought for individual or club libraries for \$10. Clubs can buy these and loan them to members. The DVDs can also be sent overseas without the high postage costs or fear of loss for only an additional \$2 to cover postage. Additionally, after being viewed, presentations can be donated to stamp clubs,

schools, libraries, hospitals, senior activity centers, or elsewhere to entertain and inform others about topical stamp collecting.

The ATA is also encouraging its members to create their own PowerPoint or CD/DVD presentations to share their knowledge of specialized topical stamps with others.

These shows are available from the ATA, P. O. Box 57, Arlington, TX 76004-0057. For more information contact the ATA at 817-274-1181 or at AMERICANTOPICAL@MSN.COM. 

Palmares — Continued from Page 8

Ray Ceresa, Author, *Russian Postage Stamps 1917–1923 Forgery Guide*, No. 8 (*Russia – Western Army*) and No. 10A (*Russia – Ukraine, Odessa Type Va Tridents*)

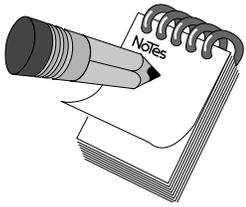
Steven Zirinsky, Author, *St. Vincent & The Grenadines Overprints 1993–2004*

Alessandro Arseni, Editor, *The Postal Gazette* (2006–2007)

Bronze

Soler y Llach, Editor, *Private Treaty Sale* (March 2007)

Steven Zirinsky, Author, *St. Vincent Revenues, 1990 to Present and Tonga, Provisional Issues 2002 thru 2004* 



Secretary-Treasurer's Report

As of January 25, 2008

New Members

1948 Ray E. Cartier, 2509 Buffalo Drive, Arlington, TX 76013-1209, Author: *Primary Recovery Ship Cover Handbook*; Columnist: *Lancaster Senior News* (Pennsylvania), *Mekeel's & Stamps*; Freelance Writer: *American Way Flight Magazine*. Executive Director: American Topical Association. Sponsor: George Griffenhagen.

1949 Ralph Wyndham, 84102 Sallers Lane, RR7, Lucknow, Ontario, Canada N0G 2H0. Editor: *Saugeen Stamp Club Bulletin* (Hanover, Ontario, Canada). Sponsor: Jane King Fohn.

1950 John S. Withers, 1359 Shepard Ave., Hamden, CT 06518. Designs and prepares album pages; prepares FDCs. Sponsor: Albert W. Starkweather

Change of Addresses

1527 Barth Healey, 107 Highland Avenue, Port Washington, NY, 11050-4043.

1577 Michael Rogers, 415 South Orlando Avenue, Winter Park FL 32789-3683.

Contributions

We thank the following for a generous contribution over and above the payment of their 2008 membership dues.

0113 Charles J. Peterson, Laurel, Maryland (\$5)

0717 Nonie Green, San Angelos, Texas (\$5)

1389 Steven J. Rod. South Orange, New Jersey (\$10)

1511 Robert D. Rawlins, Healdsburg, California (\$5)

1774 Eliot A. Landau, Downers Grove, Illinois (\$15)

1868 Gerald James Gallagher, Drexel Hill, Pennsylvania (\$40)

Resignations

1509 Patrick J. Ryan, Sr., Universal City, Texas.

1902 Roy E. Mooney, Cleveland, Georgia.

Deceased

1447 Diane D. Boehret, Virginia Beach, Virginia.

About Writers Unit #30

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

Join Us Today

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

An application may be downloaded at www.wu30.org.

Membership Dues

Dues notices for 2008 were mailed December 28, 2007. To date, 171 (77 percent) have paid for one or more years. We were awaiting payment from 51 members (23 percent). Those who have not paid by the time we mail the Second Quarter *PHILATELIC COMMUNICATOR* will be dropped and will not receive a copy of the journal.

USPS ZIP Code Addresses..... \$15.00

Canada and Mexico \$17.50

All Other Addresses..... \$20.00

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

Updating Your Mailing Address

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

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

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Quarter Page — \$35 • 3.6 × 4.6 inches, 21p6 × 28p6 picas

Deadlines January 15, April 15, July 15, October 15

Contact the editor at 813-962-7964; e-mail astarkweather@wu30.org

2008 Writers Unit #30 Hall of Fame Nomination

Complete the entire nomination form and mail to the address at the bottom of the page. You may add a blank sheet to this form if additional space is needed. The description of writing and editing accomplishments should comprise approximately two-thirds of the written justification.

Nominee: First Name _____ Middle _____ Last _____

Address: _____

E-mail: _____ Phone: _____

Date of birth: _____ City, state of birth: _____

If deceased (date of death, age, location, and cause if known): _____

1. Profession (brief summary; note if retired): _____

2. Description of philatelic writing and editing accomplishments (books, major articles written, publications edited. Include major service to WU#30, if applicable):

3. Philatelic writing/editing and other major awards:

4. Philatelic leadership (major positions held):

Nominated by: _____ Signed _____ Date _____

Mail nominations by February 15 to:

Peter Martin, Writers Unit #30 Hall of Fame Committee, POB 463, Naugatuck, CT 06770

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