



Nova Scotia Stamp Club Newsletter

June 2007
Volume 36, Issue 10
Number 373

Up and Coming

Every Saturday 4pm Auction
Seaside Book and Stamp

June 9 Dartmouth Stamp Fair

June 8-10 Vanpex, Vancouver, BC

June 12 Club Meeting. Closing So-
cial and Swap Meet

September 11 Club Meeting
Send in your ideas for guest speak-
ers or offer up yourself.

NOVA PEX 2007

September 14-16, 2007
Dartmouth Sportsplex
Dartmouth Nova Scotia

www.nsstampclub.ca/novapex07.htm

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Philatelic Collaterals - Here and There

by David G. Jones

Over the past several months, I have been reviewing the stamp promotional materials of a number of national stamp agencies. This review is really a search for knowledge about what other countries are doing in the area of stamp marketing – and to then share that with the membership. The purpose of this odyssey is to broaden our awareness of what is being done in areas related to posters, pages and panels beyond the borders of North America.

You will note my reference to “collaterals” – and you may wonder about that. I have been calling my collection “philatelic ephemera,” but a good friend in the British North America Philatelic Society advised that my holdings were more than ephemeral – they were collateral to stamp issues.

So I suggest a category for all that we are interested in, and a category for this series of expositions.

My intent is to do a show and tell over the next several issues featuring the publications of a variety of countries – from Aland to Norway. While I won't be comparing quality – for that is not the purpose of this exercise at all – I will be mentioning those aspects of the country's promotional efforts which I have found appealing and helpful.

I started this exercise a good many months ago by writing to perhaps a

hundred postal agencies, asking to be put on their promotional mailing list.

From those that responded, I have been receiving regularly a wide range of materials including press releases, brochures, newspaper cuts (photos of stamps from publication in books and newspapers) and catalogues. Needless to say, there are days that my mailbox is choked. Sad to say, as of yet I have not discovered among these agencies one that provides new issue posters.

I also want to take this opportunity to indicate how I think philatelists can benefit from a close relationship with the philatelic agencies of the countries they collect. Of course signing up for the subscription service ensures regular delivery of new issues at “wholesale” prices. But importantly, the collector also receives background and context information that add immeasurably to the hobby.

I'm going to start this series with New Zealand, for the reason that New



Zealand has made a particular effort to gain recipient attention. I should mention that (most) philatelic agencies are quite ready to keep society

Continued on Page 2

... Collaterals Continued

representatives up to speed on what they are doing because it all contributes to global product marketing. And as mentioned, one can end up receiving a considerable quantity of material. How then to get your messages to stand out?

New Zealand achieves special recognition because it mails its promotional materials in a first day cover. I have a very attractive FDC of the March 2006 tourism issue, cancelled in Wanganui, N.Z. (previous page). That seems to move the New Zealand mailings to the top of the pile because I want to study the issue and the special postmarking.

When I look at the accompanying materials, I discover a bright full colour newspaper cut of the six stamp issue, a Media Release, and an information brochure (below). The release provides important information, including for example the interesting fact that New Zealand has a Maori name. It is "Aotearoa." That discovery took me over to Wikipedia where I learned many other things I did not know about the Maori and New Zealand. <http://en.wikipedia.org/wiki/Aotearoa>

The scenes illustrated in the stamps have names as charming as the scenes they depict. We see Lake Wanaka, Mt Taranaki, Franz Josef Glacier, and "the remote Halfmoon Bay" where there is a population of 20,000 kiwis!

It becomes evident in reading the stamp descriptions that New Zealand is a country seeking to balance economic growth with protection of the natural environment. And tourism is big business. The information brochure advises that in 2005 visitor spending reached \$621 million, making tourism a major contributor to the country's economy.

As is the case with stamp issuing agency practices worldwide, we are provided with essential production data. This is must have information for many philatelists. The tourism issue and its accompanying first day cover were designed by CommArts Design in Wellington; printed by Southern Colour print; and will be available for purchase between 1 March 2006 and 28 February 2007. I was intrigued to see that production quantities are not indicated – something that I happen to watch for in regard to my own collecting fields.

Usefully, the brochure gives us the agency's web site where one discovers even more information about the agency, philatelic products, and also links to information about coins, souvenirs and gifts.

An earlier New Zealand issue featured the Year of the Dog, and I was interested to note in the accompanying brochure that the agency had published a 2005 "Collector's Folder." This folder "includes every stamp, miniature sheet and philatelic exhibition sheet in which (New Zealand) celebrated in style the sesquicentennial of the country's first ever stamp." Now that's a collectible to have I should think.

I encourage you to take a virtual trip to Aotearoa. You might even be inspired to take a real visit to the country that describes its climate as varying "from snow to Mediterranean sun." www.nzpost.co.nz/stamps

NSSC member David Jones is on the Board of Directors of the American Society for Philatelic Pages and Panels: www.asppp.org

David is a regular contributor to their newsletter (as he is to this newsletter, The Canadian Philatelist and BNA Topics). His recent contribution to the ASPPP Journal was entitled "Philatelic Collaterals - Here and There." Vol 24 No 1, Q1 2007.

It explored postal marketing practices in several countries.

Nova Scotia Stamp Club Halifax, Nova Scotia, Canada <http://www.nsstampclub.ca/>

Nova Scotia Stamp Club meets at 7:30 p.m. on every second Tuesday of the month (except July and August) at the Nova Scotia Museum, 1747 Summer Street, Halifax, N.S. The club publishes a monthly newsletter (except summer) which is released on the first week of the month.

Dues are C\$15 per person (US\$20 US, US\$25 International) or C\$22.50 per couple payable to :

Nova Scotia Stamp Club
102 Birch Bear Run
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Newsletter address as above.

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Stamp Oddities

Dipping into the Guinness Book of Stamps Facts and Feats by James MacKay, I came across some homegrown facts that I was unaware of.



Nova Scotia was the first to issue a diamond shaped stamp (really just a square with it's end turned up) on September 1, 1851 beating the same design in New Brunswick by four days. The three denominations that we are all familiar with were the 3d, 6d, and 1s stamps that have been memorialized in the Royal 2004 Royale pins (on sale for \$5 each).

The stamps featured the heraldic flowers of the United Kingdom and Nova Scotia's Mayflower (Trailing Arbutus) surrounding the royal crown. The stamps were intaglio printed by Perkins, Bacon & Petch.

Speaking of New Brunswick, Postmaster Charles Connell put his own portrait on a stamp in 1860 that was never issued and he was forced to resign over it. The first issued stamp of a living, non-royal head of state was that of Lord Carrington, Governor of New South Wales whose likeness adorned a 20s stamp in 1888.



St. John's Newfoundland was the take off point for the first non-stop mail-carrying flight across the Atlantic Ocean on June 14, 1919. Alcock and Brown flew their modified Vickers Vimy bomber to Clifden, County Galway, Ireland in 16 hours and 12 minutes. Newfoundland specially overprinted and surcharged (\$1) stamps were available specifically for the flight.

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Perfin Positions, A New Approach (Part 2) by Dave Cooper, Sr.

This is the second part of Cooper's article on Perfin Positions originally published in Jan/Feb 1981 Vol. 14 No. 116/117. Some editorial license was used due the reproducibility of the images in the original.
- Jeff

As illustrated in Figure 4, the proposed new concept is to maintain the perforated insignia in the constant "A" position and therefrom record the position of the stamp. The positions have been lettered clockwise, "A" to "D" to the four face up stamps. From the reverse side of the stamps the positions "E" to "H" are allocated, the "E" position placed upright at 12 o'clock.

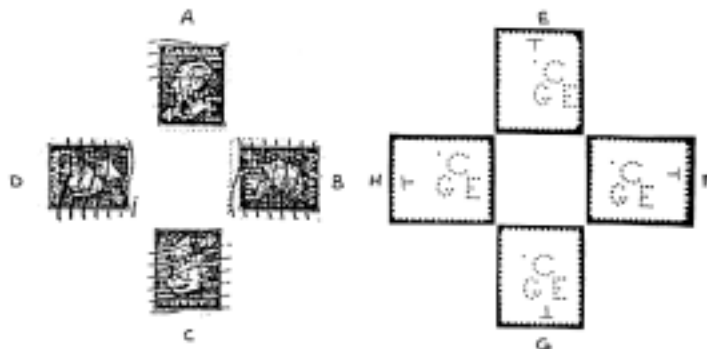


Figure 4.

The new lettering concept is similar to the hands moving around a clock. If the face of the stamp is up and the bottom of the stamp is placed at the center of the clock, the stamp can be rotated until one is able to read the design in it's normal upright position. If the stamp is at 3 o'clock then it is in the "B" position, at 6 o'clock it is in "C" position etc. When the reverse side is up the positions are "F" for 3 o'clock, "G" at 6 o'clock, etc.

The authors are recommending eight general perfin positions. There is a possibility of a perforated insignia to be in a position between any of the eight recommended positions. If a collector is so inclined, he might measure the number of degrees that the stamp is off from the standard position. The stamp in Figure 5 is approximately 43 degrees 30 minutes and would be recorded as H43°30'. Figure 6 is F43°30'.



Figure 5.



Figure 6.

Royal 2004 Royale Pins

Several people have asked about the Royal 2004 pins recently. Marty has located the stash of pins and are being offered for sale for \$5 each at the June meeting. Yes, that is 3 pins for \$15. If you recall the original price was about \$8. The best deal in town.

Cover Box

Covers are available at the monthly meetings. In our "Worldwide Covers" box - a bargain can be found at 50 cents each, or 5 for \$2. The Canada and the USA covers are a real deal at 3 for a loonie (\$1)!!

However..., lately all covers have been moving at **10 cents** a piece in an effort to turn over the stock. Marty Zelenietz, our cover care-taker, is looking for a new infusion of covers for sale. If you have some to donate see Marty. All proceeds from cover sales go directly to the NS Stamp Club.

News flash.....

Shirley Robertson has donated more material from her late husband to the club. There will be new US, Canada and worldwide covers, more draw prizes, and a box of stamps to poke around in. Many thanks to Shirley for her generosity.

All Hands on Deck!!

September is fast approaching and we are getting closer to **Novapex 07**. We need people for the various jobs associated with the exhibition: Set-up and tear-down, youth table, club table, reception desk, tour guides.

If you are interested in helping out please send Jeff an email (webnews@nsstampclub.ca) indicating your participation and for what function. Sign up sheets will be available at club meetings in May, June and September.

Royal*2007*Royale will be held in Toronto, Oct 12-14, 2007. The entry forms and prospectus are now available on the show website at:

<http://www.gtapa.org/Royal/>

Novapex Awards Banquet

The Annual Novapex Awards banquet will be held at the Holiday Inn, Dartmouth - across from the Sportsplex. Pre-dinner refreshments will be served at 6:30 pm on Saturday September 15 with dinner commencing at about 7pm.

Tickets for this event will be available at the June and September Meetings or by calling Jeff at 876-0099.

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Club Table at Novapex 2007

Building on the success and popularity of the Club Table at the 2006 exhibition and bourse, we will be again having a club table at this year's event where members can sell their material. There is no up front table fee, however, 10 % of your sales goes to the club. Prepare your stamps, covers, philatelic books, circuit books, ephemera, etc. for sale. Do an inventory, mark items with a unique code such as first 3 letters of your last name followed by a numeric series e.g. PAR234, and pass the inventory list on to Hugh Rathbun, who is coordinating the Table again this year. Helpers are also required to assist with sales and organization of material during Novapex. Hugh can be reached by email at hrathbun@eastlink.ca. Let's make the table another success.

Novapex 2007 will be held in September at the Dartmouth Sportsplex. This will be a Regional show only. Planning is in the works and details are being provided as they become available. Please read other related notices in the newsletter and watch the website for updates. Information regarding the committee and prospectus / entry forms is available on the website at:

www.nsstampclub.ca/novapex07.htm

If you have any interest in helping out please contact Jeff at web-news@nsstampclub.ca or 902-876-0099.

Novapex 2007 Team Competition

This is year one for what is hoped to be an annual "One Frame Team" competition. Many teams have already signed up and we are soliciting other clubs to join in. It is hoped that others will organize a team of five. Team Entry Forms, outlining the scoring system that will be used, are available on the club website, at monthly meeting or writing to the newsletter. A shield will be put up for this project, hoping it will be a continuing effort, along with individual plaques for the winning team members. For more information contact Jack Forbes, Jr - JAFRBS@aol.com.

VANPEX

Details about Vanpex (June 8-10) can be found on the British Columbia Philatelic Societies website, <http://www.bcphilatelic.org/>. Jane Sodero will be one of the judges, and is willing to take any exhibits from this area with her that have been registered prior to the May 1 deadline. Please contact Jane 902-678-6945.

Newsletter Articles

If you have an item (article, cover, show & tell) for the newsletter please contact Jeff for details at:

webnews@nsstampclub.ca

Unless of a timely nature, items will be printed on a first come basis. **The deadline for the September issue is August 30, 2007.**