

THE PAGE & PANEL JOURNAL

AMERICAN COMMEMORATIVE PANELS

Teddy Bears

THE TEDDY BEAR has been a beloved part of American life since the early 1900s—but the many different stories about its creation suggest that it just may have been a wonderful idea waiting to be discovered.

The story most Americans know is that of President Theodore Roosevelt's refusal to shoot a captive bear during a hunting diversion in 1902 while settling a border dispute between Mississippi and Louisiana. Clifford Berryman created a well-known newspaper cartoon about the event and in response, the story goes,

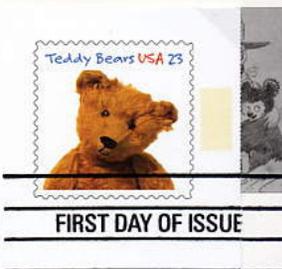


Another one of the claims, and perhaps the least likely, revolved around the popularity of King Edward VII, whose nickname was apparently "Teddy." This potential fact has led the British to vie, however weakly, for claims to the teddy bear's origin as well.

Prompted by the popularity of the Teddy Bear stamp that appeared on the 1900s Celebrate The Century stamp pane in 1998, the U.S. Postal Service is delighted to issue these new stamps that feature four teddy bears manufactured in the United States. Margaret Bauer was the designer of the stamps.



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left: © Durling Kindersley (courtesy of Paul and Rosemary Wilton, engraving: Courtesy Library of Congress, background: Courtesy Collection of Linda Mullins, far right: Courtesy Library of Congress

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show like Stampshow (APS) is that you will find first day ceremonies and great opportunities for creations like this. More in the next *Journal*.

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OPENING REMARKS

By ASPPP Editor Ron Walenciak

In this issue John Ngai reviews the USA Philatelic catalog as it relates to Pages and Panels, and in another article discusses communications with the USPS on a number of levels. He also provided a financial report for 2002 in his role as Treasurer. We have the second article of a continuing series on stamp announcement posters from David Jones, and Gerald Blankenship's continuing series on the Medal of Honor. Thanks to all our contributors.

My update column on our www.asppp.org website lists our first "variety" discovery, some plans for the future, and a note that I'm going to include images from the *Journal* on the website. I hope that will make the *Journal* more interesting, in that you will be able to see items we have re-

produced here in living color! I hope you will take the time to look at www.asppp.org and tell me what you think.

I have one print change in mind for the future: I'm planning not to list descriptions for all successful bids in the 3rd-quarter *Journal* as I've done in the past few years; that should save paper and postage and cut our total yearly cost a bit. Instead, I'll just list the winning bid amounts and run a separate article that will identify lots or bids that are worth noticing (the ones that went for too little or too much, or were items we're all especially interested in). I hope this will meet with your approval, and continue to make that post-auction issue interesting reading.

ASPPP 2002 YEAR-END FINANCIAL STATEMENT

By John Ngai

The society ended the year 2002 with expenses exceeding income by \$1,582.81. Our membership base is about 6% lower than last year; we ended the year with a membership count of 445, down from 471 at the start. The website, coming online in July, should continue to be a source of new members and hopefully will reverse this trend. Membership dues receipts remained stable year to year.

For the first time in our history, the amount received from membership dues and renewals was not sufficient to cover the cost of printing the *Journal*. The cost of printing the *Journal* increased over 22% when compared to 2001, and when compared to the year 2000, it has increased 50%. This is due in part to higher cost per copy charged by the printer as well as the fact that the 4 *Journals* in 2002 totalled 132 pages as compared to 112 pages in 2001, and 100 pages in the year 2000. The increase in the number of pages also increases the postage to mail the *Journal*, further aggravated by an increase in postage rates during the year.

Included in income are multi-year renewals received in 2002; the estimated value of multiyear renewals beyond one year included in 2002 is \$1,498, whereas the prior year was \$1,526. The estimated value of all multiyear renewals beyond one year at year end 2002 was \$1,904.

For 2002, the increase in income was mainly due to the generosity of the members who donated to the ASPPP, for which I am most thankful. Auction proceeds were \$770.55; the sale of donated Pages for which all proceeds aggregate to the society was \$833.25. Contributions of 10% by Jim Canon for his sales of the "missing 2000 facsimile pages" totaled \$106, and direct sales by the society of pages donated by Jim yielded an additional \$240. All this additional income covered in part the mailing costs and other operational expenses, including startup and fees associated with the website. Although we had an increase in revenue from donations, our expenses also increased (mainly printing and postage), and our cash position at year end 2002 was \$6,066, which is 40% less than what it was at the beginning of year 2000; at that time, our cash balance was \$10,012 (see table below).

As I look into 2003, we will have to explore additional avenues to stabilize our financial position. The cost of printing the *Journal* continues to rise even as we produce less copies. The society cannot continue to sustain operating deficits if we are to continue as a viable organization. I do NOT want to see the ASPPP get into a precarious financial position.

Respectfully submitted to the board.
John Ngai, Secretary/Treasurer
January 13, 2003

| Calendar Year: | 2002 | 2001 | 2000 |
|--------------------|-----------|-----------|----------|
| Beginning Balance: | \$7,649 | \$9,450 | \$10,011 |
| Income: | \$8,230 | \$6,659 | \$7,214 |
| Expenses: | \$9,813 | \$8,460 | \$7,775 |
| Net: | (\$1,583) | (\$1,801) | (\$561) |
| Closing Balance: | \$6,066 | \$7,649 | \$9450 |

REVIEW: USA PHILATELIC

By John Ngai

This publication is the "Official Source for Stamp Enthusiasts", as stated by the US Postal Service. Generally published 4 times a year plus a special holiday edition, it contains stamps and other materials that can be ordered by mail, fax, phone, or the US Postal website. Their phone number is 1-800-STAMP24 (1-800-782-6724). This catalog is readily available at stamp shows, philatelic centers, and is also mailed to you, especially if you have recently ordered from Stamp Fulfillment Services. I find it a convenient way to order stamps and other materials and the service charge is a nominal \$1 for any size order delivered to your door!!

This review will focus on pages and panels and the subscription orders. During the last year, the USPS has been actively promoting the subscription programs of which there are 5; Cancellation Pages and Commemorative Panels constitute 2 of these programs. The subscriptions can be ordered from the USPS by calling the 800 number. The subscription for Commemorative Cancellations is #20123 with a \$50 deposit; for Commemorative Panels it is #20124 with a \$75 deposit.

I found it much easier to use the automatic payment via credit card as the preferred method of payment. You provide a current and up to date credit card number and expiration date from which the US Postal Service will charge as each shipment is made. In this way, you do not have to replenish your deposit account when it runs low!

Prices under subscription are \$6 for single Commemorative Panels and \$2 (raised to \$2.50 starting in 2003) for Commemorative Cancellations (Souvenir Pages), except where the stamp value exceeds the above, then "the price will be determined by the actual value of the stamp". This statement is somewhat misleading, although technically correct. This verbiage was used for

the Souvenir Page program where if the actual stamps exceeded the price, then the actual value of the stamps cancelled is the price charged for the Souvenir Page. We hope this practice will continue.

The recent issues of the Postal Guide to US Stamps does state "if the face value of the stamps(s) exceeds \$2, the price will reflect the face value"

However, with Commemorative Panels, when the stamps exceed the \$6, then what is charged is a much higher price than the value of the uncancelled stamps. Some recent multi-panels have been priced at \$14.95 to \$19.95 for perhaps \$6.80 or \$17 worth of actual stamps.

I looked at several USA Philatelic catalogs and it is NOT without errors, errors that could affect the value of your collection! In their Vol 7 #3 and 4, Fall and Winter 2002, under Commemorative Panels, the USPS mentions use of a binder Item #000996 for \$5.50 to store Panels. DO NOT USE THIS BINDER! Beware, this binder is a 3 ring binder that is used to store pre-punched Commemorative Collections (formerly the Commemorative Stamp Club). There are no sleeves for this binder and your Commemorative Panels will significantly decrease in value (to the point of having no value) if you decide to 3 hole punch your Panels!!! We brought this to the attention of the USPS and they have since listed the correct binder to store Pages and Panels in the Holiday 2002 edition of USA Philatelic.

The binder that is offered by the US Postal Service to store Pages and Panels is the American Commemorative Collection binder with acetate pages, #880600 for \$21.95. Acetate pages can be ordered separately as item #880700 at \$9.95 for a set of 10. The USPS binders are NOT dust proof. I would suggest contacting Jim Canon at jimcanon@interl.net as he sells binders that can

REVIEW: USA PHILATELIC (CONTINUED)

completely enclose your collection of Pages and Panels.

On a positive note, selected Commemorative Panels are offered for sale on an individual basis in USA Philatelic. The single panels are priced higher than the \$6 we pay on subscription. The recent catalog offered the following panels:

Hanukkah (563497), Kwanzaa (563597), Holiday Snowmen (562597), Eid (563697), Christmas, Gossaert (670297), Cary Grant (452997), Irving Berlin (452397), Andy Warhol (453197), Masters of American Photography (62497), Neuter or Spay (452597), Teddy Bears (453597), Greetings 34 cents (562397), Greetings 37 cents (564397), American Bats (453097), Love 37 cents (671797), and Love - 60 cents (562897). All are listed for \$8.75, except for the multipaneled Masters of American Photography, Greetings 34 cents, and Greetings 37 cents, which are priced at \$17.95, \$21.95, and \$23.95 respectively. Subscribers received these multipanels at a lower price.

The earlier Celebrate the Century multipanels are still available, according to USA Philatelic; the first 6 are priced at \$12.95 (553797, 553897, 554197, 554297, 554397, 554597). The last 4 from the 1960's to 1990's are sold out.

I do not know the parameters the USPS uses for inclusion of Commemorative Panels for sale in USA Philatelic; perhaps it is topical, or those that would generate more sales. Houdini, Ogden Nash, and Langston Hughes, among others, are not listed or offered for sale individually. If you want all the Panels and they are consecutively numbered in a series, then the subscription service is the way to go; besides, it is cheaper and

more convenient.

The USA Philatelic has NEVER offered Commemorative Cancellations (Souvenir Pages) with a first day cancel on an individual basis. So, the only alternative is the subscription program offered by the USPS.

The only item that closely resembles a Souvenir Page that has a first day cancel that is offered in USA Philatelic is the Sylvester & Tweety Bugs Bunny set which has nice color graphics and a first day cancel. IF you want the set, better order quickly. The Sylvester & Tweety item individually is sold out; Bugs Bunny # 016003 was still available at \$4. I would suggest ordering the set # 016004 which has both for \$6. It is more expensive than regular Souvenir Pages, but it is worth adding to your collection of Souvenir Pages. Happy collecting.

Since writing the above article, I have received USA Philatelic, Vol 8 #1, Spring 2003 in January, 2003. The US Postal Service continues to actively promote the subscription programs now called American Commemorative Collectibles; in fact it is promoted in two places, once in the regular layout, and further as part of a 4 page foldout which highlights the 2003 stamp program. The source codes (order codes) are different, but I am sure you can order with the original codes.

In this issue, no individual Commemorative Panels are offered for sale for the 2003 stamps. For 2002 stamps, they continue to be offered as indicated above. The character profiles of Bugs Bunny and Sylvester/Tweety mentioned above will not be offered after March 31, 2003.

FINDING FRIENDS & NEIGHBOURS FOR OUR STAMP POSTERS

By David G. Jones

About 130 years ago, the Western world really started getting into posters. Posters really started in France where they were called “affiches.” In Paris, Jules Chéret brought the technology of lithography to a new level of sophistication. His work and that of his many followers were really just advertisements (or “bills”) intended for the streets.



But because they combined bold new graphics with the advertising text, they became a new form of popular art. Go to this site: <http://www.yaneff.com/html/history/history.html> for a really excellent on-line overview.

In the years since, advertising posters have adorned (or not, depending on your view) construction site hoardings, walls, buildings and light standards. Some started appearing in jails and post offices, in railway stations and restaurants and on every bulletin board everywhere. Posters have become ubiquitous, and perhaps as a consequence, have been deemed by many to be of little or no value.

Before rendering a judgment on value, have a look at what a copy of a Toulouse-Lautrec will fetch at auction these days. The above Web site notes that some of his have gone for over \$40K US.

There is another major debate, and it has raged for a century and a half as to whether they are art, or simply crass advertising. Today's “art and design” schools represent a feeble (though perhaps valiant) effort to bring together, under one

roof, the alleged elegance of art and the alleged crassness of posters.

This essay won't answer either the “art” or value issues. It will, however, strive to raise our collective consciousness a bit about these posters that fascinate us so. In so doing, I have the secret agenda of helping to increase the level of quality, and consequently the respect that we and postal customers might have for what is now classed as “ephemera.” And before anyone accuses me of being too critical of the medium, let me just say that I have 35 years invested in new issue posters and I ain't quitting no matter what. I just thinking and maybe dreaming a little bit about what is, and what could be.

Just exactly what are “stamp posters” anyway? Setting down to draft this essay, I came to the conclusion that they are – at the one time – an element of three domains: that of philately, the mainstream world of advertising and marketing, and art. Let's take one piece at a time.

Posters as Philately. Are posters really “philatelic”? The philatelic world had no reluctance admitting stampless covers to cover collecting. Likewise, it readily adopted machine franking as a postage item. “Postal history” without even a hiccup avidly embraced the importance of consulting, and collecting postal guides and manuals and railways timetables. Other collectors eagerly acquire postal paraphernalia including office signs, mail boxes, bags and cap badges. Yet for some reason, the poster never did acquire the cachet of “postal material” to a similar degree.

Every consumer product known has two key variables that are managed by their owners: advertising, and the product itself. Depending on market conditions and a variety of other factors, the company may elect in one year to focus on product development, and the next on promo-

STAMP POSTERS (CONTINUED)

tion. Neither is more important than the other in any real sense. The management of both are essential for success, and both are honorable elements of the selling enterprise. In fact, the advertising world knows that product and promotion are inseparable.

Philately is clearly product oriented, while postal history is process focused. To me, both would seem to have a strong tie to marketing, and of course customer / client relations. Why are new issue posters not part of every collection? I should think the poster represents the transition between postal supply and postal service – the middle ground between post office and user. I frankly can't fathom why general collectors, and moreover specialists aren't clamoring to have key items in their collections. I will leave the analysis and response to that question to our readers, and I do expect there may be some thoughts along that line.

Posters as Advertising. One assumes new issue posters were intended to promote stamp sales. There were likely other objectives including:

- raising awareness of the subjects being recognized on commemorative stamps
- advising of changes in postal rates
- telling the public about the form and function of the postal service (as a progressive organization).

I am not sure which of these objectives was the dominant one. With a monopoly, it wasn't like you had your choice of companies to deal with: **Buy my stamps and not those of the other guy!** If you wanted to send a letter or parcel, you just had to have postage. So if the issue was promoting sales, maybe the post offices should have been selling the notion of *using* the postal services. (In other words, one might wonder why post offices never ever got onto the bandwagon of having a pen pal.)

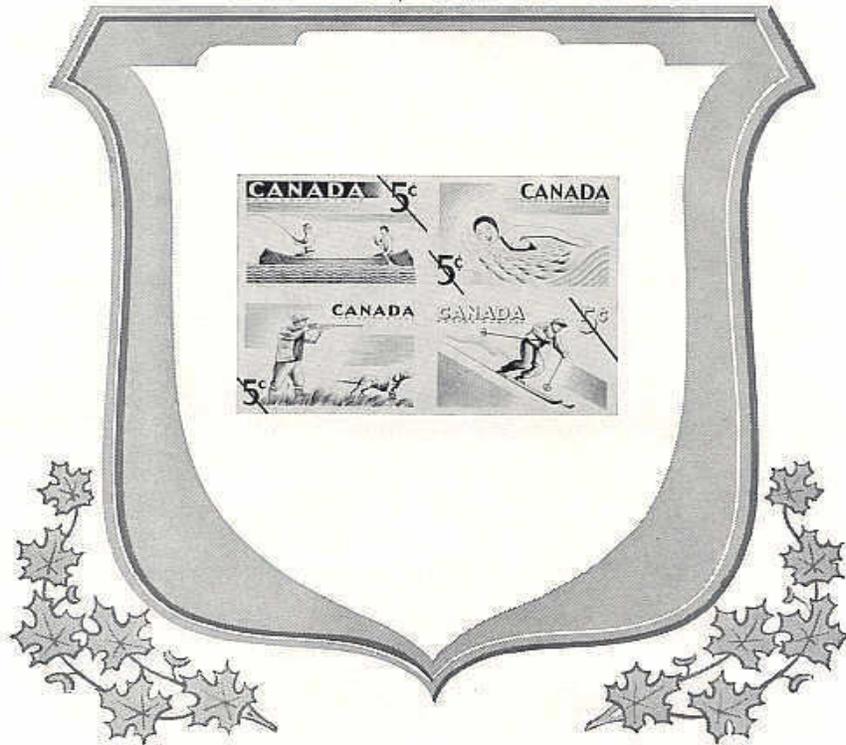
My thinking is that stamp issue posters were perhaps a lot less focused than we might imagine. They seem to say, "Oh by the way, we're bringing out a new stamp. Here's a big picture of it and why we're doing it." I don't get a strong sense of marketing from these things. Or, I do get the sense that the post office is not really into marketing.

From the middle of the last century to current times, posters were taken to amazing heights by theatres in Europe, exhibitions in England and Germany and circuses and transportation in North America. Everyone can imagine the Big Top poster that preceded the circus by a week with its tent, clowns and the inevitable lady with a baton, wrapped up in an elephant's trunk. Post office posters never captured our imagination in this way.

Look at the 1935 Canada "Ascension" issue. The latter's text tells us that "The members of the Postal Service of the Dominion join with other Canadians in paying a tribute to their Majesties on the occasion of (their) 25th anniversary." Hardly brings you to your feet does it.



CANADA



The above illustrated postage stamps will be issued by the Post Office Department on the 7th March, 1957, for sale at all Post Offices.

These special issue 5¢ stamps are intended to emphasize the recreational activities that may be enjoyed in Canada. The four major vacation activities illustrated indicate that Canada, the "LAND OF VACATIONS UNLIMITED", offers a variety of recreational fare to those who travel for pleasure.

The designs for the stamps are the work of Laurence Hyde of Montreal and are being engraved and printed by the Canadian Bank Note Company, Limited, Ottawa. The four different designs, all of 5¢ denomination, will be printed on each single pane of 50 stamps.

Issued by Authority of
THE POSTMASTER GENERAL OF CANADA

STAMP POSTERS (CONTINUED)

Do things get better? Let's fast forward a bit. On the preceding page we see Canada's 1957 "Vacations Unlimited". It's not exactly dynamic.

Note the cutting edge advertising copy that accompanies the Canadian issue: "Canada offers a variety of recreational fare to those who travel for pleasure."



Throughout their history in Canada and the U.S., new issue posters have contained (perhaps too much) text, always a reproduction of the new issue, and limited, uninspiring graphics. Was this timidity the result of post offices being under government control? Maybe then, but surely not now.

Today's post offices are often operating as quasi-private agencies, expected to perform like a business and either make a profit, or require a minimum draw on public accounts. Therefore if stamp posters don't shout it out, I'd say it's because they really aren't deemed a key piece of the stamp promotion puzzle.



They are inspiring – intended to forge good attitudes and change people's behavior. Look at what was done for saving waste fats in 1943!!

Stamp Posters as Art. Well, here we are going to have an even tougher time. Have a look at the WW2 posters below. Aren't they incredible!?



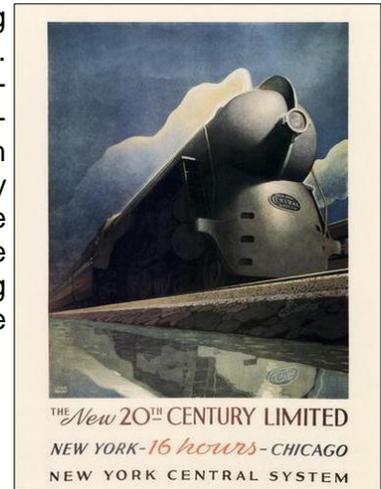
Clearly, I think, we are not seeing the energy, the inventiveness and the dynamic use of color,

STAMP POSTERS (CONTINUED)

image and idea that was evident over 60 years ago during the war effort. Were those posters art? Were Toulouse-Lautrec's? Some might say that, yes, these are great examples of graphics but they are not "art" in any real sense. I'd say in answer that posters like these WW2 posters will be treasured keepsakes for generations to come. But some of the post office lobby stuff we are seeing will remain attractive only to fanatics such as myself.

Having said that, I want to end with a wish: I wish the day would come when I will see people framing, and displaying, stamp posters in their living rooms in the same manner that they do for

posters advertising cars and cruises. Note the 20th century Limited, a gorgeous poster which (maybe) someday will hang next to the latest new issue poster in your living room. (See www.art.com)



PRESIDENT'S LETTER

By Ron Walenciak

After studying John's Financial Report for 2002 I do want to mention my feelings on the society and some ideas that might generate income (or less expense) for the society.

I think the web site, which only started up in late July, has really started to pay off. We have twelve new members this quarter (plus one free membership to the new President of the American Ceremony Program Society, Jay Bigalke.) Most of them are from our website via some search engine, but a few are via eBay after a personal invitation from yours truly. Hopefully, this is the start of a trend. We've had over 2,000 visits to the site (some repeat visits, of course).

I believe we should create a first day cachet for the Americover show; that will give us more attention from the cover collectors visiting the show, and generate some income in the proc-

ess. Hopefully we can come up with something in the design that publicizes Pages and Panels at the same time, since that is the key to expanding our membership. We have to make other collectors more aware of all philatelic pages and panels. Any thoughts?

To lower expenses, I'm considering printing the auction lots on a thinner paper (less postage to mail it). I wouldn't print the entire *Journal* on that kind of paper, but I see no reason not to do it for the auction pages. I also think we might consider offering an electronic version of the *Journal*. I would never force anyone to receive it that way, but for every person who might want to anyway, the society saves printing and mailing costs (and... the reader gets the *Journal* in full color!)

If you have any ideas, I'd love to hear them. Just write or email me at the addresses on page 2.

DEALING WITH THE USPS & OTHER OBSERVATIONS

By John Ngai

As many of you know, I have taken the initiative to look at various materials offered by the US Postal Service and provided reviews to our members on the *Postal Service Guide To US Stamps*, and USA Philatelic.

I took on the responsibility to contact the Postal Service in recent years to make corrections to the listings for Souvenir Pages and Commemorative Panels in the *Postal Service Guide*. I have always looked at the *Guide* as a BASIC reference tool for the average collector, not necessarily for the advanced collector who may be interested in errors, omissions, varieties, line pairs, watermarks, etc.

Dealing with the US Postal Service, as with any bureaucracy, is not easy. Contrary to some belief, our society does NOT make the decisions as to what gets published. While we would like to be consulted, the ultimate decision lies with the US Postal Service as to what gets printed and offered for sale to collectors. We, as collectors, have to realize that the primary purpose of the Postal Service is to move the mail, NOT to make us collectors happy!!!

Everything these days is driven by revenue and cost, and the key words are "is it profitable??"

I must say, however, that the staff who do the preparation and publishing of the *Guide* and USA Philatelic have been very cooperative and do listen to us. Whether we like it or not, we rely on the US Postal Service to produce the Pages and Panels. Otherwise, there may be no purpose to our society's existence; thus, we may be beholden to the USPS. (This is my opinion; I know some members as well as some on the ASPPP Board may disagree with this statement).

For the *Postal Service Guide to US Stamps*, published annually by the US Postal Service, my main purpose is to make sure there is a correct listing that can be used by the average collector

as a basic reference tool. The fact that Pages and Panels are even listed in the *Guide* annually since its inception in 1972 is already a big plus!! There are other products produced by the Postal Service that are not listed in the *Guide*: ceremony programs, duck stamps, commemorative stamp club items, first day covers, and last day of issue covers come to mind.

For the last few years, my efforts have included having the US Postal Service use the numbers printed on the Souvenir Page since 1988 as the basic reference or catalog number. ASPPP provided the numbers for 1987 going back to the subscription inception in 1972, as those Pages were not numbered. These numbers are now used in the *Guide* and are considered the official USPS numbers.

The same is also true for Commemorative Panels, even though these Panels were numbered as part of a series since inception. Corrections to the listings were made as well as providing the USPS staff with some historical perspective concerning Pages and Panels.

At least for now, the listings are as they should be; the USPS obtains pricing from Scott Publishing, which is true for the entire *Guide* which exceed 500 pages.

Previously, it was Scott Publishing that was also providing the numbering for Pages and Panels, and it became a hodge-podge of numbers which was largely overlooked in the *Guides* of the 1990's. Pages and Panels make up 13 pages of the current annual issue of the *Guide*.

My intent has always been to encourage the Postal Service to promote Pages and Panels and to use their own numbering. While we as a society would like to see them do more, I try to get them to make changes that will promote the hobby; in so doing, perhaps, it will encourage collectors to join our society as well!!

DEALING WITH THE USPS (CONTINUED)

Recently, we were contacted concerning our society listing in the *Guide*. I provided them with the updated information about our website. In so doing, I also found out that the Postal Service website www.stampsonline.com which also has a reference section under Resources that lists societies which also needed updating. My intent has always been to get the ASPPP as much exposure as possible.

At the July, 2002 society meeting in Chicago, Cassandra Abdelmeguid from the US Postal Service, who is in charge of reinvigorating the flagging subscriptions programs, offered to include our society in one of her newsletters. We were mentioned in her second newsletter which accompanied a shipment of Pages and Panels. Unfortunately, our contact address and/or website was not mentioned (the instruction being: to find further info, "buy" the *Guide*)!! Thus, our society's exposure to non-members has been minimal.

We have also offered several suggestions for the next *Guide* including, adjusting the print used for Commemorative Cancellations (Souvenir Pages) to be similar to that of the Commemorative Panels' section slightly larger print and font; and some verbiage to indicate that Commemorative Cancellations were called Souvenir Pages from 1972 to 2001. This is so the collector would not be confused. Also, since the USPS promotes Souvenir Pages with an ad in the *Guide*, why not also promote Commemorative Panels?

In addition, there is a section in the postal guide called "what other stamp materials can I collect?" I suggested that this would be an appropriate place to mention Pages and Panels, and provide small pictorials of Pages and Panels.

The staff at both the *Postal Service Guide To US Stamps* and USA Philatelic has thanked us for our suggestions, and will take them under consideration and advisement.

It is amazing that many collectors are NOT even

aware of the postal products called Souvenir Pages and Commemorative Panels. May Day Taylor aptly found this out at the Graebner meeting of First Day Cover collectors in Oct. 2002 as reported in the Volume 19/Number 4 journal. People know and recognize a first day cover and a ceremony program, but what is this thing called a Souvenir Page!! This is the typical reaction or comment we hear at shows we have participated in.

I know I'd like to see the Postal Service do more; sometimes we are successful, other times, we run up against a brick wall. They are promoting the subscription programs in their USA Philatelic catalogs, and there are small flyer handouts at many shows concerning the subscription programs. However, these flyers seem to be largely ignored at the two stamp shows I have attended recently.

I believe it is important to provide constructive comments and suggestions (be critical at times but also be supportive of their concerns, and provide compliments where appropriate). We have to leave it to the USPS as to whether they will be accepted.

As society members, we need you to get actively involved to promote Pages and Panels. I am proud of what I have done to make the *Guide* a workable reference for my purpose. I know Ron has done a superb job with the ASPPP's quarterly *Page & Panel Journal* and the website, which takes untold hours and days. Gerry has kept the society afloat with memberships and auctions and is actively involved with inputs to the website. Others are involved with writing articles (I've written 3 articles for this issue alone), making presentations at shows, promoting the collection of pages and panels, and in turn promoting the society.

What have you done today?? A few of us cannot do it all; we need more members to get involved. Can we count on you?

MEDAL OF HONOR

By Gerald Blankenship

“The Man who drove his Car to War”

This past September I was privileged to attend the Medal of Honor Convention in Shreveport, Louisiana with a fellow stamp enthusiast and Medal of Honor recipient, David McNerney. Needless to say, it was probably one of the most inspiring experiences that I have ever had. I met seventy-six Medal of Honor recipients!

On the last day of the convention, we were having breakfast, and I was already reflecting on the trip when a trim, tanned gentleman approached the table and asked to sit with us. Beneath the gold braided Medal of Honor ball cap I recognized the chiseled features of Medal of Honor recipient Lt. John Finn. The oldest living Medal of Honor recipient, Finn is ninety-three years old. After handshakes and introductions, we sat down to breakfast, and Finn shared with me his own story of valor: the day he drove his car to war.

Stationed at the Naval Air Station on Kaneohe Bay, Hawaii, Finn was at home with his family when he first heard the sounds of planes dropping what he knew to be bombs. It was December 7, 1941, and Pearl Harbor was being attacked. Finn did not know at that time who was attacking, but he knew his job as a soldier; he jumped into his personal car and raced toward the air station. Approaching the airfield, the sound of a low flying plane roaring over his head caused him to glance up. Two big, bright red balls glaring from the wings of the plane signaled to Finn that the United States had been attacked by Japan. We were at war.

Finn drove to the hanger, rolled out a portable fifty-caliber machine gun and pushed it out on the runway. Under a hail of fire, he began firing at the Japanese planes. During the battle, he shot down three Japanese Zeroes (planes) and

was wounded twenty-seven times. His citation reveals a total disregard for his own safety. The following year, Finn was awarded the Congressional Medal of Honor.

After the war Finn kept the car, which has recently been donated to the Naval Museum where it will be restored and then displayed on the USS Princeton – an aircraft carrier on which he served.

The Medal of Honor Convention was a memorable experience. I met seventy-six heroes and heard many heroic stories. Lt. John Finn, who drove his car to war and lived to tell the story, is one of those great heroes I have come to admire.



(John Finn, left, with Gerald Blankenship.)



The President of the United States of America, authorized by Act of Congress, March 3, 1863,
has awarded in the name of The Congress the MEDAL OF HONOR to

LIEUTENANT JOHN WILLIAM FINN
UNITED STATES NAVY

for service as set forth in the following

Citation: Lieutenant *John Finn*, U.S. Navy, for extraordinary heroism, distinguished service, and devotion above and beyond the call of duty. During the first attack by Japanese airplanes on the Naval Air Station, Kaneohe Bay, on 7 December 1941, Lieutenant *Finn* promptly secured and manned a 50-caliber machine gun mounted on an instruction stand in a completely exposed section of the parking ramp, which was under heavy enemy machine-gun strafing fire. Although painfully wounded many times, he continued to man this gun and to return the enemy's fire vigorously and with telling effect throughout the enemy strafing and bombing attacks and with complete disregard for his own personal safety. It was only by specific orders that he was persuaded to leave his post to seek medical attention. Following first-aid treatment, although obviously suffering much pain and moving with great difficulty, he returned to the squadron area and actively supervised the rearming of returning planes. His extraordinary heroism and conduct in this action were in keeping with the highest traditions of the United States Naval Service.

September 15, 1942
THE WHITE HOUSE

(John William Finn's Medal of Honor Citation)



Copyright U.S. Postal Service 1983

Issue Date: June 7, 1983
First Day City: Washington, D. C.
Designer: Dennis J. Holm
 U. S. Postal Service
Modeler: V. Jack Ruther
Engraver: Thomas J. Bakos
Process: Offset/Intaglio
Colors: Yellow, green, blue, black (offset colors)
 Red (intaglio color)

Image Area: 1.105 x 1.44 inches or
 28.06 x 36.57 millimeters
Plate Numbers: Two groups
Stamps per Pane: 40
Selvage: © U. S. Postal Service 1983
 Use Correct ZIP Code®
 Mr. ZIP® (standing position)

Medal of Honor Commemorative Stamp

A 20-cent commemorative stamp honoring the Medal of Honor, the nation's highest military award for valor, and all who have received it was issued June 7 in Washington, D. C. The first day of issue ceremony was held at The Pentagon.

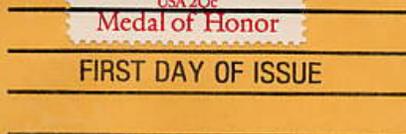
The Medal of Honor, which is often referred to as the Congressional Medal of Honor, was instituted in 1861 for the U. S. Navy and in 1862 for the U. S. Army. U. S. Air Force personnel were awarded the Army Medal of Honor until 1965, when an Air Force Medal was created.

The first Medals of Honor were awarded March 25, 1863, to six members of Andrews' Raiders, who participated in what has come to be known as "The Great Locomotive Chase." Since that time, the Medal of Honor has been awarded to more than 3,400 individuals for "courage above and beyond the call of duty."

The design of the stamp features from left to right, the Army, Navy and Air Force Medals of Honor. All three are suspended from the blue neck ribbon with white stars common to each of the three decorations. The design was developed by Dennis J. Holm, a Postal Service employee, in coordination with The Institute of Heraldry of the U. S. Army and the Department of Defense.



*John Wm Finn
 Acom, USN.
 Dec 7 1941*



9-12-98

(Medal of Honor Souvenir Page autographed by John Wm Finn)

ELECTION 2003— ASPPP BOARD OF DIRECTORS

By ASPPP Election Committee Chairman Lloyd deVries

With only eight ballots received, the incumbent (and unopposed) members of the ASPPP Board of Directors were re-elected. The proposal to amend the by-laws to expand the Board by one member was also approved.

In a subsequent vote (as per the By-laws), the Board members voted to re-elect Ron Walenciak as President and John Ngai as Secretary/Treasurer. Vice President Gary West asked not to be considered for that position this year,

and Gerald Blankenship was nominated and elected to be Vice President.

Board Members are elected for two-year terms; officers are elected by the Board Members to serve for a one-year term.

The Board members are listed on page 2 of the *Page & Panel Journal*, along with contact information.



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(Note: albums are no longer available in buff.)

2003 ANNUAL AUCTION NOTES

By ASPPP Auction Chairman Gerald Blankenship

The 2003 ASPPP auction is fast approaching. Several members have already sent in their lots for the 2003 May auction.

This will be the last notice before the auction will be mailed to the printer in May. I need your lots no later than April 19, 2003.

We have had several very successful auctions the past few years, so it pays to use our auction. Not only will you be selling your duplicate Pages and Panels, but your society will benefit by the commission that is collected. I want to personally thank each of you who have sent in auction lots and especially those of you who have bid in the past.

Conditions of Sale:

1. The placing of a bid and/or submission of a lot will constitute acceptance of these conditions of sale.
2. All lots are guaranteed genuine.
3. Lots will be sold to the highest bidder at one advance over the second highest bid.
4. All bidders are requested to use their ASPPP number.
5. All bids must be signed, unless you e-mail your bid.
6. Bid by lot numbers and mail to AUCTION CHAIRMAN, C/O Gerald Blankenship, P.O. Box 475, Crosby, Texas 77532-0475 or email asppp134@aol.com.
7. Winning bidders will be shipped their lots, and payment **must** be made within five (5) days. The winning bidder will pay all post-age fees. Make checks payable to : **Gerald Blankenship** – not the ASPPP. This will serve as your receipt of payment for the lots.
8. Lots that do not sell will be returned to the owner at his/her expense.
9. With the exception of any incorrectly-described lots, all sales are final.
10. There is a 10% commission paid by the seller to the ASPPP on all lots sold.
11. Lots must be received by April 19, 2003. Use the society P.O. Box 475, Crosby TX 77532 or mail to my residence at 539 North Gum Gully, Crosby, TX 77532.

ATTENTION ASPPP MEMBERS

We still need donations of Souvenir Pages, Stamp Posters and even Commemorative Panels, if you have any to spare. At each annual meeting we give away hundreds of Pages to prospective members and we have tried an experiment in *Linn's* where a new membership included 6 free Stamp Posters. We have been giving a set of North American Wildlife Pages with each new paid membership as an Americover show special and as a web special (which worked very well in Houston, not as well in Denver or Chicago.) A member donated 15 sets for that purpose and we are running low. Also, we are accepting item's as donations to the ASPPP to help raise funds for special projects. In the future we hope to have available a CD with several inventory lists of Souvenir Pages, Commemorative panels, Porter Philatelic Pages, Bud Scrantom's Joint Issue Pages and Postal Stationery Pages, as well as PNC Pages, Pages with coil lines, and Pages with booklet varieties. This is one of the many projects your board is working on.

Send any donations to ASPPP, P.O. Box 475, Crosby TX 77532.

MEMBERSHIP REPORT

Information of interest to ASPPP Members

New Provisional Members:

As per Article 7.1 of our By-Laws, this is notice that the following new members have applied for membership in the ASPPP:

2273.. Sierra, Frankie, CA
2274.. Bigalke, Jay (ACPS President)
2275.. Jones, David G., Nepean, Ontario CAN
2276.. Kletter, Miles, Boynton Beach, FL
2277.. Brabec, James Jr., Ridley Park, PA
2278.. Cohen, Herbert; Middle Village, NY
2279.. Cooper, Robert H., Spring Lake, NC
2280.. Schwindt, William, Aldan, PA
2281.. Baumbach, August Jr, Gwynn Oak, MD
2282.. Nunez, Antonio E., Miami, FL
2283.. Patterson, Jane D., Dayton, OH
2284.. Baer, Colleen, Frankfort, IL
2285.. Barton, Tim, Costa Mesa, CA

New Members shall remain "provisional" until the publication of the next *Journal*, at which time they will be listed in the section below as "New Regular Members" provided no dissenting vote based on evidence that the person is not of good character is received by the Membership Chairman, as per By-Laws Article 7.2.

Membership Statistics:

Active Members, Volume 19#4..... 433
Memberships Expired -19
New Members..... 13
Renewed/Previously Expired..... 6
Active members, Volume 20#1..... 433

Collecting Interest Codes:

A US Souvenir Pages
B Watermarks on Pages
C Plate Number Coils on Pages
D Error pages
E Page Oddities & Varieties
F First Day Canceled Stamp Posters

G Mint (uncanceled) Stamp Posters
H Privately-produced Pages
I US Commemorative Panels
J Error panels
K First Day Canceled Panels

New Regular Members:

Kessler, Joanne (#2269) Interests: A,F
PO Box 160533, Miami FL 33116

Roper, Libby C. (#2272) Interests: I
3692 Overlook Trail, Evergreen CO 80439

Sears, Michael (#2271) Interests: A,F,I
13605 Creekside Dr., Silver Spring MD 20904

Weeks, Kenneth L. (#2270) Interests: A,I
6739 Fairwood Dr., Indianapolis IN 46256

Welch, Joanne (#2268) Interests: A
760 Franklin St. N, Glenwood MN 56334

Membership Directory/Address Changes:

Freeman, M.J.
604 Summer Breeze Ct., Dayton OH 45429

Hegwood, Michael T.
PO Box 594, Tacoma WA 98401

Jenner, William A. (deceased)
IL

Johnson, Norman
605 4th Avenue East, Bisbee ND 58317

Rheinschmidt, Jim (deceased, Mar 2001)
WI

Saindon, Thomas L.
21180 Plank Trail Court, Frankfort IL 60425

ASPPP WEB SITE UPDATE - WWW.ASPPP.ORG

By Ron Walenciak

The major addition to the web site this past quarter has been the inclusion of scanned images of Commemorative Panels. The society took out a subscription to Panels to get them up on the web quickly and to be able to view them and review them for errors or differences. While it is unlikely that Panels will have varieties like Pages do, we won't know for sure until we compare each issue.

Once we have scanned the Panels we attempt to sell them. Our price is a little over what the subscription price is, but under what the USPS sells them for at retail. My thought is that this is a benefit of belonging to the ASPPP; you have a chance to buy a topical Panel you might be interested in at near-subscription prices, even if you don't subscribe! I don't see us as competing with dealers as we only have one of each Panel to sell.

The initial offer for Panels that we have available for sale is made my email, so if you haven't sent us your email address, now is the time! Send it to ronw@asppp.org and make sure to update us if your email address changes. We'll also keep you advised of anything that happens in our Page and Panel "world", as well as update you on monthly changes to the website.

While we still haven't formalized the concept of Study Groups that I wrote about last quarter, we have begun to compare Pages on line for errors, freaks, oddities and varieties. Years ago it was stated that a problem with Souvenir Pages was that nobody knew of any varieties because there was no way to compare what was received to anyone else's Pages (at least not involving enough Pages to make the comparison valid.) Our web site on the internet has changed that.

Walt Patterson emailed me within days of the last Page shipment with the note that he had a different arrangement of stamps on the Snow-

men Page. He noted that his Page with the snowmen has four singles arranged in a 2 x 2 rectangle with 3677 at the upper left, 3679 at the upper right, 3676 at the lower left, and 3678 at the lower right. He did not get any of 3680-83 or 3684-87 or 3688-91. The upper left and lower right stamps are the same. But the upper right and lower left are swapped when compared to mine. So I have 3677 ul, 3676 ur, 3679 ll, and 3678 lr. In both cases the stamps are not in the "correct" order. These Pages both have only the stamps 3676-79. They are die cut 11 on four sides. None of the others have "perfs" on all four sides. 3680-83 are the coils die cut 8-1/2 V, 3684-87 are from the SSP booklet, and 3688-91 are from the AVD booklet. The booklets have perfs on only 2 or 3 sides. Walt said he would love to know if anyone got some of the other (3680-3691) stamps on their Pages. It appears that the stamps are put on in random order, so some may, by chance, have them in the correct order. One chance out of 24? We shall see.

Starting in March (with the first *Journal* of 2003) I'm going to post all of the images scanned in each *Journal* on our website. Readers will be able to go to www.asppp.org and display the Pages and Panels we've printed, in full color! Additionally, I'll include related material that didn't make it in the *Journal*. For example, Mark Gereb sent me more examples of Commemorative Panels with first day cancellations (see *Journal* Volume 19#4, 4th Quarter 2002) than I was able to print; on the web, I would have been able to display all of the Panels he sent. When Jim Canon created individual Locomotive Pages we announced it in the *Journal* and printed scans of one or two of the pages in the set; on the web we would have had the space to display all of the Pages. Take a look each quarter; the website will make what you see in the *Journal* even more interesting and informative!

MEMBER ADS

CONDITIONS

Members may place one free classified ad per *Journal* (requests for additional ads will be honored on a space-available basis.) Send ads to the Editor, Ron Walenciak, 736 Colonial Blvd., Washington Township, NJ 07676-3922. Ads can be run for one to three issues. Space will be allocated to Page, Panel and Poster ads first; after that we will print any ads that you think might interest the membership.

SOUVENIR PAGES

For Sale: 500 USPS Souvenir Pages, \$110, includes postage. Gerald Blankenship, PO Box 475, Crosby, TX 77532-0475.

COMMEMORATIVE PANELS

For sale: Panels # 282-286 North American Wildlife, \$13 postage included; Panels # 263-266 Presidential Souvenir Sheets, \$9 postage in-

cluded; 1985 Year Set Panels sealed, make offer or trade offer: Gerald Blankenship, address listed under SOUVENIR PAGES.

AUCTIONS

Stamp Center/Dutch Country auctions feature Panels, Pages, Programs, Covers, Collections, accumulations, wholesale and bulk lots, Cover lots plus choice US and Worldwide Singles & Sets, along with Americana, coins and sports cards. Upcoming auctions:

#225, March 21-22, 2003

#226, May 16-17, 2003

#227, July 25-26, 2003

#228, September 19-20, 2003

#229, November 14-15, 2003

Get a free catalog from the Stamp Center (ASPPP #1114), 4115 Concord Pike, Wilmington, DE 19803. Phone: 302/ 478-8740.

For Sale by the ASPPP (all prices postpaid)

- Facsimile year 2000 Souvenir Pages (see ad on next page): \$20.00 per set/6 different pages.
- *The Page & Panel Journal*, back issue (4th Quarter 2002, Volume 19 Number 4): \$3.00.
- *The Page & Panel Journal*, back issue (3rd Quarter 2002, Volume 19 Number 3): \$3.00.
- *The Page & Panel Journal*, back issue (2nd Quarter 2002, Volume 19 Number 2): \$3.00.
- *The Page & Panel Journal*, back issue (1st Quarter 2002, Volume 19 Number 1): *****sold out*****.
- *The Page & Panel Journal*, back issue (4th Quarter 2001, Volume 18 Number 4): \$2.00.
- *The Page & Panel Journal*, back issue (3rd Quarter 2001, Volume 18 Number 3): \$2.00.
- *The Page & Panel Journal*, back issue (2nd Quarter 2001, Volume 18 Number 2): \$2.00.
- *The Page & Panel Journal*, back issue (1st Quarter 2001, Volume 18 Number 1): \$2.00.
- *The Page & Panel Journal*, back issue (4th Quarter 2000, Volume 17 Number 4): *****sold out*****.
- *The Page & Panel Journal*, back issue (3rd Quarter 2000, Volume 17 Number 3): *****sold out*****.
- *The Page & Panel Journal*, back issue (2nd Quarter 2000, Volume 17 Number 2): \$2.00.

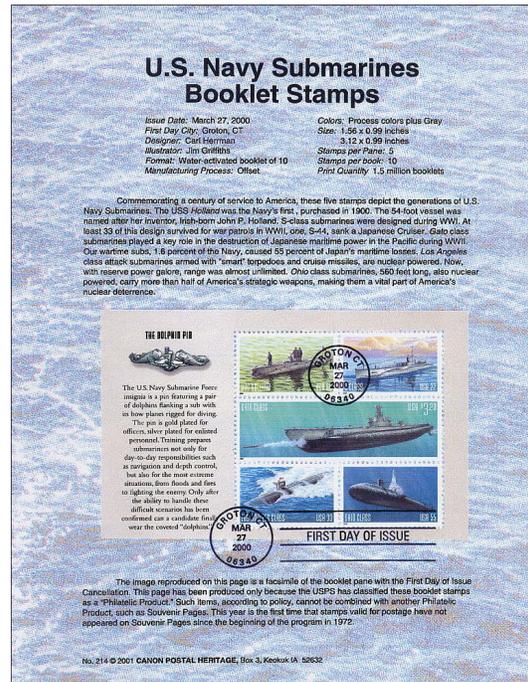
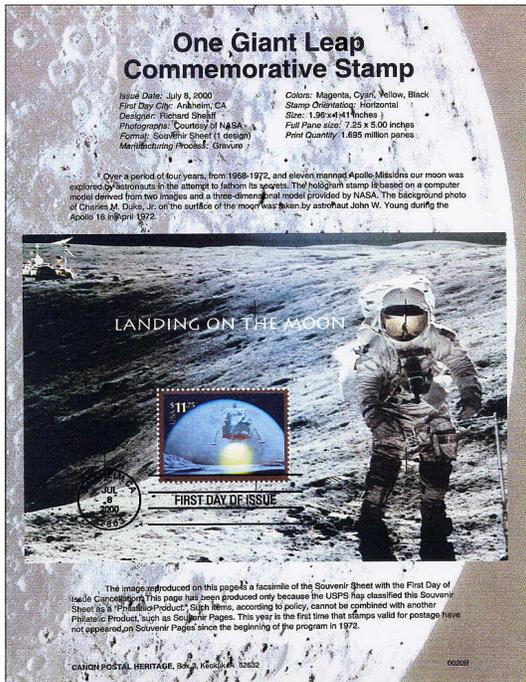
Send your request with check or money order to:
ASPPP, Gerald Blankenship, PO Box 475, Crosby, TX 77532.

The Missing Year 2000 Souvenir Pages Canon Postal Heritage Facsimile Pages

In the year 2000, stamps were issued to commemorate US Navy Submarines, Space Achievement and Exploration, Moon Landing, Escaping the Gravity of Earth, Probing the Vastness of Space, and Exploring the Solar System. The USPS, in an attempt to follow some obscure "rule" of its own creation, declined to create Souvenir Pages for these stamps and souvenir sheets because they "cannot" affix one "Philatelic Product" (the stamps) to another "Philatelic Product" (a Souvenir Page). These are the **only** US postage stamps issued without a Souvenir Page since the beginning of the Souvenir Page program in 1972.

Jim Canon of Canon Postal Heritage created these facsimile "Souvenir Pages" (2 of the 6 pages are shown below) to fill the void that now exists in each of our collections. Note that the stamps, sheets and cancellations are facsimiles, not the actual stamps. At the point where we were advised that these Souvenir Pages were not being made, there wasn't time to create Philatelic Pages and have the actual stamps affixed and canceled. Profits from the sale of these facsimile pages go to the ASPPP treasury. If you have web access, go to www.asppp.org to see the entire set (besides, they look a lot better in color!)

The set is priced at \$20, postpaid. Send your check to Gerald Blankenship, ASPPP Membership Chairman, PO Box 475, Crosby TX 77532.



Membership Application

Return application to: ASPPP, PO Box 1042, Washington Township, NJ 07676)

Name and Address information:

| | |
|---------------|--|
| Name | |
| Address | |
| City | |
| State | |
| Zip | |
| Country | |
| Email address | |
| Referred by | |

List name in the ASPPP Roster? Yes No

Dues (US/Canada/Mexico): \$15 - ONE YR, \$29 - TWO YRS, \$43 - THREE YRS

Dues (Foreign): \$21.00 ONE YEAR

Collecting Interests (check all items that you collect):

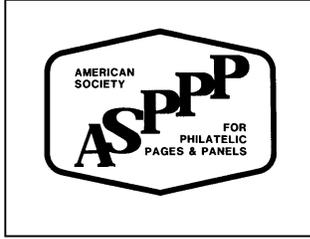
| | |
|---|--|
| <input type="checkbox"/> Commemorative Cancellations (Souvenir Pages) | <input type="checkbox"/> First Day Cancelled Stamp Posters |
| <input type="checkbox"/> Plate Number Coil Pages | <input type="checkbox"/> Mini Stamp Posters |
| <input type="checkbox"/> Coil line Pages | <input type="checkbox"/> Commemorative Panels |
| <input type="checkbox"/> Watermark Pages | <input type="checkbox"/> First Day Cancelled Panels |
| <input type="checkbox"/> Oddities & Varieties (Pages) | <input type="checkbox"/> Autographs on Pages or Panels |
| <input type="checkbox"/> Error Pages | <input type="checkbox"/> Canon Postal History Pages |
| <input type="checkbox"/> Booklet Tab Positions/Plate Numbers (Pages) | <input type="checkbox"/> Foreign Philatelic Pages |

Other Philatelic interests:

| |
|--|
| |
|--|

Areas where you may be of service to your society:

| | |
|--|---|
| <input type="checkbox"/> Help at the annual show/meeting | <input type="checkbox"/> Write articles for the <i>Page & Panel Journal</i> |
|--|---|



Volume 20#1

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Renew immediately to avoid missing our next *Journal*. US Renewal dues are \$15 for 1 year, \$29 for 2 years or \$43 for 3 years, with all *Journals* sent via First-Class mail. Send in the renewal application (on the inside back cover of this *Journal*) now to:

ASPPP, PO Box 1042, Washington Twsp. NJ 07676.

The ASPPP is the **only** society for collectors of Pages & Panels!

Visit our web site at www.asppp.org !!