

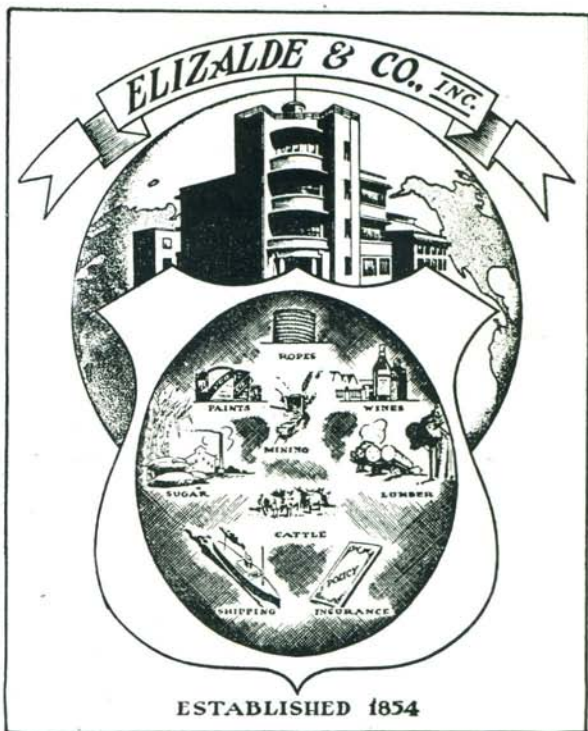
ELIZALDE STAMP JOURNAL

VOL. 1

JUL-AUG-SEP., 1940

No. 4

official organ
of the
ELIZALDE STAMP CLUB
Elizalde building,
Manila, Philippines



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OFFICIAL PUBLICATION

of the

ELIZALDE STAMP CLUB

Elizalde Bldg.
Manila, Philippines

Vol. 1

Jul-Aug-Sep., 1940

No. 4

Eduardo Yrezabal
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ELIZALDE STAMP CLUB

Elizalde Bldg.
Manila, Philippines

(Exclusive for employees of Elizalde & Co. Inc., its subsidiary corporations, local branches and agencies all over the world.)

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Membership in the ELIZALDE STAMP CLUB, is ₱2.00 a year, including subscription to the ELIZALDE STAMP JOURNAL.

All remittances should be made in the name of ELIZALDE STAMP CLUB, P. O. Box 121, Elizalde Bldg., Manila, Philippines.

ELIZALDE CHRISTMAS SEAL CONTEST ANNOUNCED

Prize of P50 Will Be Given

We are pleased to announce the Elizalde Christmas Seal Contest which is now being conducted by Elizalde & Co. Inc. The Company is offering a cash prize of P50 for the best design, sketch, or idea, for its Christmas seal this year. Persons, whether they collect stamps or not, can enter this contest, with exception of Elizalde employees and members of the Elizalde Stamp Club.

There are no rules or regulations in this contest, except if designs are submitted, they must bear the following wording: **MERRY CHRISTMAS—FROM ELIZALDE**, in two lines. At any rate, if a contestant can't submit a design, either a sketch or an idea will be eligible for competition, for in the event a sketch or an idea is selected, it will be drawn

by the staff artist of the Company, and which will serve as model for the Elizalde Christmas seal. Thus contestants may submit as many entries as they wish.

Contest closes on October 31, 1940, and all entries should be received on or before that date. Entries must be addressed to Elizalde & Co. Inc., Advertising Department, Elizalde Bldg., Manila. The name of the winner will be announced in this magazine and in the general press as well.

It's interesting to note that the Elizalde Christmas Seal Contest is the first of its kind in the Philippines, and interestingly enough, the idea was suggested by the Elizalde Stamp Club. Announcement of this contest was made on July 18, on the occasion of the first anniversary of the ESC.

PHILIPPINE PHILATELIC WRITERS CLUB SPONSORS LETTER WRITING CONTEST

Prize Consists of 100 Different Covers

Close on the heels of the Elizalde Christmas Seal Contest, on July 28, the Philippine Philatelic Writers' Club started shooting some fire-works with the announcement of a letter writing contest under its sponsorship.

"WHY I COLLECT PHILIPPINE STAMPS," is the subject the contest, and for the best letter written on this subject, a prize consisting of 100 different covers (from several countries of the world with labels "Opened by Censor" and postmarks "Passed by Censor" in the current European war), will be given.

Entries will be judged not by their style or literary merits, but on the basis of their logic. Any collector of Philippine stamps can therefore compete in the contest, except officers of the Philippine Philatelic Writers' Club.

Deadline for submission of entries is October 17, 1940, falling on the first anniversary of the Philippine Philatelic Writers' Club. Competing letters should bear the postmark on or before October 17, and must be addressed to the Secretary, Philippine Philatelic Writers' Club, P. O. Box 716, Manila, P. I.

Your letter may share in the

P600 PRIZES

for all YCO FLOOR WAX users.

Write for details about the letter-writing contest for YCO.

Contest Managers for YCO

c/o Elizalde & Co., Inc.

Elizalde Bldg.

Manila, Philippines

ELIZALDE & CO., INC.
 ELIZALDE BUILDING
 MANILA, P. I.



The Elizalde Meter Mail Slogans

...by Floro J. Policarpio

With the introduction of the meter mail in the Philippines, meter mail slogans are becoming popular, not only among local commercial and industrial concerns, but also among Filipino stamp collectors, who have started concentrating recently on this new phase of philately.

Meter slogan is a modern way of advertising; it is advertising by mail. Keeping, therefore, with the modern trend of advertising, and in line with the policy of Elizalde & Co. Inc., in keeping up with things streamlined, on August 27 of the present year, eight different meter slogans were used, for the first time, by the Company.

As the object of meter slogans is to advertise the products, services, or business of commercial and industrial companies postally, indicative of the products and business of some of the subsidiary corporations of Elizalde & Co. Inc., the Company set into use the following meter slogans:

1. ANCHOR BRAND ROPES — Elizalde Rope Factory, Inc.
2. Protect and Beautify with — YCO — the best PAINTS for the tropics.
3. Brighten up with — YCO — FLOOR WAX — the housewife's best friend.
4. Refresh with — GOLDEN

- BULL — The Ace of Gins.
5. Ask for — BLUE SEAL — Scotch Whisky.
6. It lifts you up! — TANDUAY VERMOUTH — The prince of mixers.
7. Insure with — UNITED STATES LIFE INSURANCE COMPANY — Steadfast since 1850.
8. METROPOLITAN INSURANCE COMPANY — Fire-Marine - Typhoon - Auto-Earth-quake - Accident - Bonds.

To appreciate these meter slogans, illustration of each is hereby reproduced with this article (see next page).

According to the Company's Mailing Department, a total of 528 pieces of mail were printed with the eight Elizalde meter slogans on their "First Day" (Aug. 27, 1940). This total was distributed as follows:

Elizalde Meter Slogan No.	1	2	3	4	5	6	7	8	Letters
"	"	"	"	"	"	"	"	"	23
"	"	"	"	"	"	"	"	"	20
"	"	"	"	"	"	"	"	"	20
"	"	"	"	"	"	"	"	"	385
"	"	"	"	"	"	"	"	"	20
"	"	"	"	"	"	"	"	"	20
"	"	"	"	"	"	"	"	"	20
"	"	"	"	"	"	"	"	"	20
Total									528

(Continued on page 6)

... ELIZALDE METER

**ANCHOR
BRAND
ROPES**
ELIZALDE ROPE FACTORY, INC.




Protect and Beautify with
YCO
the best **PAINTS** for the tropics



Brighten up with
**YCO FLOOR
WAX**
the housewife's best friend



METROPOLITAN
INSURANCE COMPANY
FIRE • MARINE • TYPHOON • AUTO
EARTHQUAKE • ACCIDENT • BONDS



MAIL SLOGANS ...

It lifts you up!
**TANDUAY
VERMOUTH**
The prince of mixers.



Ask for
BLUE SEAL
SCOTCH WHISKY



Refresh with
**GOLDEN
BULL**
The Ace of Gins



Insure with the
**UNITED STATES LIFE
INSURANCE COMPANY**
Steadfast since 1850



For legend of Slogans 1 to 8, see the preceding paragraph.

It is interesting to note meter slogans are now being applied also by many business firms in several countries of the world, using them in connection with their meter mail. As a matter of fact, in the United States alone, the craze of collecting meter slogans had led to the organization of some societies exclusive for this type of stamp collecting. Besides, in several American periodicals and magazines, meter columns and slogan departments are now being conducted exclusively for this sideline in stamp collecting.

What future this new sideline holds as far as philately is concerned, at the time of writing, this writer cannot foretell; but from all indications it appears that the collecting of meter slogans is bound to earn a place in the hobby of philately, sooner or later.

Incidentally, while there are only 37 business firms which are now using postage meter stamps in the Islands, offhand, 21 of them have been applying meter slogans in conjunction with their meter mail. Local firms which are now using meter slogans together with their meter mail, are the following:

Alhambra Cigar & Cigarette Mfg. Co.
American International Under-

writers.

S. M. Berger & Co. Inc.
Elizalde & Co. Inc.
Engineering Equipment & Supply Co.

General Electric Co. (P. I.) Inc.
Insular Life Assurance Co.
Kodak Philippines Ltd.
Manila Electric Co.
Marsman Trading Corporation.
National City Bank of New York.
Edward J. Nell & Co.
Nestle's Milk Products (Export) Inc.

Pan Oriental Films.
Peoples Bank & Trust Co.
San Miguel Brewery.
The Business Equipment Co. Inc.
The Texas Co. (P. I.) Inc.
Tide Water Associated Oil Co.
Fred Wilson & Co. Inc.
F. E. Zuellig Inc.

It is therefore interesting to note that, while meter slogans are applied at present by 21 local companies only, in a few more years, they may reach into a good number, or perhaps by the hundreds, thereby leading the writer to believe that the collecting of Philippine meter mail slogans is bound to become popular in the years to come. And perhaps, sooner or later, it would not be surprising to see, a local philatelic organization, exclusive for this new sideline—the meter mail slogan.

COMMONWEALTH OF THE PHILIPPINES
DEPARTMENT OF PUBLIC WORKS AND COMMUNICATIONS
BUREAU OF POSTS
MANILA

SWORN STATEMENT
(Required by Act 2580)

The undersigned, Pablo M. Esperidi6n, editor of THE ELIZALDE STAMP JOURNAL, published quarterly in the City of Manila, P. I., after having been duly sworn in accordance with law, hereby submits the following statement of ownership, management, circulation, etc. which is required by Act 2580 as amended by Commonwealth Act No. 201:

Managing Editor: Eduardo Yrezabal, c/o Elizalde & Co. Inc., Manila.

Editor: Pablo M. Esperidi6n, c/o Elizalde & Co. Inc., Manila.

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Bondholders, mortgages or other security holders owing one per cent or more of total amount of securities: (If there are no outstanding securities, state so. If there are, give nature of each).—NONE.

(Sgd.) P. M. ESPERIDION, Editor.

Subscribed and sworn to before me this 28th day of Sept. 1940, at the City of Manila.

(Sgd.) PACIFICO de OCAMPO,
Notary Public.

THE BUSINESS EQUIPMENT CO.

INCORPORATED

136, 13TH STREET, PORT AREA
MANILA, P. I.



FACTS ABOUT THE METERED MAIL

... by Kurt Lauritzen

Mr. Lauritzen is the manager of The Business Equipment Co. Inc., Manila, Philippine representative of The Postage Meter Co., Stamford, Connecticut, manufacturers of the Pitney-Bowes meter machines. We have requested Mr. Lauritzen for some facts about meter mail in the Philippines, and we are pleased to publish hereunder his interesting article.—Ed.

Complying with the request of the editor of *The Elizalde Stamp Journal*, I am pleased to give hereby, details regarding the Metered Mail.

Metered mail was authorized in the United States by act of Congress and approved by the United States Post Office Department in September 1920, in response to demands from outstanding financial and commercial business institutions, that some system be established that would identify important business mail from the volume of matter daily passed through the post offices. At the same time they desired some method to do away with the annoyance caused by theft, misuse, loss and waste of postage, always prevalent with the use of old fashion adhesive stamps and government envelopes.

Thus, on November 16, 1920, the first official setting of a postage meter was made in the United States at Stamford, Connecticut. Since that date Pitney-Bowes Postage Meters have been set in more than 1,100 cities and towns in the United States and are now being used by many thousands of the most progressive business institutions the world over.

In the beginning of metered mail, it had to undergo the skeptical criticism of individuals who doubted the

wisdom of their government and industries concerned to install a device in their office to print their postage and postmark their own mail.

Metered mail had to prove its advantages, not only to mailers, but also to the Government officials and post office employees, in saving time and work, and in securing a faster and safer dispatch of mail.

Still another obstacle, the prejudice of individuals who doubted whether metered mail had any "attention getting" value as compared with primitive but long established adhesive postage stamp.

Compared with ordinary mail, metered mail has the following distinct advantages in going through the post office:

1. *Receiving mail at the post office.*—60 to 70% of all mail arrives at the post office between five and eight in the evening of each business day. This is made up almost entirely of business correspondence. Hundreds, sometimes thousands, of bags are piled up on the receiving platform during these three hours. Your letter becomes one of the millions. The task of emptying these bags and starting letters on their way is in itself no small undertaking. The post office must be ever vigilant

guarding against the short-comings of the human element working under pressure at these peak hours: It is necessary to carefully examine each bag before it is disposed off to see that no letter has been left within.

2. *Facing mail at the post office.*—After leaving the receiving platform, the mail is emptied from the pouches onto facing tables where human hands must go through each piece separately, arranging these letters, all with stamps in the same corner, ready to be run through the postmarking and cancelling machine.

When a letter is placed improperly, the die of the postmarking machine fails to cancel the stamp and the omission cannot be discovered until the letter finally reaches the sorting section. It must be returned for proper cancellation. This unnecessary delay may cause the mail to miss an important train dispatch and account for the two cancellation and postmarks occasionally seen on envelopes coming to your office.

3. *Postmarking and cancelling mail at the post office.*—The third operation necessary for business correspondence bearing postage stamps is postmarking and cancelling. Letters weight 2 ounces or less are transported on conveyor belts or by carrier from the facing tables to the machines which cancels the postage stamp and print the cancellation. Here again, as in every operation, there must be the inevitable chance of error.

When a letter becomes stuck to the back of another (due usually to careless sealing in the mailer's own office) and both letters are carried through the cancelling machine at the same time, only the top letter receives the postmark, the other is discovered when it reaches the sorting section, and must be returned to the postmarking machine.

4. *Sorting of mail at the post office.*—Stamped mail is finally received at the sorting section after having passed through the various operations of the receiving platform, facing tables and postmarking and cancelling machine. Here the mail is distributed into cases and pouches for its dispatch to the train.

Metered mail thus avoids the congestion of the receiving platforms, the facing tables and at the cancelling and postmarking machine; and more important, it escapes three out of four hazards of mishandling in the operations through which stamped mail must pass.

Metered mail, therefore, not only

makes it simpler for the mailer, but also for the post-office employees, as evidenced by the following resolution as passed and unanimously approved by the Missouri State Association of the United National Association of Post Office Clerks, on its convention assembled at Buffalo, New York, on September 4 to 9, 1922:

RESOLUTION Metered Mail

WHEREAS, Metered Mail greatly relieves the work in the Primary Section of Post Offices, owing to the fact that Metered Mail reaching the Post Office is stamped, faced, cancelled and postmarked by the mailer, saving a number of operations in the handling of the mails, and assisting in relieving the congestion at the peak hours of the day in the Primary Section; therefore

BE IT RESOLVED that the United National Association of Post Office Clerks, in Convention assembled at Buffalo, N. Y., September 4 to 9, 1922, do hereby endorse the Metered Mail system as beneficial to the Post Office Department and the Post Office employees, and also recommend its further use by the business public, and

BE IT FURTHER RESOLVED that the Post Office Department be requested to encourage the use of Metered Mail by a more liberal construction of the present regulations applicable to Metered Mail.

Submitted by the Missouri State Association of the United National Association of Post Office Clerks.

Likewise, the following resolution was unanimously passed by the National Federation of Post Office Clerks, on its convention at El Paso, Texas, on September 3 to 8, 1923:

RESOLUTION

The Post Office Department, after considerate study, authorized the use of prepaid "Metered Mail" on first class matter September 1st, 1920. Since that time many mailers throughout the country are using the new System.

WHEREAS—"Metered Mail" has the postage printed on it, thereby doing away with the necessity of running it through the cancelling machine, and

WHEREAS—The danger of over-looking cancellation is eliminated, and

WHEREAS — “Metered Mail” comes to the Post Office faced up and tied in bundles which in some instances can be sent to the final distribution cases, and

WHEREAS—“Metered Mail” can be deposited in any sub-station, owing to the fact that it does not have to be weighed or counted, thereby relieving congestion in the main office during the peak hours, and

WHEREAS — “Metered Mail” is printed in the traditional colors conforming to the adhesive stamp, whereby there can be no possibility of confusing it with third class matter as in ordinary permit mail, and

WHEREAS—All this tends to not only expedite the mail, but eventually must greatly reduce the night work, and the liability of overtime, therefore

BE IT RESOLVED, that the National Federation of Post Office Clerks, in convention assembled at El Paso, Texas, September 3rd to 8th, 1923, realize the benefits of “Metered Mail” and therefore endorse it, and recommend its use to the mailers of the country, and
 BE IT FURTHER RESOLVED, that the Post Office Department be asked to encourage a more general use of this new System by a liberal construction of the regulations governing “Metered Mail.”

Presented by
 JOHN D. MURPHY,
 Fifth Vice-President
 Boston, Mass.

In this connection, I would like to mention that metered mail was not

Elizalde & Co. Inc., used its first postage meter machine (Meter No. 88769 with square meter stamp) on Feb. 2, 1937. The new, or the Omni Model (Meter No. 94501 with rectangular meter stamp) was used by the Company on May 24, 1940.

approved in the Philippines until the early part of 1929. At the same time, I would like to mention that the Omni Model Postage Meter Machine now used by Elizalde & Co. Inc., is the second machine of this type in use in the Philippines. The first

machine was installed with the Philippine Long Distance Telephone Co. on February 27, 1940.

Listed below are the companies using postage meter machines in the Philippines:

1. Alhambra Cigar & Cigarette Mfg. Co.
2. American International Underwriters.
3. S. M. Berger & Co. Inc.
4. Chartered Bank of India, Australia & China.
5. China Banking Corporation.
6. Elizalde & Co. Inc.
7. Engineering Equipment & Supply Co.
8. Filipinas Compañía de Seguros.
9. General Electric Co. (P. I.) Inc.
10. C. Illies & Co.
11. Inhelder Walch & Co. Inc.
12. Kodak Philippines Ltd.
13. La Insular Inc.
14. Insular Life Assurance Co.
15. Manila Daily Bulletin.
16. Manila Electric Co.
17. Manila Polo Club.
18. Marsman Trading Corporation.
19. National City Bank of New York.
20. Edward J. Nell & Co.
21. Nestle's Milk Products (Export) Inc.
22. Pan Oriental Films.
23. Peoples Bank & Trust Co.
24. Philippine-American Drug Co.
25. Philippine Cold Stores.
26. Philippine Long Distance Tel. Co.
27. Philippine National Bank.
28. Philippine Trust Co.
29. Red Start Stores Inc.
30. San Miguel Brewery.
31. The Business Equipment Co. Inc.
32. The Texas Co. (P. I.) Inc.
33. Tide Water Associated Oil Co.
34. Warner Barnes & Co. Ltd.
35. Dr. W. H. Waterous.
36. Fred Wilson & Co. Inc.
37. F. E. Zuellig Inc.

It must be noted that Nos. 4, 5, and 19, are also using “Metered Tax” or internal revenue metered stamps, besides their metered mail. Incidentally, “metered tax” was not approved in the Philippines until the beginning of 1939, and are now being used by three banks in Manila.

The average monthly outgoing mail of Elizalde & Co. Inc., Manila, from January-August 1940, shows—8,000 ordinary letters, 160 registered; 100 air mail to U. S. A.; and 40 air mail to foreign countries, according to our Mailing Department.

THE ORIGIN OF PHILIPPINE STAMP TAXES

... by Arnold H. Warren

Mr. Warren is an authority on Philippine stamps and a member of the Philippine Philatelic Writers' Club. He is an executive of a mining firm in Baguio.

(Written especially for the Elizalde Stamp Journal)

Stamp taxes were first imposed in Spain by an Ordinance of Philip IV, dated December 15, 1636. Two years later, by the Royal Decree of December 28, 1638, Philip IV extended stamp taxes to all of the Spanish Colonies, including the Philippines, effective on January 1, 1640. Thus January 1st of this year was the 300th anniversary of the imposition of stamp taxes in the Philippines. But no one on that account considered it an occasion for rejoicing, and it is probable that no one even remembered that this was the 300th anniversary of the stamp tax.

The preamble of the Royal Decree of December 28, 1638, by which Philip IV extended stamp taxes to the Philippines, reads in part as follows:

"We ordain and command that in every part of our Western Indies, islands and Terra Firma of the Ocean, already discovered and which may be discovered, no contract shall be made or written, no instruments nor appointments which are minutely detailed by this Law shall be published, which are not written on stamped paper (PAPEL SELLADO) bearing one of four stamps (SELLLOS) which we have ordered made for that purpose, with the form, diversity and qualities expressed in this Law.... And it is our will that this shall include all classes of persons, of whatever state, quality and dignity they may be....."

This decree created four classes of

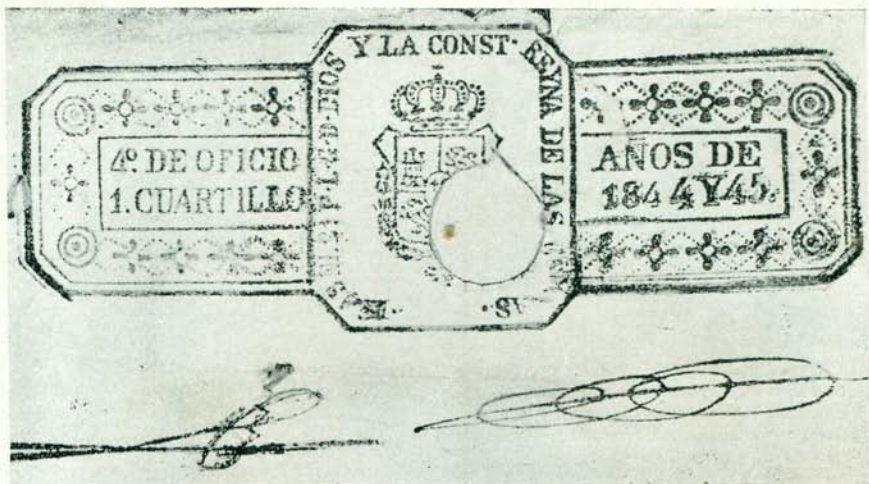
stamped paper: First class, 24 reales per double sheet; Second class, 6 reales per double sheet; Third class, 1 real per single sheet; and Fourth class, 1/4 real per single sheet. Each single sheet was approximately 21.5 cm. wide by 31.5 cm. long. A double sheet was equal to two single sheets, and was folded to form four pages, the stamp being printed at the top of the first page.

On stamped paper of the first class must be written the first sheet of all letters of pardon and mercy issued by any judicial or administrative authority. If more than one double sheet was required the additional sheets were to be of stamped paper of the third class.

On stamped paper of the second class must be written the first sheet of all deeds, testaments and contracts which must be executed before a notary. If more than one sheet was required the additional sheets should be on stamped paper of the third class.

On stamped paper of the third class must be written the first sheet of all judicial acts and all actuations, both civil and criminal, instituted before any judicial authority. If more than one sheet was required the additional sheets were to be written upon ordinary paper.

On stamped paper of the fourth class must be written all appointments, all documents of the poor (pobres) and all documents "of the In-



● A STAMP TAX of the Philippines in 1844-1845. It was rubber stamped on official documents during the Spanish regime. (From the author's collection).

dios (native inhabitants), whether public or private, if these latter should reduce their transactions to paper; provided", said the King, "that in case the stamped paper which should have been used is lacking this shall not be a cause for nullification, because our intention and wish has always been, and is, to free them from any burden and hardship."

In order to check the activities of counterfeiters the decree provided that a new issue of stamped paper must be made at the beginning of every two years and that each issue should be valid only for the two years which were indicated in the stamp printed at the top of the sheet. This practice was followed without change for 258 years. And there were, in all, including the issue of 1898-99, some 132 regular biennial series of stamped paper issued for use in the Philippines. The number of regular issues was two greater than the number of biennial periods because two issues between 1811 and 1820 each served for one year only. All regular issues were printed in Spain upon a handmade paper which bore a watermark of some sort.

Because great delay was frequently occasioned in obtaining supplies from Spain and because local officials were sometimes negligent in ordering a sufficient supply, the stocks received from Spain were frequently exhausted before the arrival of a new supply. Such emergencies resulted in a great many provisional

issues which were prepared locally. If a supply of obsolete stamped paper of a previous biennial period was on hand this was surcharged for the desired purpose. If a surplus of one denomination existed this might be surcharged with a new class and value. If no surplus of any sort was on hand, ordinary paper was hand-stamped for the desired purpose. The law required that the surcharge should include one or more "rubicas" in order to make forgery of the provisional paper more difficult. A "rubica" was the flourish which was in those days usually written beneath a signature. The illustration shows a surcharge applied to ordinary paper in order to create OFFICIAL stamped paper for the biennial period of 1844-45 (Note the two "rubicas"). This sheet was not used and at the end of the biennial period it was cancelled by punching a round hole through the center of the stamp, this hole appears as a white circle about 1.5 cm. in diameter. A special class of stamped paper, labeled "SELLO 4 DE OFICIO" or simply "4 DE OFICIO" was created in 1830. The price, 1 cuartillo (1/4 real), was the same as the price of stamped paper of the fourth class; and it was, in fact, a special form of stamped paper of the fourth class which was intended solely for official documents. One real was equivalent to 12-1/2 centavos. Hence 1/4 real was equal to 3 1/8 centavos.

WHY MODERN TRENDS?

... by Ernest A. Kehr

In these changing days of philately, we present a timely opinion as voiced by Ernest A. Kehr, stamp editor of the *New York Herald-Tribune*, and a keen observer of our hobby.—Ed.

(Written especially for the Elizalde Stamp Journal)

With trends in the field of stamp collecting so obviously different from what they were a decade or more ago, philatelists are wondering not only what future trends will be, but how the present ones developed. Actually there is no definite way in which a writer can dogmatically say that this trend came from this cause or that so in the present reflections is more opinion than declaration.

No one will deny that at the moment stamp collectors are deeply interested in the acquisition of blocks and single stamps with original gum as well as first day covers. Because I personally cannot see the difference between prices placed on unused stamps that have or lack a bit of mucilage; between cancelled copies that have a first day postmark or an ordinary cancellation and a block of four stamps or four single copies, I contemplated the reasons why modern buyers seek such items and pay a premium to get them.

I think the answer to all three questions will be found if we trace the growth of popularity of our hobby during the last ten years. Before the world's financial set-up foundered into the abyss of depression, stock market crashes and panic, stamp collectors were a normal lot of men, women and children who saw in their specimens a wealth of information and pleasure; they regarded their albums as a source of recreation ra-

ther than an investment or hedge against monetary loss. Along about 1929 when the New York Stock Exchange broke and left in its wake thousands of ruined speculators, circumstances devined that a few important stamp holdings had to be sold. Much to every one's surprise, the value of stamps held up when returns on bonds and kindred investments realized but a small fraction of their original cost. Gamblers and speculators are not slow in seeing the advantages of a new field in which they could manipulate their dollars for ultimate gains so in droves they forsook Wall Street and moved up into Nassau Street; they abandoned the marble halls of the financial district and took up their abode in the small (and sometimes dingy) shops of stamp dealers five blocks away.

They knew little about the background of philately and cared less. They were taking up the collection (?) of stamps not as a source of relaxation from business cares; they made it their new hunting grounds. They didn't want to learn about philately; they wanted to know how to buy stamps cheaply and sell them at a profit, so they surveyed the methods and formed their own conclusions.

It didn't take these investors long to notice that buyers at auction sales or over the counter of a dealer paid more for certain stamps if they had

original gum; they paid more for certain stamps if they were in a block of four; they paid more if the stamp had a first day cancellation—or even an early postmark.

To the uninitiated this procedure meant but one thing: O. G. specimens were worth more than unused without gum; Blocks are worth more than single copies and first day cancellations are worth more than ordinary ones. Sounds reasonable, doesn't it? But really is this true? Or is there a flaw in the logic?

Suppose an investor happened to be at an auction sale and watched two lots come under the hammer. Both lots comprise a fine copy of Hanover No. 1; the first is described "with original gum"; the other is "without gum". The first sells for \$35 while the other brings a mere \$20. Does that mean that the gum is worth \$15? Superficially it does; but actually there is more to it than just that. It happens that this particular stamp may be positively identified only when it has original, rose-colored, gum. If it is without O.G. it may be a reprint so the cautious collector insists on O.G. Naturally the investor does not ascertain why the \$15 difference should have been paid; he simply makes the bold assertion, "Hanover No. 1 with O.G. sells for \$15 more than one without O.G., therefore all stamps with O.G. are worth more than those without it."

Suppose the investor happened to be at an auction sale where four single copies of New South Wales No. 16 were offered at the same time as a block of four of the same item. The first lot goes for \$5 while the block fetches \$50. This condition might convince him that four stamps in one piece are worth more than four single copies. But does he know WHY more was paid for the block? Of course not; nor does he try to learn why. He does not know anything about such advanced philatelic studies as "plating" so he cannot appreciate the philatelist who will want a block to guarantee the positions he has assigned to certain stamps in his plating studies and is willing to pay a premium to do so. Our investor friend leaves the auction room with but one idea in mind: The purchase of blocks is preferable to the purchase of singles when one has a mind to sell at a profit a little later.

Suppose the investor happened to be at an auction sale and watched as a single copy of Portugal No. 1 is

offered at the same time as a copy of the same stamp with a clear July 5 postmark. The former brings \$5; the latter fetches \$15. His deduction is that July 5 postmark (perhaps a first day cancellation) is worth \$10. He does not investigate the reason for the premium that has been paid. He is not a philatelist so he cannot appreciate the love specialists have for early postal markings on stamps whose date of issue has not been established. He cannot appreciate the fact that a philatelist will pay more for a copy which may later be used to prove that a certain stamp was issued on a certain date.

Armed with the knowledge that three types of philatelic conditions yield a profit he blindly sets out to make his own investments accordingly. He puts his money into unused stamps with original gum; into blocks of four; into first day covers. He's gonna show 'em how to make profits!

Were it just one or two investors who were deceived by their illogical reasoning philately might never have been flooded by block advocates; O.G. hunters and first-day cover fans. Unfortunately however, there were thousands of them—all interested only in the profits that they were determined to enjoy by merchandising stamps, which were never meant to be merchandise, but only items to gladden the hearts of sincere hobbyists.

Were their activities restricted to their own ranks alone, the hobby would not have been overcrowded with the demand for these items but since then.... during the last ten years.... new collectors were misled into believing that the quest for them was the only thing to accomplish and today it is difficult to find a market for an unused stamp, no matter how well centered or how otherwise perfect, if it does not have O.G.; collectors are no longer satisfied with single specimens: they must have blocks of four, with a plate number if possible; they are not satisfied with cancellations: they demand first day obliterations.

Where it will eventually lead the hobby nobody can say but we all know that the demands of uninformed enthusiasts is leading revenue-minded governments into rackets... encouraging them to issue stuff that is no more postally necessary than colored billboards on a highway to obstruct the real beauty of the landscape.

MAPS AND STAMPS

...by Montgomery Mulford

Written especially for the ELIZALDE
STAMP JOURNAL.

It seems to me that maps have a definite place in philately—and in stamp albums. They are not only illuminative; they also add interest to a page. Maps may be used on an introductory page of an album of stamps for such a country; or they can use directly in connection with stamps.

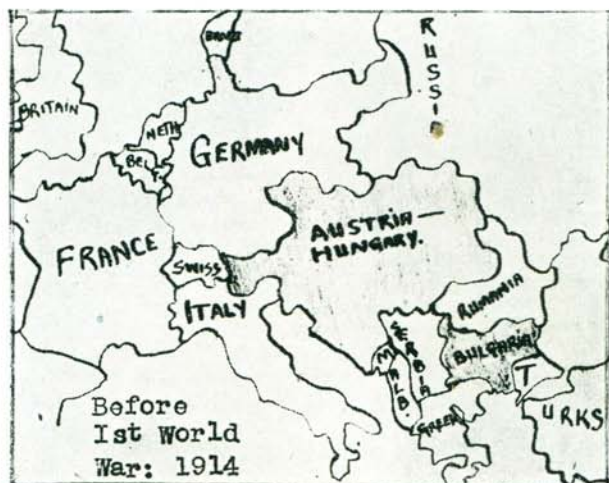
Suppose, let us say, that I collect the stamps of Europe. Now, since European issues do, to a very startling extent mark or picture or suggest the hectic history of that continent, maps of the various epochs which stamps suggest are important and colorful. Illustrated with this article are two sketch maps (see next page); one showing Europe before the First World War (1914) and the other before Second World War (1939). The contrasts alone are interesting; but there are stamps to suggest these periods; and the maps might be adopted for a collection of European issues between such two dates.

Such maps are comparatively easy to obtain, as from old geographies, histories, travel magazines, tourist bureau folders. They can, if small enough, be mounted, although I prefer to trace them in an album and

then ink the boundaries in dark blue or black.

Print names of states neatly; if album is loose-leafed and it is possible, typewrite in names, etc. I have photographed the two maps especially for *The Elizalde Stamp Journal*, showing changes in boundaries (as note Bulgaria with Aegean seacoast in 1914 and without it in 1939). So consider maps, as you collect, and experiment with them and I feel that you will find a new interest which will add variation to the album pages of your choice.

Mr. Mulford is a journalist by profession and is the author of three books on philately. He has written on the hobby for stamp publications, in the Philippines, America, Canada, England, Australia, and Sumatra.—Ed.



• ABOVE is shown an outline of the map of Europe before the first World War (1914). BELOW, as it appears before the second World War (1939).



THE PRESIDENTIAL STAMPS OF THE PHILIPPINES

Written especially
for *The Elizalde
Stamp Journal*.

... by Maximino A. Cariño

The story behind the presidential oath-taking design of postage stamps issued on February 8, 1940, as one of the commemorative series of the Commonwealth Triumphant Arch Stamps has its inception from the isolated little town of Baler, the central community of the district known as "El Principe," where Manuel L. Quezon was born sixty-two years ago.

When President Franklin D. Roosevelt affixed his signature to the Philippine Magna Charta on March 24, 1935, he had concluded an important chapter in our history. And on November 15, 1935, the first faint promise of freedom under a new existence—Manuel L. Quezon, first president-elect of the Commonwealth was inducted into office, a symbol of America's altruism.

In the lawful execution of his prerogatives and duties which his oath of office demands, the four years of successful accomplishments have just been written in our annals. It carries forward a progressive leadership which has inspired confidence and respect.

The Quezon administration conscious of the patriotic devotion to the service of the nation has effectively adopted a simple and efficient governmental system functioning under civil requirements and regulation in conformance with constitutional provisions. It has introduced reforms in the judiciary to maintain public confidence in the administration of justice.

The maintainance of free primary instruction by the state providing adequate funds and school buildings, and the training of a more enlightened Filipino citizenry through the establishment of the Office of Adult Education are being carried on to a high degree. Incentive in literary and cultural development in the form of annual awards for work well done by Philippine writers and authors is also given.

The safeguarding of the people's health and public welfare by the expansion of the work of hospitals and periculture centers are given careful attention. Relief work caused by

public calamities is extended to all citizens by the National Relief Board.

But the promotion of the social justice program is perhaps the most constructive measure of the present regime. The building of national highways, enactment of labor laws, the creation of the Court of Industrial Relations and the Public Defender's Office in every province are ameliorating social and economic conditions among the masses of our population.

Other accomplishments of the Quezon administration are the formulation of a concrete program of national defense, the maintainance of the public finances on second basis, the encouragement of the development of agriculture and industries by the creation of various bodies and agencies entrusted to accomplish the task of making the Philippines self-sufficient under an independent existence.

As a fitting tribute to the noble achievements of Manuel L. Quezon, the National Assembly on September 5, 1938, enacted Act No. 393, which authorized the printing of special postage stamps in three different designs of two, six, and twelve-centavo denominations and one of the designs bears the historical and solemn oath-taking scene which marked the fulfillment of America's pledge to make the "Philippines for the Filipinos."

The photographic design as disclosed by postal records was from a clay model made by Guillermo Tolentino, a famous Filipino sculptor. This was the basis of the reproduction of the portrait which was engraved in Washington, D. C.

From the records of the Bureau of Posts, it also appears that these three different denominations were printed in three colors at a cost of P210,000.00, distributed as follows: 1,500,000 postage stamps on the 2-centavo in orange; 1,200,000 on the 6-centavo in dark green; and 900,000 on the 12-centavo in violet.

Previous to the celebration of the fourth anniversary of the Commonwealth, postal authorities issued a press statement to the effect that all



● A PHILATELIC TRIBUTE to President Manuel L. Quezon of the Commonwealth of the Philippines.

the special stamp issues will be placed on sale simultaneously in Manila and Washington D. C., on November 15, 1939. But the printing of the series showing President Quezon taking the oath of office has not been finished on time so that the sale on this particular design was made on a later date.

But what is interesting to the public and the philatelists in connection with these presidential stamps is the appropriation of the proceeds from the sale for the erection of a Commonwealth Triumphant Arch in the city of Manila.

So here is an opportunity not only to use historical stamps for their mailing value but to preserve them because of their importance and meaning to the nation. The arch to which the proceeds of the sale will be devoted to its erection will undoubtedly be one of our national pride and monumental landmarks.

The message of the administering of the presidential oath is patriotism and devotion to the service of the nation. For it is a conscientious and faithful redemption of our honor

from the thralldom of benighted years by the American people.

That is why it is important to realize as we buy or preserve these postage stamps that we have been ushered into the threshold of a new era as the Philippine flag has unfurled once again symbolizing the peerless courage and bravery of our heroes and martyrs in their struggles for our liberty.

One of the delightful things about buying and using or preserving the presidential postage stamps is that we will be a part in making Philippine history rich and significant. The two, six, and twelve centavos each—cost of the stamps is so little—only but they mean so much. They mean so much to our country and to our liberty.

Because of its historic value and meaning, these postage stamps are beautiful replica which a Filipino, a stamp collector and the philatelic world should own and treasure. Henceforth, the "Pearl of the Orient" will grow with greater lustre—a change brought in by the presidential oath of Manuel L. Quezon.

Greetings to —

His Excellency
Honorable Manuel L. Quezon
 President of the Commonwealth of the Philippines
 on his
Sixty-Second Birthday
 on August 19

The Elizaide Employees

PRESIDENT ROOSEVELT PRESENTED WITH SPECIAL PAN AMERICAN STAMP COLLECTION

President Roosevelt was presented on June 26, with a special collection of the postage stamps issued by eleven of the American republics in commemoration of the fiftieth anniversary of the founding of the Pan American Union. A gift of the Governing Board of the Pan American Union, the collection was presented to the President by the Chairman of the Board, Secretary of State Cordell Hull.

The text of Mr. Hull's remarks follows:

Mr. President:

I have very great pleasure in presenting to you, on behalf of the Pan American Union and of my colleagues of the Governing Board, an album containing the stamps issued by the American republics in commemoration of the fiftieth anniversary of the founding of the Pan American Union. This year the 21 American republics are celebrating fifty years of cooperation in maintaining the peace and wellbeing of the Western Hemisphere and most of the American Governments have issued special postage stamps to commemorate the founding of the oldest and most significant international organization dedicated to peace and the advancement of culture, commerce, and science.

Knowing your personal interest in the collection of postage stamps and your devotion to the cause of good neighborliness, the representatives of the other twenty American republics have expressed a desire that you be presented with this album of anniversary stamps as a token of their esteem and good-will. This album serves as a symbol of the unity of spirit and purpose of all the American republics, and it goes to you, Mr. President, with the warmest wishes of each and every member of the Governing Board.

At the conclusion of Mr. Hull's remarks President Roosevelt expressed his deep appreciation for the gift and stated that he was going to place it in a special exhibit case to be permanently located at the Library at Hyde Park, which will be dedicated on July 4 and which will contain all his papers. He was certain, he said, that it would prove of deep interest.

Speaking very informally, Mr. Roosevelt told the members of the Pan American Union Governing Board present at the ceremony of his keen interest in collecting postage stamps and of how much enjoyment he has always obtained from the hobby. Displaying his great familiarity with philatelic history, he recalled that Brazil was the first American nation to issue a postage stamp. To the astonishment and delight of Brazilian Ambassador Carlos Martins, he even mentioned the date of issue—1842; the values issued—30, 60, and 90 milreis; and the nickname given to the issue—the "Bull's-eye stamps".

The President emphasized the great educational value attached to stamp collecting and voiced his understanding that although a few years ago collectors were mostly interested in European issues, at present there was a definite trend to specialized collecting of the stamps of the American republics.

The album presented to the President consists of separate sheets bearing blocks of four stamps in almost all instances. Each sheet of the specially prepared pages bears the autograph of the diplomatic representative of the country whose stamps are shown, along with an impression of his official seal.

The presentation ceremony took place in the President's office at 12 o'clock noon. Those taking part in the ceremony were as follows:

- Dr. L. S. Rowe, Director General of the Pan American Union
- Dr. Diogenes Escalante, Ambassador of Venezuela
- Dr. Jorge E. Boyd, Ambassador of Panama
- Mr. José Richling, Minister of Uruguay
- Dr. Alberto Cabero, Ambassador of Chile
- Dr. Leon De Bayle, Minister of Nicaragua
- Mr. Elie Lescot, Minister of Haiti
- Dr. Luis Fernando Guachalla, Minister of Bolivia
- Dr. Manuel de Freyre y Santander, Ambassador of Peru
- Dr. Horacio Fernández, Minister of Paraguay
- Dr. Andres Pastoriza, Minister of the Dominican Republic

(Continued on page 21)

PHILATELISTS TO AID HELPLESS VICTIMS OF EUROPE'S BLITZKRIEG

Will Conduct Stamp Auctions, Proceeds For Christian Refugees

Philatelists are being asked to do their part to aid the helpless victims of Europe's blitzkrieg. Under the chairmanship of Harry Woodburn Chase, Chancellor of New York University, a Committee is being organized to conduct a series of stamp auctions, the proceeds of which will be administered by The American Committee for Christian Refugees, The Joint Distribution Committee and the Catholic Refugees Committee, three leading refugee organizations representing the three great faiths. Stamps, covers, etc. for the auctions will be contributed by philatelists throughout the Americas. The main auction will be held in New York in November. Edward Stern, prominent New York philatelist, has been chosen as custodian and has volunteered to compile the catalog which will contain the names of all contributors. Many donations have already been received.

Albert Goldman, postmaster of New York, has sent a mint set, framed under glass, of twenty-five Famous Americans, and he will complete this contribution when the other ten stamps are issued. Arthur W. Deas, president of the Collectors Club of New York, is chairman of the Clubs

Committee, and Franklin R. Bruns, stamp editor of the New York Evening Sun, is chairman of the Publicity Committee. Charles Harding, chairman of the Board of Governors of the New York Stock Exchange and Harry L. Lindquist, chairman of the National Federation of Stamp Clubs, are members of the Executive Committee.

All of the American national philatelic groups, including the Society of Philatelic Americans, the American Philatelic Society, and the American Air Mail Society, will be asked at their respective conventions to sponsor the auctions.

Stamp clubs through the United States will be asked to hold auctions and to send proceeds to headquarters in New York. All clubs desirous of participating in this effort should appoint a representative whose name should be sent directly to Chancellor Chase at New York University.

Collectors and dealers who wish to join in the movement may also communicate with Chancellor Chase, who will assign them to respective committees which are being formed throughout the United States. The Sponsoring Committee includes:

Dr. Warren L. Babcock (Pres.), St. Petersburg Stamp Club.
 Dr. Rollin L. Charles (Pres.), Philatelic Soc. Lancaster Co., Pa.
 Leonard S. Clifford (Pres.), Burlington Stamp Club.
 Harry H. Coburn (Pres.), Indiana Stamp Club.
 Charles Henry Colt (Pres.), Larimie Stamp Club.
 Lee H. Cornell (Pres.), Wichita Stamp Club.
 Arthur W. Deas (Pres.), Collectors Club, New York.
 Albert Einstein.
 Will B. Ellington (Pres.), Palo Alto Stamp Club.
 Pablo M. Esperidión (Secy.), Philippine Philatelic Writers' Club.
 George R. M. Ewing, N. Y.
 Rollin E. Flower (Pres.), American Philatelic Society.
 R. M. Fox (Pres.), Oregon Stamp Society.
 Lloyd B. Gatchell (Past Pres.), American Ail Mail Society.
 Carter Glass, Jr. (Past Pres.), American Philatelic Society.
 Sol Glass (Pres.), Baltimore Philatelic Society.
 Hon. Albert Goldman, Postmaster, New York.
 Helen M. Harrison (Pres.), Women's Philatelic Society, N. Y.
 Hon. Harold L. Ickes.
 Eugene Klein, Philadelphia.
 Elgie Q. Lowderback (Founder), Shreveport Stamp Club.
 Lenox R. Lohr (Pres.), National Broadcasting Co.
 Thomas Mann.
 Donald W. Martin (Pres.), Garfield-Perry Stamp Club.

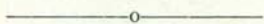
PHILATILISTS TO AID HELPLESS... (continuation from page 19)

Roscoe B. Martin (Past Pres.), American Philatelic Society.
 Adolph Menjou.
 Hon. Charles A. Plumley, Representative from Vt.
 Lily Pons.
 Elmer C. Pratt (Pres.), Assn. of South Jersey Stamp Clubs.
 Hon. Thomas H. Pratt (former State Sen. from Tenn.)
 Dr. Jno. A. Roberson (Pres.), Texas Philatelic Assn.
 Paul F. Robertson (Pres.), American Air Mail Society.
 W. G. Saxton (Pres.), First National Bank, Canton, Ohio.
 Dr. H. R. Storrs (Pres.), Northwest Fed. of Stamp Clubs.
 Edward S. Terry (Pres.), Milwaukee Grain & Stock Exchange.
 Gen. Karl Truesdell.
 J. Edward Vining (Vice-Pres.), Society of Philatelic Americans.
 A. H. Wilhelm (Pres.), San Francisco Stamp Society.
 Dr. Egbert Bacon (Pres.), Schtdy. Stamp Club.
 P. V. O. Barkelew (Pres.), Moorestown Stamp Club.
 Clyde G. Besse (Pres.), United Stamp Societies.
 Russell J. Broderick (Pres.), Society of Philatelic Americans.
 Louis A. Burmeister (Pres.), International Philatelic Society.
 Gilbert M. Burr (Pres.), Wyoming Valley Phila. Society.
 Prof. W. W. Chadbourne (Pres.), Me. Assn. of P. C.'s.
 Rev. David Christie (Vice-Pres.), Hawaiian Philatelic Society.
 Cecil J. Dale (Pres.), Havana Philatelic Society.
 Dr. M. Y. Dabney, Birminham, Ala.
 W. Van Davier (Pres.), Galveston Stamp Club.
 Lester H. Brigham (Pres.), Associated Precancel Stamp Clubs.
 Hon. John Walter Dye, American Consul to the Bahamas.
 Dr. Godfrey C. Fritschel (Pres.), Julies Dubuque Stamp Club.
 Col. C. S. Hamilton, Washington, D. C.
 Abraham Hatfield, New Canaan, Conn.
 Oscar C. Hayward (Pres.), Skokie Valley, S. C.
 Erik Heyl (Pres.), Philatelic Society of Buffalo.
 Dr. James H. Howell (Pres.), Oakland Co. Philatelic Assn.
 R. Harry Jenkins (Pres.), Philatelic Club of Los Angeles.
 Prof. Edw. F. Johnson (Pres.), Middlesex Stamp Club.
 Verne P. Kaub (Founder), Wisconsin Fed. of Stamp Clubs.
 Harold Day Foster (Pres.), American Guide Line Society.
 John C. Kringel (Pres.), Denver Stamp Club.
 Col. Frank R. Lang (Pres.), United Ser. Phila. Society.
 Francis B. Leech, Washington, D. C.
 Henry L. Logan (Pres.), Souvenir Issues Association.
 W. C. Michaels, Kansas City, Mo.
 Arthur E. Owen, Abington, Pa.
 Dr. Walton I. Mitchell, Berkeley, Calif.
 J. W. Longnecker (Pres.), Monarch Stamp Club.
 Dr. C. H. Peachey, Rochester, N. Y.
 W. L. L. Peltz, Albany, N. Y.
 Thomas D. Perry (Pres.), South Indiana Stamp Club.
 Judge Van Buren Perry, Aberdeen, S. D.
 C. Albert Perz, Ch. Exhib. Co. APS.
 Walter T. Poppenger (Pres.), Collectors Club of Akron.
 Col. Jos. Hyde Pratt, Chapil Hill, N. C.
 Hon. Thomas H. Edward P. Radford, St. Petersburg, Fla.
 H. J. Randles (Pres.), American Stamp Association.
 Wm. A. Reed (Pres.), Boston Precancel Stamp Club.
 Walter T. Rice (Pres.), No. Suburban Phila. Society.
 Hon. Harrison H. Schaff, Boston, Mass.
 Fred R. Schmalzriedt, Detroit, Michigan.
 Carl O. Selander, (Mgr. Dir.), National Philatelic Units.
 Mrs. E. W. Severn (Pres.), Mekeel's Weekly Stamp News.
 Col. Haig Shekerjian, Washington, D. C.
 Dr. Don. H. Silsby (Pres), Osark Mt. Stamp Club.
 Max Slater, Boston, Mass.
 Geo. H. Smith (Past Pres.), Adirondack Stamp Society.
 H. M. Southgate (Pres.), Bureau Issues Association.

Everett M. Stevens (Pres.), Central New England Stamp Clubs Assn.
Wm. M. Swan, Detroit, Mich.
Harry S. Swenson, Minneapolis, Minn.
Dr. Lister Tuholske, St. Louis, Mo.
C. Brinkley Turner, Philadelphia, Pa.
Phillip H. Ward, Jr., Philadelphia, Pa.
Raymond H. Weill, New Orleans, La.
Wm. West, Philadelphia, Pa.
Dr. Stephen A. Welch, Providence, R. I.
Dr. Alfred Whitehead, Montreal, Canada.
Prof. J. L. Whitman, Ft. Worth, Texas.
Lt. Col. George Wood (Vice-Pres.), Fed. Stamp Clubs of So. Calif.
Wm. H. Wynne (Past-Pres.), Crescent City Stamp Club.
Harry W. Zickert (Pres.), Beloit Stamp Club.

This is the first time that philatelists have joined in so gigantic an effort to raise funds for the less fortunate and the Committee does

not feel unduly optimistic in setting a goal for \$250,000.00 as a result of this effort.



PRESIDENT ROOSEVELT PRESENTED... (continuation from page 18)

Dr. Pedro de Alba, Assistant Director, Pan American Union
Dr. Julián Cáceres, Minister of Honduras
Dr. Luis Fernandez Rodriguez, Minister of Costa Rica
Dr. Hector David Castro, Minister of El Salvador
Secretary of State Hull
Dr. Francisco Castillo Najera, Ambassador of Mexico
Capitan Colon Eloy Alfaro, Ambassador of Ecuador
Mr. Roy W. North, Third Assistant Postmaster General
Dr. Pedro Martinez Fraga, Ambassador of Cuba

Dr. Carlos Martins, Ambassador of Brazil
Mr. O. L. Rogers, Philatelic Agent, U.S. Post Office

As convenience to the stamp collectors of the United States the Pan American Union has established a central distributing agency at its headquarters in Washington for the sale of the postage stamps issued by the Latin American governments in honor of the Union's fiftieth anniversary. The stamps issued by the following countries are now available: Argentina, Bolivia, Brazil, Cuba Dominican Republic, Guatemala, Panama, Paraguay.

The happiness we
have is what we
give.

—DOROTHY DIX.

STAMPS FOR HOPE



This pictorial tie-up may appear to be quite out of place in a war-weary world. But perhaps it will remind us all that wars end, peace returns, and that stamp collecting someday will resume its normal sway. We hope so. The picture is a photo by the author showing the manner in which he collects. A postcard is obtained showing the scene pictured on

some postage stamp. The stamp is mounted in a corner of the card — sometimes mailed from site of picture. The tie-up thus gives an enlarged view of the stamp's design. The picture shown is the Christ Redeemtor statue overlooking the grand harbor of Rio de Janeiro, Brazil. Lest we forget. — MONTGOMERY MULFORD.

MORE ATTRACTIONS AT THE INTERNATIONAL STAMP CENTENNIAL EXHIBITION AT THE BRITISH PAVILION, NEW YORK WORLD'S FAIR 1940

PONY EXPRESS

Announcements of added attractions at the International Stamp Centennial Exhibition in the New York World's Fair of 1940, were received by us as we go to press.

Attracting much attention are exhibits that trace the early postal history of the United States, foreign philatelic curiosities, and glimpses of contemporary history as revealed on philately.

Recalling the romantic, unforgettable days when he carried the mail for the Pony Express, "Broncho" Charlie Miller, last living Pony Express rider, presided at the International Stamp Exhibition in the British Pavilion at the New York World's Fair on July 28 from 2 to 5 P. M. during a special day in his honor.

Dedicated as "Pony Express Day" the special event featured Broncho Charlie revealing interesting incidents surrounding this historic method of carrying the mail. As a special souvenir to collectors attending the event, maps prepared by the Oregon Trail Memorial Association illustrating in detail the route of the Pony Express from St. Joseph to Sacramento, were given away by the veteran rider. In addition, a number of first day covers of the Pony Express commemorative, issued on April 3 and autographed by "Broncho" Charlie Miller, were presented to visitors during the day.

In honor of the occasion the Collectors Club loaned its collection of Pony Express material consisting of an educational display and the equipment used by the dare devil riders during the early days of the west. These were displayed together with the George B. Sloane Pony Express collection now on exhibit at the stamp show.

In addition to having the distinction of being the last living Pony Express rider, Broncho Charlie is a veteran of three Indian wars, was a friend of Buffalo Bill, Kit Carson, Calamity Jane and Teddy Roosevelt; was the oldest enlisted soldier in the British Army during the last World War, and is the oldest member of the

American Legion... and he asserts "I'm going to keep on doing things."

This grand old man, who has been part of America's most colorful past, was born in a covered wagon at Hat Creek, California, during the gold rush days of 1849, and the span of his 91 years have been filled with the kind of action and excitement found today only in the movies and in magazines of the western thriller variety.

It seems that Broncho Charlie rode his first pony over the express trail from Sacramento to Placerville, California, when he was a little more than 11 years old. Many then said he was too young for the job, but he knew the trail so well and was such an excellent rider that as he explained "They came and got me whenever they needed me." Soon after proving his worth on the shorter trail, Charlie was sent through from Sacramento to Carson City, Nevada, a distance of 144 miles which required 17 days and 24 hours to cover. Although his mother and father were massacred by Indians, and he himself has a scar on his forehead made by an arrow, the veteran rider never developed a hatred for or fear of the Indians in those earlier days. "They taught me how to ride and we rode bareback together," he revealed.

Just as spry as a man of 50, Broncho Charlie in 1931 at the age of 82, delivered a message from Jimmy Walker then Mayor of New York to Mayor Rossi of San Francisco, establishing yet another record, as the first man in recent years to ride across the continent on horseback.

Thumbnail Sketch of "BRONCHO" CHARLIE MILLER

Last living member of the Pony Express

"Broncho" Charlie Miller, last surviving rider of the Pony Express. Born in a covered wagon on January 1, 1850 at Hat Creek, Modoc County, California. Parents massacred by the Modoc Indians, found their bones in the ashes of their burnt cabin. At age of 8 he was a broncho buster; at eleven he rode the Pony Express, later carried dispatches in the Nez Perce War. Was the famous bron-

cho buster of his time; knew General Custer, Jim Bridger, Kik Carson and Chief Joseph. Roamed from the Texas Panhandle to the Gallatin Valley in the North; drove a six horse stage out of Butte, Montana. Was friend of Teddy Roosevelt; ran a gambling hall in old Dodge City in the time of Bat Masterson, Luke Short, Calamity Jane, and Poker Alice. Went to England as star broncho buster for Queen Victoria's Jubilee with Buffalo Bill's Wild West Show in 1887 and became the Lion of the London season. Fought through three Indian wars, took part in the Spanish-American War, fought in the World War with Queen Mary's Own Hussars, and was the oldest enlisted man in the English Army. At the age of 81 he broke his last bronc, and then rode one horse from New York to San Francisco carrying a letter from Mayor Jimmy Walker to Mayor Rossi. Is the oldest member of the American Legion. Played in motion pictures. Has been on "We the People," Kate Smith Hour, Bob Ripley's "Believe it or Not," Major Bowes and other leading programs.

40,000 STAMPS IN A PORTRAIT

A remarkable portrait of the internationally known philatelist, Hans Lagerloef, "painted with forty thousand stamps," is one of the attractions now on exhibit at the International Stamp Centennial Exhibition.

Made from life by Axel Jungstedt, President of the Royal Academy of Fine Arts, Stockholm, Sweden, in 1930, the portrait includes portions of more than forty thousand uncanceled American and Swedish stamps and borders selected for their colors and shadings. The eye in the portrait was executed from a philatelic portrait of King Gustav of Sweden. Borders were employed to make the collar and cuff effect.

The statement made in explanation by owner Hans Lagerloef said:

"The portrait was made in 1930 when I was fifty years old. Because I was born in Sweden in 1880, the original idea was to have one-half of the portrait executed in American stamps issued in 1880 and the other half in Swedish stamps of that period, but due to the number of stamps necessary there were not enough to go around and certain parts of the portrait had to be supplied with more modern stamps.

"No similar work of art is owned by any other private individual in the world. However, a similar por-

trait done by Professor Jungstedt is owned by the Postal Museum in Stockholm and is the likeness of the Postmaster General of Sweden in 1922. This picture is also an extremely fine likeness and one of the real works of art of all time."

MUSIC ON STAMPS

"Music on Stamps" was the subject of discussion by philatelist Carroll J. Frost during his appearance as guest on "The Stamp Man" program, conducted by Walter Kaner over Radio Station WWRL (1500 K.C.), on July 1, at 7:00 P. M.

A specialist on the subject, Mr. Frost's unique collection "Philatelic Symphony" is being currently shown at the International Stamp Centennial Exhibition, where it is causing widespread interest among collectors.

"Music and stamps have much in common," asserted Mr. Frost. "Both are fascinating, attractive, and of universal appeal."

By assembling musical stamps from all over the world, it has been possible for Mr. Frost to present his collection, which is divided into four general groups—musical instruments, vocal music, composers and operas—much in the same style as the usual four movements of a symphony.

Each stamp with its accompanying explanation may be said to represent flowing passages of colorful notes, gradually describing the melodies in a "Philatelic Symphony."

STAMP BUG BITES VINCENT LOPEZ

Vincent Lopez, the popular orchestra leader and ardent stamp collector, appeared as guest on "The Stamp Man Program" conducted by Walter Kaner over radio station WWRL (1500 Kilocycles), on June 24, at 7:00 p. m. This quarter-hour program—second of the new series designed for the interest and enjoyment of stamp collectors—originated from the Communications Building at the New York World's Fair.

Revealing how he was first bitten by the "stamp bug" Mr. Lopez, who recently founded the Acquade Stamp Club, discussed his collection of one thousand U. S. Mint Block stamps and why he has specialized in this phase of philately.

STAMP ZOO

Frank Buck, famed intimate of the wild beasts in the Malay Archipelago and zoos all over the world, had his

first introduction to the "Stamp Zoo" during his tour of the International Stamp Centennial Exhibition.

The Stamp Zoo collection on original covers from North Borneo has been assembled by collector Ralph F. Holdzkom of Atlantic City. It contains—behind glass instead of bars—the most dangerous inhabitants in the jungles of North Borneo, Mr. Buck said. All officially pictured on stamps, these are: Tapir, Chimpanzee, Orang-utan, Malay Ocelot, Rhinoceros, Indian Elephant, Wild Boars, Bentang, Cassowary, Bruang, Wild Stag, Crocodile and Proboscis Monkey.

"I have brought 'em all back alive, but I never saw them on stamps before," Mr. Buck reported.

STAMPS USED AS MONEY

The recent notice that Italy is using stamps encased in cellophane as money in order to utilize coin metal for belligerent purposes, recalls a similar case in the history of the United States. Mr. Felix R. Huppe has lent part of his unusual collection of "Stamps Used as Money" to the International Stamp Centennial.

The display shows the second 1861 issues of the United States used as money when currency was withdrawn from circulation in 1862 during the early days of the Civil War. Mr. Huppe tells us that for want of tangible means of exchange merchants issued private money in the form of due-bills, tickets and tokens. Gummed adhesive stamps were popular but impractical, because of their destructibility.

An enterprising mechanic by the name of J. Gault, however, worked out a very neat solution to the problem by encasing stamps of various denominations in bronze frames covered with izing-glass (mica). He then proceeded to commercialize his invention and sold the reverse side of the frame to private concerns for advertisements.

The stamps so encased comprised the 1¢ blue, 3¢ rose, 5¢ brown, 10¢ green, 12¢ black, 24¢ violet, 30¢ orange, and 90¢ blue. Few of the denominations above the 10¢ were used and are therefore quite scarce. (Particular attention, when reviewing Mr. Huppe's collection, should be given the three 3¢ Washington rose stamps encased in a most beautiful Feuchwanger frame.)

When Uncle Sam realized the profit Mr. Gault was making on his improvised currency, he decided to

make some stamp money of his own. By an act approved July 17, 1862 Paper Money, or Fractional Currency, familiarly known as "Shin-Plasters," came into being.

The first issue of United States Fractional Postal Currency was made August 21, 1862. It consisted of small notes bearing the facsimile of the 5¢ Jefferson brown and the 10¢ Washington green stamps then current. Five of these 5¢ browns overlapping each other made up the 25¢ bill, and five of the 10¢ greens, the 50¢ bill. These first issues, like the stamps they represented, were perfect all around. The second issue came out straight edged or imperfect.

Subsequent issues of Fractional Currency were of different designs, but nearly all of those printed during the Civil War carried the inscription, "Receivable for all United States Stamps."

BOOKS ON STAMPS

The American History collection presented in the form of a large map of the United States including border sections of Mexico and Canada and insert sections of the Hawaiian Islands, the Philippines and Alaska, is among the interesting exhibits shown at the Exhibition. Each stamp shown is fully annotated with historical explanation. The book most frequently portrayed on stamps is the Bible. It is featured on the United States 1939 issue of the inauguration of George Washington as first President of the United States; by Vatican City, issue 1936 to commemorate the Catholic Press Conference; by Bulgaria, 1937 issue, to commemorate the millenary of the Cyrillic alphabet; by Italy, 1932 issue to commemorate the tenth anniversary of the Fascist Government and the march on Rome; by Czechoslovakia, 1935 issue to commemorate the millenary of the apostles Cyril and Methodius.

Other books featured on stamps are: "Les Miserables" by Victor Hugo, issued for the relief of unemployed intellectuals, France 1936; Descartes' "Discours de la Methode," in commemoration of the third anniversary of the book's publication, France 1937; "Open Book" to symbolize free education, Bolivia 1938; "Biology Textbook" to commemorate the education of youth, Russia 1938; "Soltar" by Szenczi Molnar Albert, Hungary 1930; "Closed Book," included in the design of the United States author series, 1940.

MATCH AND MEDICINE STAMPS

How the humble postage stamp has played its part in raising revenue to pay for war is graphically portrayed in a collection currently being shown at the International Stamp Centennial Exhibition.

Five frames of revenue and private die—proprietary stamps, belonging to Henry W. Holcombe, show some of the actual matches, playing cards, snuff and cosmetic box covers, patent medicine labels, etc. which carried these stamps. It is interesting to note that many of the medicines were advertised as being surecures for ailments that to this day baffle the medical profession. If the truth were known perhaps many of them even hastened the end of their credulous patrons.

Under the Revenue Act of 1862, which was in effect until 1883, Congress proposed to "provide internal revenue to support the Government and pay interest on the public debt" incurred by the Civil war. Manufacturers were permitted to submit their own designs and have stamps printed for their exclusive use. More than two-thirds of the total printing, or about 5,300,000,000 stamps were made by private dies, Mr. Holcombe says.

The stamp tax was one cent for each twenty-five cents of the retail price. They were printed in 1, 2, 3, 4, 6, 8 and 12 cent denominations. The stamps being designed by the manufacturers themselves naturally varied in shape and design to a marked degree, and each one was a bit of advertising for that concern.

The Government likewise issued revenue stamps of its own design and printing. These were used on legal and business documents, telegrams, photographs, liquors, snuff and tobaccos.

CHRISTMAS SEALS

Philatelists who specialize in Christmas seals will be interested in four frames of United States and foreign tuberculosis seals which have been placed on exhibit by the National Tuberculosis Association at the International Stamp Centennial Exhibition.

The foreign seals have been assembled in commemoration of Einar Holboll, originator of the idea of using Christmas seals to raise sums to aid those stricken with tuberculosis, who in 1904 secured the patronage of the Danish Royal Family, issued the first seal and conducted the

first nation-wide tuberculosis Christmas seal sale campaign.

The United States seal section of the exhibit honors Emily P. Bissell, designer of the first United States Christmas seal in 1907, and conductor of the first American tuberculosis seal sale in that year.

Other outstanding features in the exhibit are the complete sheets of United States seals from 1907 to 1918 inclusive, as well as uncut strips of the 1918-1931 booklet panes, which have never before been displayed publicly. Added to this are samples of the 1924 and 1936 United States essays, coupled with all of the booklet panes from 1908 to 1939 inclusive. Also shown is a negative maker's sheet of the 1940 seal.

One of these frames, besides showing complete blocks of the United States seals, also includes a very comprehensive grouping of United States local tuberculosis seals. Outstanding in the latter class are such items as blocks of 1908 Delaware locals, complete booklet panes of Stony Wold, and other rarities.

In the foreign frame, all the Scandinavian countries are shown complete, as are all of the South American countries. The outstanding rarity in this group are the three 1909 booklet panes of Irish seals which represent the only ones known to exist. Added to this, all of the foreign countries that have ever issued seals are represented.

The exhibit has been assembled by the National Tuberculosis Association Collectors' Service, 50 West 50 Street, New York.

SAVED FROM SUBMARINES

After crossing a sea infested with submarines and mines, a limited supply of covers bearing the complete set of six British stamps issued to commemorate the 100th anniversary of the introduction of the first adhesive postage stamp in the world has been received and placed on sale recently at the New York World's Fair by the International Stamp Centennial Exhibition in the British Pavilion.

Due to the fact that only a third of the number of covers which were shipped from London has been received, it is believed that the remainder of the shipment has "been lost."

The covers, post marked in London on May 6th—the date of issue—were addressed to the British Pavilion, New York World's Fair. Each cover contains a set of the complete issue of six— $\frac{1}{2}$ d, 1d, $1\frac{1}{2}$ d, 2d, $2\frac{1}{2}$ d, 3d.

ODDITIES IN THE STAMP WORLD



- THE MAILING CLERK of the Manila office of the National City Bank of New York, stepped 60 on his gas, and the result, all mail of the NCB of NY on August 27, were dated October 27, 1940, as illustrated above.



- THIS interesting cover made a philatelic travelogue in 693 days... a wonderful, "slow-motion" mail. Interestingly enough, it side-stepped submarines and missed torpedoes. (Story on page 30)

TEXT AND PRETEXT

... by Pablo M. Esperidi6n

Enthused with backyard gossips, Eulalia Turner, woman scribe, said a "mouthful" on Filipino philatelic activities in her column in *The Western Stamp Collector*, dateline, Aug. 7, 1940, Portland, Oregon, with Stuart A. Liebman as her stampic dopester.

As a native and naturally affected by the ignominious platitudes of Miss (or Mrs.) Turner, I have been constrained to tender a rebuttal on the highlights of the "new issue" as released by "Turner Liemban & Co." Quoting from Miss Turner's column, she blitzed amusingly:

"Back from the Philippines where he had spent several years, Stuart A. Liebman drifted out to the rock shanty from Los Angeles, and had fascinating tales to unravel of life and business and natives and stuff and philatelic activities as they're followed in the Islands... the natives lacking in the customary wherewithal to purchase for their collections, depend almost exclusively upon incoming office mail... They don't savvy hinges; they're a luxury. The natives get a stamp, smear its backside with glue and bingo!... You can't change them. It's their way, and they stick to it and that's that... In the city (Manila) where Stuart spent most of his time there was a Chinese stamp dealer. A pleasant, easy going fat little fellow... He was the top dealer of that city... Natives just don't buy stamps..."

and more blah, blah, blah.

Some people are adept to things bizarre and unusual, and the above excerpts from Miss Turner's column, are sufficed to arrest the attention of every civilized stamp collector.

While I don't claim to be a "philatelic trouble-shooter," I shall reply point to point the fantastic story woven in Miss Turner's column, as far as the generalities of native stamp collectors are concerned.

First of all, Miss Turner, as a "columnist," had swallowed at random the fantastic information dished out by her mosquito informant, Stuart A. Liebman. Incidentally, I happened to know Stuart A. Liebman, personally (with emphasis on the "p"), and that S. A. L. had stayed in the Islands just for ONE

year and not "several years!"

That "...the natives lacking in the customary wherewithal to purchase for their collections depend almost exclusively upon incoming office mail..." infers that Filipino collectors build their collections just by the grace of the incoming office mail and via the lily way—the wastebaskets!

Altho it's bitter to admit that, while every stamp club in Manila has an exchange department, Miss Turner might be amused to know that eighty percent of these exchange departments are absolutely dormant, and in the language of bedtime stories, they are the "Sleeping Beauties!" The reason is, to my own way of thinking, natives prefer to build their stamp collections thru purchase (with a capital "P") and not via the milky way—the incoming office mail and the wastebaskets!

As a matter of fact, this native collector who happened to be employed, for eight years now, in Elizalde & Co. Inc. has never added a single stamp into his collection from the incoming office mail of the company, but always thru purchase! (Again with capital "P"). And should Miss Turner be inquisitive as to what this native collector does with the stamps he gets from the incoming office mail of the company, in plain English, he gives them to Lady Charity and to native boys and girls who are starting on the hobby.

Trouble with the informant of Miss Turner is that he had never visited or had been in any native philatelic society in Manila, except in ONE stamp club and exclusive for the "white!" Why exclusive for the "white" that remains the only question mark on the mind of this native collector, and he doesn't blame the high-hat boys for adopting such a policy (that's their privilege) for the Philippines is still a democratic country—with freedom of speech, freedom of the press, freedom of stamp collecting, and freedom of philatelic activities.

For more better light, had the informant of Miss Turner visited at least TWO native stamp clubs in Manila, perhaps, he would have had gulped, how philatelic gems go merrily under the hammer of native auctioneers, and by philatelic gems, Miss

Turner's dopester would have a Chinaman's chance to get them from the incoming office mail!

Come the hinges. If natives "don't savvy hinges" and "they're a luxury" (My Oh, My!), how could Manila alone have six philatelic societies and three of them with slick magazines? (Yes, slicks and not pimps). And more. How could natives, read, write, and edit slick magazines, if they "don't savvy hinges" and consider them as a "luxury"?

In point of fact it's a pride to state that native collectors have a connoisseur taste for hinges (not on account of the gum for natives know also how to eat American chewing gum) and to a more pleasant way, no dealers in Manila carry in their stocks, hinges of "cheap skates". (If Miss Turner feels like a doubting Thomastite, she can ask any established dealer in the city).

Of all the fantastic statements prominently squeezed in Miss Turner's column, was the manner of mounting stamps by native collectors. According to Miss Turner's informant, Filipino collectors "get a stamp, smear its backside with glue and bingo!" Jumping Jupiters! In my six years of philatelic career and admitting I was a complete amateur at the time the stamp bug got stung into my native skin, I had and have never dared, and as a matter of fact, have never seen, a native collector, who had glued! his or her stamps and went bingo! (With apologies to Miss Turner for the last diction including the exclamation point).

In this connection, if "Turner Liebman & Co." could identify at least six—just six—native collectors who "smear the backside" of their stamps with glue, I will gladly burn all my pants! including my white tuxedo.

Apropos of dealers, the "top" Chinese stamp dealer, "a pleasant, easy going fat little fellow," as mentioned in Miss Turner's column, was no other than Mr. C. C., and incidentally, known to this native collector, personally.

"Turner Liebman & Co." might be interested to know that "their top"

Chinese stamp dealer is a mere traveling vest-pocket dealer, who has no stamp store, no traveling stamp bag, and not even a license! as a stamp dealer!

The climax on the wild backyard gossip as broadcast by "Turner Liebman & Co." to the stamp collecting public, that native collectors "don't buy stamps," was the most amusing, but a flagrant display of their complete ignorance of inside philatelic Philippines. Which, incidentally, reminds this native collector of Lord Haw Haw, who recently broadcast a mouthful of fake information to the British radio fans.

The naked truth is that, if native collectors "don't buy stamps," how could established dealers in Manila, with stores and one of them with seventeen years! in the stamp trade, do business, feed their families, and live decently?

That surely stamp dealers in the city are not in the trade to sell booze or hot cakes, but to sell stamps to the natives, and to American and foreign collectors as well. This native collector might as well suggest to stamp dealers in Manila (alho he is not a dealer and in cold fact not interested in the stamp trade) to send their price lists to "Turner Liebman & Co." with prices at half catalog, if they please.

Parenthetically, if Miss Turner happened to read this article, will she kindly ask, how Mr. Stuart A. Liebman, her stampic dopester, happened to be one of the best customers! of one of the established dealers in Manila (by "established" I mean with a store) when he blew into town last year and before he left for the States in February of the present year?

The above are the generalities of Filipino stamp collectors as far as the points which were raised on the "new issue" of "Turner Liebman & Co." are concerned, and in conclusion, therefore, this native collector wishes to state: Backyard gossips are brain-children and natives won't hurt a kid.

P.S.—Next time you broadcast on the Philippines, Miss Turner, don't burn your finger.—PME.

Falsehoods not only disagree with truths,
but usually quarrel among themselves.

— DANIEL WEBSTER.