

San Jose Stamp Club

APS Chapter 0264-025791

Founded 1927, Club show since 1928

March 2018

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Filatelie Fiesta Website

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the San Jose Stamp
Club on Facebook

What's the Magic ?

I was reviewing the club membership roster recently and was struck by the number of remarkable philatelists that are members or associates of the club. This list includes the Executive Director of the APS, the Secretary of the APS, a Director of the APRL, the President of H.R. Hammer Auctions, a recent APS YPLF graduate, 5 active stamp dealers, and a number of award winning exhibitors, (both domestically and internationally). This is truly remarkable given the size of the San Jose Stamp Club.

What is the magic that has attracted so many remarkable philatelists to get involved with the San Jose Stamp Club. I wish I knew so I could bottle it and sell it. I would make a fortune. But, alas, I don't know, and I don't think there is a simple explanation.

I think there are a number of reasons. I know the club show has attracted more than one person to join the club. The show's welcoming environment, plus the members outreach to the visitors has attracted new members.

I think the club's genuine concern over the future of the hobby and the various outreach programs we conduct are a factor. This includes the outreach to other stamp clubs to work together to achieve a common goal.

I think the almost extended family environment the club projects is a big factor. Every guest that has attended a meeting has been made to feel welcome and in some cases join the club. I count myself as one.

The collective knowledge the club has, about all aspects of philately is a big plus to prospective members. We have answers or solutions to any philatelic question or endeavor. The knowledge possessed by the number of advanced philatelists involved with the club is unique and special.

On a personal note, I think the club and show websites bring more visibility to the club. The club website is lite hearted and less business like than other club websites. There is an abundance of photographs showing all the activities in which the club is involved. You see the fun the people are having. The club website has increased donations, so I know people are finding it and looking thru it.

I think all the above and more constitutes to the magic the club has. While we can't really define the magic, we can see the effects and results of that magic. Let's keep moving forward into the 21st century as we have been and continue to make the San Jose Stamp Club something special.

Saint Patrick's Day

Saint Patrick's Day, or the **Feast of Saint Patrick** is a cultural and religious celebration held on 17 March, the traditional death date of Saint Patrick (c. AD 385–461), a patron saint of Ireland.

Saint Patrick's Day was made an official Christian feast day in the early 17th century and is observed by the Catholic Church, the Anglican Communion (especially the Church of Ireland), the Eastern Orthodox Church, and the Lutheran Church. The day commemorates Saint Patrick and the arrival of Christianity in Ireland, and celebrates the heritage and culture of the Irish in general. Celebrations generally involve public parades and festivals, cèilidhs, and the wearing of green attire or shamrocks. Christians who belong to liturgical denominations also attend church services and historically the Lenten restrictions on eating and drinking alcohol were lifted for the day, which has encouraged and propagated the holiday's tradition of alcohol consumption.

Saint Patrick's Day is a public holiday in the Republic of Ireland, Northern Ireland, the Canadian province of Newfoundland and Labrador (for provincial government employees), and the British Overseas Territory of Montserrat. It is also widely celebrated by the Irish diaspora around the world, especially in the United Kingdom, Canada, United States, Brazil, Argentina, Australia, and New Zealand. Saint Patrick's Day is celebrated in more countries than any other national festival.

Modern celebrations have been greatly influenced by those of the Irish diaspora, particularly those that developed in North America. Patrick was a 5th-century Romano-British Christian missionary and bishop in Ireland. Much of what is known about Saint Patrick comes from the *Declaration*, which was allegedly written by Patrick himself. It is believed that he was born in Roman Britain in the fourth century, into a wealthy Romano-British family. His father was a deacon and his grandfather was a priest in the Christian church. According to the *Declaration*, at the age of sixteen, he was kidnapped by Irish raiders and taken as a slave to Gaelic Ireland. It says that he spent six years there working as a shepherd and that during this time he "found God". The *Declaration* says that God told Patrick to flee to the coast, where a ship would be waiting to take him home. After making his way home, Patrick went on to become a priest.

According to tradition, Patrick returned to Ireland to convert the pagan Irish to Christianity. The *Declaration* says that he spent many years evangelising in the northern half of Ireland and converted "thousands". Patrick's efforts against the druids were eventually turned into an allegory in which he drove "snakes" out of Ireland (Ireland never had any snakes).

Tradition holds that he died on 17 March and was buried at Downpatrick. Over the following centuries, many legends grew up around Patrick and he became Ireland's foremost saint.



The Story of the Easter Bunny

The **Easter Bunny** (also called the **Easter Rabbit** or **Easter Hare**) is a folkloric figure and symbol of Easter, depicted as a rabbit bringing Easter eggs. Originating among German Lutherans, the "Easter Hare" originally played the role of a judge, evaluating whether children were good or disobedient in behaviour at the start of the season of Eastertide. The Easter Bunny is sometimes depicted with clothes. In legend, the creature carries colored eggs in his basket, candy, and sometimes also toys to the homes of children, and as such shows similarities to Santa Claus or the Christkind, as they both bring gifts to children on the night before their respective holidays. The custom was first mentioned in Georg Franck von Franckenau's *De ovis paschalibus* ('About Easter Eggs') in 1682, referring to a German tradition of an Easter Hare bringing Easter eggs for the children.

superfetation. Lagomorphs mature sexually at an early age and can give birth to several litters a year (hence the saying, "to breed like rabbits" or "to breed like bunnies"). It is therefore not surprising that rabbits and hares should become fertility symbols, or that their springtime mating antics should enter into Easter folklore.



Eggs

In addition, Orthodox churches have a custom of abstaining from eggs during the fast of Lent. The only way to keep them from being wasted was to boil or roast them, and begin eating them to break the fast. As a special dish, they would probably have been decorated as part of the celebrations. Later, German Protestants retained the custom of eating colored eggs for Easter, though they did not continue the tradition of fasting. Eggs boiled with some flowers change their color, bringing the spring into the homes, and some over time added the custom of decorating the eggs. Many Christians of the Eastern Orthodox Church to this day typically dye their Easter eggs red, the color of blood, in recognition of the blood of the sacrificed Christ (and, of the renewal of life in springtime). Some also use the color green, in honor of the new foliage emerging after the long-dead time of winter. The Ukrainian art of decorating eggs for Easter, known as *pysanky*, dates to ancient, pre-Christian times. Similar variants of this form of artwork are seen amongst other eastern and central European cultures. The idea of an egg-giving hare went to the U.S. in the 18th century. Protestant German immigrants in the Pennsylvania Dutch area told their children about the "*Osterhase*" (sometimes spelled "*Oschter Haws*" *Hase* means "hare", not rabbit, and in Northwest European folklore the "Easter Bunny" indeed is a hare. According to the legend, only good children received gifts of colored eggs in the nests that they made in their caps and bonnets before Easter.



Rabbits and hares

The hare was a popular motif in medieval church art. In ancient times, it was widely believed (as by Pliny, Plutarch, Philostratus, and Aelian) that the hare was a hermaphrodite. The idea that a hare could reproduce without loss of virginity led to an association with the Virgin Mary, with hares sometimes occurring in illuminated manuscripts and Northern European paintings of the Virgin and Christ Child. It may also have been associated with the Holy Trinity, as in the three hares motif. Eggs, like rabbits and hares, are fertility symbols of antiquity. Since birds lay eggs and rabbits and hares give birth to large litters in the early spring, these became symbols of the rising fertility of the earth at the Vernal Equinox.

Rabbits and hares are both prolific breeders. Female hares can conceive a second litter of offspring while still pregnant with the first. This phenomenon is known as

Learning the Three R's Part 3 - Reperforated Stamps By Peter Mosiondz, Jr.

The detection of reperforated stamps is often a very difficult task owing to the proficiency of the fakers and their improved methods. Even experts will occasionally differ in their opinions as to whether or not a stamp contains its original perforations.



This gorgeous copy of Scott No. 106 is so striking in appearance (unused with original gum, by the way) that an expert's eye is immediately attracted to the perforations to determine if some fakery might have occurred. At first glance, the perfs at top or bottom might seem suspect. But not so at all: the stamp carries a Philatelic Foundation certificate.

Reperforating is done, as in the case of regumming, for the sole purpose of making a stamp more valuable.



But this stamp is a different story. The even nature of the perforations along the left side are a clear indication of reperforating. Notice how the tops of the perforations are very even with few tiny random fibers.

By reperforating the natural straight edge of a flat plate printed stamp it can be offered as the more expensive fully perforated version. Have you seen many straight edged stamps lately? Sometimes a row of short or uneven perfs will be cut away and then reperfed to improve the stamp's appearance. These are the two main reasons among many that stamps are reperforated.

To detect reperforated stamps, one must have some necessary tools. These include a good perforation gauge. For U.S. issues the Precision U.S. Specialty Multi-Gauge is highly recommended. Keep in mind though that the expert faker has gotten very good in gauging the correct measurements. A 10x or higher lens is also required.

As we mentioned in Part 2 of this series (Regumming), an excellent tool to have is your own reference file. A 1¢ Trans-Mississippi will have the same hole size and gauge as that of the other denominations of that Issue. Simply place the genuine stamp on top of the stamp in question. The holes and gauge must match.

Even though the faker has become more proficient in using the correct gauge, the perforation holes are quite another matter. Many straight edged stamps lately? Sometimes a row of short or uneven perfs will be cut away and then reperfed to improve the stamp's appearance.

All government printed stamps have been perforated on one type or another of a rotary perforator. This type of perforator cuts at a slight angle resulting in a hole that is slightly oval as opposed to being perfectly round. During this cutting process the perforator pulls the paper and then cuts the hole itself.

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Reperforated continued...

As a result of the rotary perforator's cutting method, the inner edges of the genuine perforation hole will show several ragged fibers. If you notice that the stamp you are examining features perfectly round perforation holes and is devoid of ragged paper fibers, my bet is that you are examining a stamp that has been reperforated. The reperforator uses a pin-type perforating device which results in a clean, round hole.

Flat plate printed stamps are the usual suspects for reperforating because of their natural straight edges and, often, their high monetary value. In addition, an imperforate flat plate stamp can be spuriously perforated to represent a more expensive perforated stamp.

Flat plate printed stamps were fed into the rotary perforating device one direction at a time. The perforation holes at the top and bottom will be slightly ragged to their left or right whereas the perforation holes at the left and right will display raggedness at the top or bottom of the hole. The left and right side perforation holes should be parallel to each other. Likewise for the top and bottom.

On rotary press printed stamps an overlay comparison should be made and they must match in both hole size and gauge measurement. Be very careful when evaluating your coil waste issues. These can be faked from either coil or booklet stamps, depending on the issue.

We hope you found our three-part mini-series on the Three R's useful and informative.

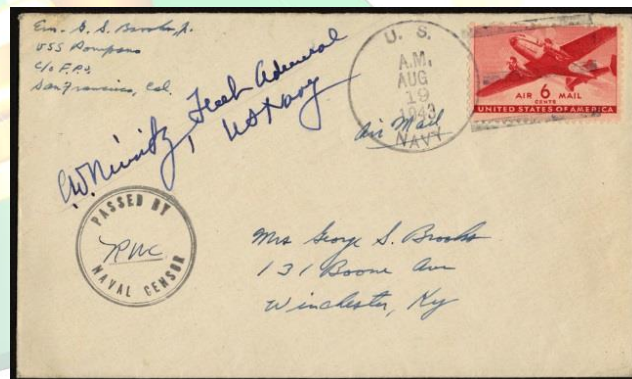
Remember the Dates!

Mar 3-4	NOVAPEX (Redding)
Mar 7	San Jose Stamp Club Meeting
Mar 10-11	FRESPEX (Clovis)
Mar 21	San Jose Stamp Club Meeting

NPM Receives Donation from Family of Dr. George S. Brooks



The National Postal Museum announced yesterday that they have accepted a donation from the collection of the late Dr. George S. Brooks of Winchester, Kentucky. The donation consists of three volumes of postally used envelopes that Dr. Brooks assembled in honor of his son LTJG George S. Brooks, Jr. USN, who was lost at sea aboard the submarine *USS Pompano* off the coast of Japan during World War II.



Nimitz Cover

Envelope addressed by LTJG George S. Brooks, Jr. USN to his mother, postmarked the day before *USS Pompano* departed Midway Island on the patrol mission from which it never returned. Admiral Chester W. Nimitz later autographed the cover.

Pompano left Midway Island on patrol August 20, 1943 and never returned; its exact fate has never been conclusively determined. The elder Brooks channeled pride and grief for his son into collecting military mail that chronicled the hardships and sacrifices of wartime, especially the difficulties faced by military personnel and civilians in

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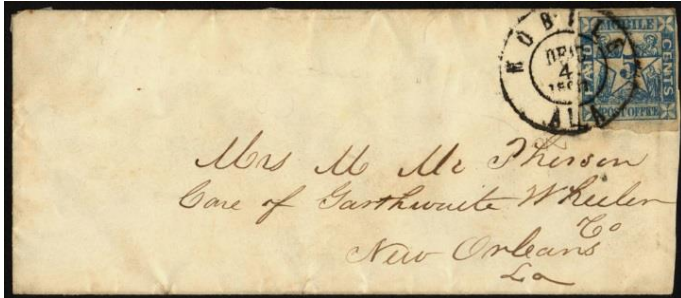
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NPM Donation continued...

communicating from forward areas, secret locations and prisoner-of-war camps. Some of the last envelopes exchanged by Lieutenant Brooks and his parents – one marked simply “missing” – are an especially poignant part of the collection.



Mobile, Alabama Cover

The Confederate States established a post office department separate from the United States on 1 June 1861, but did not immediately issue new stamps. In the interim, the postmaster at Mobile, Alabama issued his own stamps that were in use for less than six months.

The donation was made by George S. Brooks II, accompanied by his wife, Kathy, and other members of his family. Mr. Brooks is the grandson of Dr. Brooks and the nephew of Lieutenant Brooks.



Confederate White Necktie Cover

In July 1862 the Confederate States issued a five-cent blue stamp printed from plates that were made in London and smuggled to Richmond, Virginia via a ship that ran the Union Navy blockade. Some printings of this stamp exhibit the striking “white tie” variety, caused by damage to the printing plate.

“Besides adding considerable depth to our military mail collections, the Brooks family’s gift will make it possible for the National Postal Museum to share their grandfather’s passion for collecting with others,” said Daniel Piazza, chief curator of philately.

Postal Rates Increased



New U.S. postal rates due to begin January 21 affect most, though not all, mailing classes.

First-class domestic 1-ounce letter rate and postcard rates, which each rise by a penny to 50 cents and 35 cents, respectively, are among the rising postage rates.

Also rising will be metered first-class mail, from 46 cents to 47 cents, along with all basic shipping charges, which are rising 5 cents per rate across the board. The shipping rates include Priority Mail small flat-rate box and padded flat-rate envelope, which will rise to \$7.20 and \$7.25, respectively.

Two rates that are not due to rise include the additional ounce (or second ounce) first-class letter rate, which stays at 21 cents, and the international 1-ounce letter rate, which remains at \$1.15.

Any appropriate forever stamps purchased at lower prices are, of course, valid for all the new rates. Forever stamps originally released to accommodate former rates will now be sold at the new price. For example, a booklet of 10 Flag stamps originally issued in 2016 and sold for \$4.90 will cost \$5 if purchased from the U.S. Postal Service starting January 21.

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Postal Rates increased continued..

U.S. Postal Service filed notice with the Postal Regulatory Commission on October 6 of the price changes, which still need The formal approval.

The proposed prices would raise Mailing Services product prices approximately 1.9 percent, and most Shipping Services products will average a 3.9 percent price increase, the Postal Service said in a news release. While Mailing Services price increases are limited based on the Consumer Price Index, Shipping Services prices are adjusted strategically, according to market conditions and the need to maintain affordable services for customers, the USPS stated.

The following chart lists all of the main mailing rate changes, according to the USPS:

Product	Current	New
Letters (1 oz.)	49 cents	50 cents
Letters additional ounces	21 cents	21 cents
Letters (metered)	46 cents	47 cents
Outbound International Letters (1 oz.)	\$1.15	\$1.15
Domestic Postcards	34 cents	35 cents

The proposed domestic Priority Mail Flat Rate Retail price changes are:

Product	Current	Proposed
Small Flat Rate Box	\$7.15	\$7.20
Medium Flat Rate Box	\$13.60	\$13.65
Large Flat Rate Box	\$18.85	\$18.90
APO/FPO Large Flat Rate Box	\$17.35	\$17.40
Regular Flat Rate Envelope	\$6.65	\$6.70
Legal Flat Rate Envelope	\$6.95	\$7.00
Padded Flat Rate Envelope	\$7.20	\$7.25

Club Blog & Website

Blog Updates

No Activity

Website Updates

Minutes for the February 7, 2018 SJSC Club meeting added to the "Minutes" page.

Minutes for the January 17, 2018 SJSC Club meeting added to the "Minutes" page.

New article added to the "SJSC in Print" page.

Updates to the "Calendar and Links" pages.

February 2018 Newsletter added to the "Newsletters/Blog" page.

President's Message

The State of California lists the San Jose Stamp Club as "social club". What does that mean? I'd like to take a stab at defining that for us. Our interest in stamps and covers is what brings us together. We endeavor to enhance our knowledge of philately at our meetings and I expect to keep philatelic presentations the central focus of meetings. What brings us out on a night with bad weather or after a challenging day? It is the personal relationships we have with each other that gives us that extra motivation to attend meetings or other club activities.

Jim Sauer had an excellent idea at a recent meeting. We're now going to gavel the meeting open a few minutes after 7:00pm to allow meeting attendees more time to socialize. So, if you'd like to have a few minutes to talk, you can arrive before 7:00pm and have a few minutes after 7:00 to share what is going on in your life club members. Likewise, if you're running a few minutes late, don't worry because you haven't missed anything.

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Presidents Message continued...

One of the great ways we do get to know each other is the personal profile in each month's newsletter. I hope everyone will feel comfortable in contributing to this. It is a great chance to share how you got started in philately and your current philatelic interests and involvements. Please share something about yourself and family as it suits you. For example, where have you lived? What are the highlights of your professional experience? Have you taken a memorable trip? Please share what you would like to about yourself. I hope everyone will welcome the opportunity to share your profile.

It's important that we have these inter-personal bonds as we are bound to have disagreements and challenges. If we've made personal connections, we're infinitely more likely to work out our differences amicably.

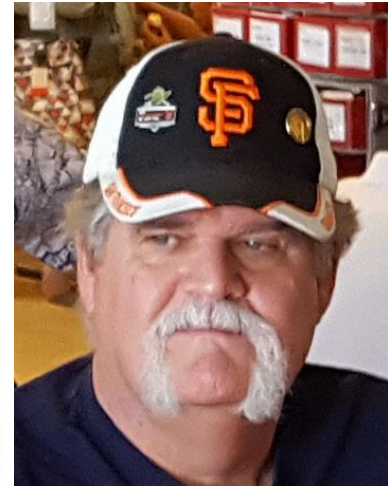
Everyone is encouraged to bring to a meeting a stamp or cover that you have a question about. There is tremendous philatelic knowledge and experience and you never know who may be able to give you insight. Similarly, if you have an interesting item that you've picked up or done some research on, please bring it and share. No advance notice is necessary.

At Filatelic Fiesta, we've adopted showing hospitality in two important ways. It has become a trademark of the show to serve free coffee, water, and a nice assortment of snacks. This helps create a welcoming environment. The second aspect of our hospitality is club members wearing their club t-shirt and personally engaging our guests in friendly conversation. We build a reputation of being a show that people who are new to stamp collecting can come and feel good and not intimidated.

I've served as club president because of the wonderful relationships I've created with you. Let's continue to develop our inter-personal relationships while we grow our philatelic knowledge. Long term success for ourselves and the club is that we keep the fun in philately.

Regards, *Brian*

SJSC Member Profile - Andy Hilton



My name is Andy Hilton. I have been married for 40 years, have 2 kids and 5 grand kids. I retired January 3, 2017 from Applied Industrial Technologies after 38 years. As far as stamp collecting, I don't have any particular area of expertise. I collect covers (FDC's, specialty covers and then any cover that strikes my fancy). It's the same way with stamps. I collect U.S. stamps, but no specific area, except the armed conflicts the U.S. has been in (Civil War, World Wars, etc). I also collect stamps from Germany during WW2. My first venture into actually collecting stamps was January 20, 2001 when I went with Dave Occhipinti to Oakland for the First Day of Issue Ceremony for the Chinese New year in Oakland. It was the Year of the Snake. On our way back to San Jose we stopped off at Napredak Hall for my first actual stamp show, the Great American Stamp Expo. From then on I would go to several shows with Dave, including Wespex, Pentex, Filatelic Fiesta and some other local shows. Most of the items I buy are usually from shows or from USPS.com. Haven't quite ventured onto Ebay or somewhere like that yet. I'm not quite sure if I will ever have the expertise that you folks have, but it is very interesting listening to presentations given by you folks.

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Colorful Commercial history! By Percy Doane

Some of the more spectacular advertising covers in American philately can top the \$1,000 mark at auction or on a bourse, but thankfully, the vast majority of covers bearing commercial advertising are way below the \$300 level—even many of them from the 19th century.



Ad covers were in use from the very moment envelopes replaced “folded letters” as the main form of first class mail in the early 1850s. Practically every business, from general stores and buggy makers to doctors and lawyers, had printers prepare often quite elaborate designs to advertise their wares and services to recipients of their outgoing mail.



In the 1850s, one sees beautifully color-embossed envelopes with “corner card” ads and lots of line art and lithographed illustrations printed in black. In the 1860s, color began to come into play. And by the late 1870s, multi-color advertising art began to appear on commercial mail. In fact, as one can see from an illustration or two on this page, six color lithography was a rather spectacular method of advertising!



One of the chief drawing cards for the collector of ad covers is that one can trace the history of commerce from the mid-19th century to the present day using these covers. And if one wishes to get serious, philatelically, just go after ad covers with unusual usages, like special delivery, certified mail, and wartime airmail.



Specialization can be a trip down memory lane, such as a collection of only soda pop advertising—or beer, or tires, or patent remedies...the list for specializing could be endless.



Another advantage is the attraction such mail has for the non collector. If you want to collect something that might truly interest your spouse, this is it! Not to mention how entrancing such material is for kids. There are even Star Wars advertising covers!

Philatelists' Republic of China

Why are the Chinese such incorrigible stamp collectors?

By Juliet Lapidos

Nicolas Sarkozy revealed last week that he's a stamp collector. Nestled amid the bemused coverage of the news was a surprising statistic: There are approximately 50 million philatelists in the world, and a full third of them reside in China. Sarkozy claims that philately soothes his nerves. What's the appeal for the Chinese?

It's a status symbol. Stamp collecting became popular in the United States during the Great Depression—in part because it's a cheap diversion and also because President Franklin Roosevelt, an ardent philatelist, encouraged the hobby. Although many Americans indulge in the pastime to this day, the image it brings to mind of nerdy schoolchildren has made the practice less modish both here and in the United Kingdom. The Chinese, however, don't harbor such negative feelings about stamp collecting. On the contrary, the hobby is a sign of middle-class status and an indication of a respectable, scholarly disposition.

There's also some dirigisme at work. Starting in 2000, the Chinese government made it an official policy to foster stamp collecting among youngsters—by encouraging elementary and high-school teachers to organize clubs—as a way to foster interest in national history. As in other countries, Chinese postage stamps often bear the image of local heroes or historic events—there are stamps commemorating the 60th anniversary of the Long March, the 50th anniversary of the founding of the republic, and the 50th anniversary of the victory of

the War of Resistance against Japan. The country currently has almost 50,000 philately associations, and universities in Fujian and Jiangxi offer elective courses in stamp collecting.

The sheer size of the Chinese population also goes a ways to explain its large representation in the international philatelist community. As of July 2008, the Chinese population stood at about 1.3 billion, or approximately 20 percent of the total world population. So it's not that surprising that one out of three philatelists would be Chinese. It's also possible that the figure for stamp collectors around the globe undercounts participation by non-Chinese, since it's based on membership in associations. Maybe there are lots of closet American or European philatelists out there, furiously philateling in the privacy of their own homes. Stamp collectors might be more likely to join clubs in China, where there's no stigma attached to the habit.

China's stamp market is primarily local: Like other philatelists, Chinese collectors typically start out by stockpiling stamps from their own region and then develop pet interests in particular foreign countries or time periods. Early stamps from the first stamp-issuing countries, including Great Britain and Switzerland, are quite popular as well.

The Qing Dynasty didn't start issuing its own stamps until 1878—on copper plates depicting a dragon against a clouds-and-waves backdrop—although Western stamps were available by the end of the 1839-1842 Opium War. It was Sir Rowland Hill of Great Britain who first came up with the prepaid stamp concept in 1837 and spearheaded the development of the Penny Black—the world's first stamp—in 1840. Before that point, the person receiving a letter was responsible for payment.



8 Things to Look For When Selecting an Online Stamp Dealer

In the past, it was a pretty simple procedure to find a trustworthy stamp dealer who could supply a collector with one's exact needs. It was usually just a matter of answering an ad in a stamp publication—for after all, those magazines and newspapers “screen” their advertisers. At the same time, many a good dealer could be found at the various stamp shows.

In today's Internet world—with literally thousands of dealers offering websites which are listed on search engines like Google, Bing and Yahoo—how does one make an educated decision in choosing a dealer? Which dealer(s) will be fair, honest and prompt in their relations with you, the customer? Here are 9 handy tips to help you find them:

#1 • Obvious References

By “obvious” we mean: is the dealer a member of the various major philatelic collector and dealer organizations (i.e., American Stamp Dealers Association, Philatelic Traders Society, American Philatelic Society, etc.)? Like the ASDA, such organizations have stringent codes of ethics that dealers must observe. Not all stamp dealers belong to such organizations, but when they do, it generally is a very good sign about their integrity.

#2 • Listing On Yahoo or Google (Important)

These search engines don't just automatically list a website. Individual members of their staffs actually check a site owner's references and validate a site after they've checked to see if everything looks right to them. If a stamp dealer's site is listed at Yahoo or Google, it means it has passed their review. More than 86% of all searches on the “Net” are done on Yahoo and Google.

#3 • Does Dealer Advertise Elsewhere?

The most serious of the stamp dealers with websites are those who also use traditional methods of advertising such as the various stamp magazines and newspapers. Those publications always check the integrity and reliability of their advertisers.

#4 • Are Transactions Secure?

A vital factor. Credit card purchases on the dealer's site should be managed with a secure (encrypted) system that is safe and reliable. This should be clearly stated on the site.

#5 • Privacy Statement

Look for a “Privacy Statement” that gives the site owner's clear policy on what he does with personal information (i.e., credit cards) customers provide to him. All sites should have this on view.

#6 • Is A Guarantee Offered?

It has been a tradition (extending back to the 19th century) in the stamp business that a guarantee is offered to the buyer on all purchases. We think that one of the best ways an online dealer can help form a positive bond with the customer is to offer a money-back guarantee if the customer is, for any reason, not satisfied.

#7 • Quality and the Use of Images

The Web is a visual medium—the perfect place to display excellent color images of philatelic material, whether it be stamps or covers. Well-conceived websites will offer lots of images of the material for sale. The dealer who does this is obviously proud to show off his outstanding stock.

But there's something more important than just seeing many colorful images. You can examine them and determine the kind of quality being offered—from checking the centering and perforations on stamps, to seeing how clear a postmark is on a 19th century cover. Thus, the quality of the images is as important as the quantity.

#8 • Quality of the Website's Appearance

Just like the positive impression you get when you meet a well-dressed person, a well-designed and attractive website (which is easy to navigate) sends a clear message that the owner truly cares about his clientele.

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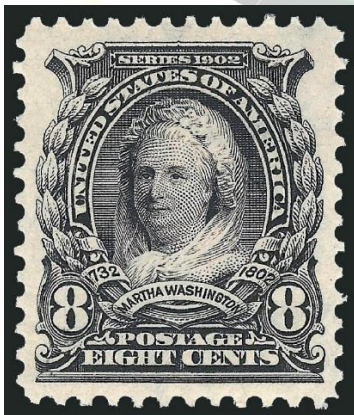
America's 100 Greatest Stamps



#88 – Scott RW26 Dog and Mallard Duck



#87 – Scott 315 1908 Abraham Lincoln imperforate



#86 – Scott 306 1902 Martha Washington

Club Member/Dealers

Richard Clever

Asia Philatelics

P.O. Box 730993, San Jose, CA 95173-0993

Phone: (408) 238-0893 Fax: (408) 238-2539

Email: richard@asiaphilatelics.com

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(China, Asia, Ireland, Japan)

Ron Biell

Euro-Asian Stamps

P.O. Box 20562, San Jose, CA 95160

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Web Site: www.eurasiastamps.com

(China, Japan, Baltics, Russia, W. Europe, Covers Worldwide)

Doug Gary

Douglas Gary

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