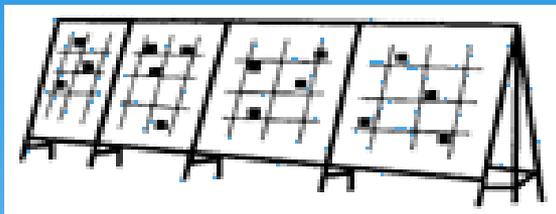


# An Exhibit Primer

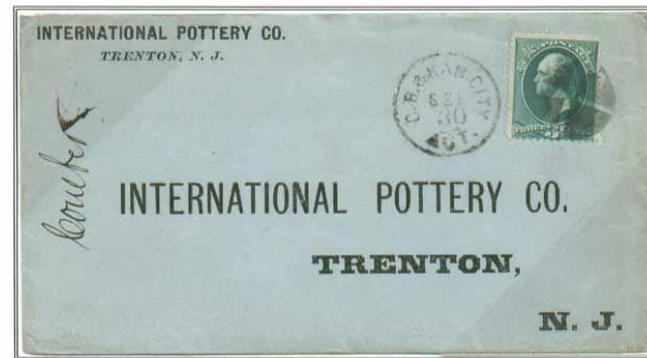


A Presentation for the  
Rochester Philatelic Association  
January, 2014

**By Tom Fortunato**

To first timers, exhibiting may seem like a nearly impossible task. But if you break it down into simple steps it's a fairly easy process.

## The Diversity of Ceramics and Ceramic Materials



*Reply envelope mailed from St. Louis in 1883 (per enclosure), last day of 3 cent ¼ ounce rate. Postmarked Council Bluffs & Kansas City Agent, from railway division 14 Omaha-KC route. Backstamped Trenton, NJ, Oct. 9, 7 AM.*

The term "ceramics" conjures thoughts of pots and vases. This exhibit goes beyond those stereotypes and explores the many aspects of the subject. From humble beginnings the history and science of ceramics continues into our own time through technological discoveries. Although typically not thought of, glass is also a ceramic material and is covered among these pages. By the end of this exhibit you will better appreciate the vital role ceramics play through a variety of products made by man from common and basic raw materials.

Featured philatelic items include a trans-Atlantic cover bearing a "TITANIC" marking, a US china clay 10 cent definitive\*, Saar's 1921 pottery factory invert, a 1948 non-denominated vertically imperf Israeli Interim on cover, and a 1988 counterfeit of India's 10 rupee definitive issue\*. Look for a variety of philatelic elements. Notable items have a solid border around them. (\* expertising certificate found on the reverse of the page the item is shown)



Once you've decided to take the plunge, you have a few decisions to make.

1. What kind of material will you be displaying?
2. How much material do you have?
3. How many pages do you plan to put together?

## Start simple with a One Page exhibit...

- Get an 8 ½ by 11 inch piece of paper, preferably white, placing it vertically (rather than horizontally).
- Select your philatelic material, whether it be stamps, a cover, or combination of both.
- Arrange the items in a pleasing, symmetrical way. Try to place larger items towards the bottom whenever possible.
- Leave room for your brief and concise text that can be hand printed or computer generated.

Here are a few examples...

### Junk Mail from the Edge

Starting in the early 1950's, drug manufacturers came up with a novel way to grab the attention of their potential customers- doctors. It had a "worldly" and philatelic angle.

Some marketing guru decided to send doctors on their mailing list postcards from far-flung locations, touting the benefits of a particular drug. Entire region wide fictitious "tours" were arranged with the targeted doctor receiving a postcard from each stop along the way. Often the first in the series of cards featured a map of the trip. Later cards depicted native scenes, indigenous people, or famous landmarks. Cards were usually printed in the USA, shipped to the appropriate locale where appropriate postage was paid for and applied to each card and mailed. The gimmick must have worked. Several companies copied the idea, among them Winthrop-Stearns, Squib, Burroughs-Wellcome and Abbott. Today they are souvenirs of a time before TV and the Internet civilized and united the planet.



Mail From The White House

This letter was sent in reply to a birthday greeting to President Warren G. Harding, who was age 56 on Nov. 2. It was his first birthday as President.

Joseph Hopley may have known Harding, who was also from Ohio, born in the town of Blooming Grove.

Bucyrus, Ohio is about 20 miles west of Mansfield. Its population was 12,276 in 1966.

Harding died in office on August 2, 1923 from apoplexy, serving only two years and 51 days of his only term.

THE WHITE HOUSE  
WASHINGTON

November 4, 1921.

My dear Mr. Hopley:

The President has received your friendly telegram of birthday greetings and he asks me to thank you warmly for it. He deeply appreciates your kind thought of him.

Sincerely yours,

*GoB Christian*

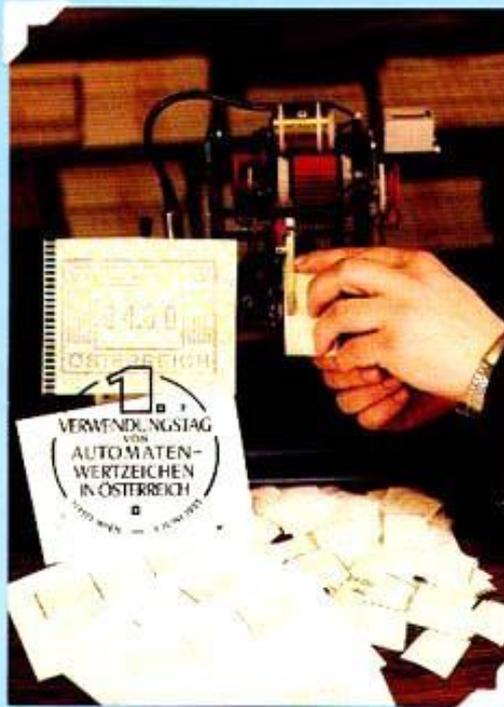
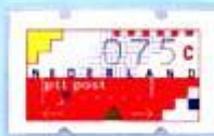
Secretary to the President.

Mr. Joseph W. Hopley,  
Bucyrus, Ohio.



### Framas & Klussendorf Vending Machine Labels

Around since 1976, these labels which look like meter strips have gained widespread use and popularity in countries throughout the world. The larger ones are known as Framas, for the Swiss company which introduced them. The smaller ones are Klussendorfs, a rival German manufacturer. Framas uniformly are 40 mm by 32.5 mm and are produced from rolled tape, allowing 1500 labels per roll. Klussendorfs measure 43 mm by 25.5 mm, with 2000 labels being generated per roll. Both versions are cut on demand from an assortment of either preset or variable denominations.





Once you've graduated with your first one page exhibit, it's time to think about putting together one frame or multi-frame exhibits.

These are the types of exhibits displayed competitively at regional, national and international exhibitions.

That's what sets an exhibition apart from a stamp show.  
**Exhibitions have exhibits!**

The guidelines for exhibiting at the national level are governed by the American Philatelic Society and explained in the 6<sup>th</sup> edition of the “Manual of Philatelic Judging,” last updated on September 26, 2012.

Revised Sept 26, 2012 — (replaced chapter 23A)

AMERICAN PHILATELIC SOCIETY

## Manual of Philatelic Judging

Sixth Edition

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Although written for judges, this information is valuable for all exhibitors. There are no formal “rules” that need to be followed, but the recommendations in the manual are considered guidelines and expectations.

Every exhibit is categorized by Class and Division that help explain the material they present. These can be confusing at first and continue to change here in the U.S. and internationally as the hobby evolves.

Let’s take a look at them.

## ***General Class: Postal Division***

- Traditional – design, production and varieties of a single stamp or set
- Postal History – routes, postal rates, postal markings
- Aerophilately – air mail routes, rates
- Astrophilately – philatelic items dealing with space
- Postal Stationery – envelopes, postal cards, wrappers and related paper products bearing a printed paid indicia
- First Day Covers – covers that concentrate on the stamp and/or markings found on FDCs

## ***General Class: Revenue Division***

- Traditional Revenue – tax stamps like Traditional above
- Fiscal – uses of tax stamps on documents



## ***General Class: Illustrated Mail Division***

- Cacheted First Day Covers – study of the designs on FDC envelopes
- Advertising, Patriotic and Event Covers – envelopes produced for special purposes
- Maximaphily- postcards bearing stamps and cancels relating to a subject or theme
- **General Class: Display Division** – philatelic exhibit that includes a lesser degree of non-philatelic items

- 
- **General Class: Cinderella Division** – stamp-like labels without any postal franking value
  - **General Class: Thematic Division** – an exhibit telling a story with a variety of philatelic elements displayed

***Picture Postcard Class*** – presentation exclusively dealing with the image side of a post card

***One Frame Class*** – an exhibit of any type within 16 pages

***Youth Class*** – exhibits of any type presented by young adults under the age of 21



At one time each Division and Class had its own score sheet designed to “level the playing field” among them. This was a nightmare for exhibitors and judges alike. The judging team of 5 had sole discretion to move an exhibit from one Division and/or Class to another if they felt it would score higher in another classification.

The current “Uniform Exhibit Evaluation Form” is the standard score sheet used for judging U.S. national exhibitions. The percentages given are an approximate value for an ideal exhibit. It has four sections:



## 1. Title and Treatment

- **Title/Title Page:** Subject title, scope, limitations, fit  
(*included in Treatment*)
- **Treatment:** Development, clarity, balance, relevance, subject completeness (20%)
- **Importance:** Subject importance, philatelic importance and completeness (10%)



## 2. Knowledge, Study and Research

- ***Philatelic/General Knowledge:*** Selection and application, brevity, correctness (25%)
- ***Personal Study and Research:*** Analysis and evaluation, original and secondary research (10%)



### 3. Rarity and Condition

- **Rarity:** Challenge, difficulty of acquisition (20%)
  - **Condition:** Physical condition and appearance in light of quality obtainable (10%)
- 

### 4. Presentation

- **Presentation:** General layout, attractiveness (5%)

In Summary...

**1. Title and Treatment**  
(30%)

**2. Knowledge, Study  
and Research (35%)**

**3. Rarity and Condition**  
(30%)

**4. Presentation (5%)**

The bottom section is  
for comments.

APS World Series of Philately Uniform  
Exhibit Evaluation Form  
May 18, 2010



Show \_\_\_\_\_ Date \_\_\_\_\_ Frame Nos. \_\_\_\_\_

Exhibit \_\_\_\_\_

Division \_\_\_\_\_ Class \_\_\_\_\_ Award \_\_\_\_\_

Evaluation Judge \_\_\_\_\_ Chief Judge \_\_\_\_\_

**Title and Treatment**

*Title/Title Page:* Subject title, scope, limitations, fit (included in Treatment)  
*Treatment:* Development, clarity, balance, relevance, subject completeness 20%  
*Importance:* Subject importance, philatelic importance and completeness 10%

**Knowledge, Study and Research:**

*Philatelic/General Knowledge:* Selection and application, brevity, correctness 25%  
*Personal Study and Research:* Analysis and evaluation, original and secondary research 10%

**Rarity and Condition**

*Rarity:* Challenge, difficulty of acquisition 20%  
*Condition:* Physical condition and appearance in light of quality obtainable 10%

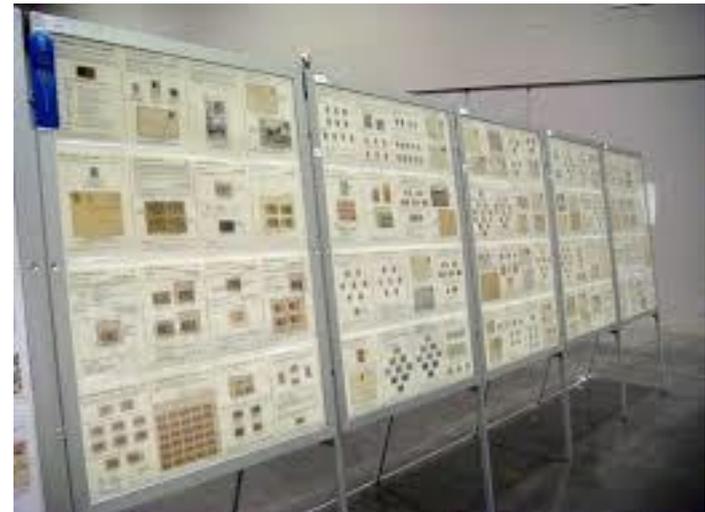
**Presentation**

*Presentation:* General layout, attractiveness 5%

**Comments and Recommendations:** (use reverse as necessary)

## The Structure of an Exhibit

Single or multi-frame exhibits are prepared and presented in multiples of 16 8.5x11 inch pages, in a 4x4 matrix that fit into either type of exhibit frame, the international style or American A frame.



## The Title Page

All exhibits have a title page. This defines the scope of the presentation and acts as an introduction to what will be shown. With the exception of the Display Class, it is the only place where non-philatelic material is allowed. You will want to put an eye-catching item on the title page to draw everyone's attention to your presentation.

### *Her Majesty Queen Elizabeth II*



Maxi -card

*This exhibit is about the life of Her Majesty Queen Elizabeth II. I have always been fascinated by Royalty, and in particular, the elegant and dignified Elizabeth II. Using a variety of philatelic elements I have tried to illustrate the extraordinary life of our present monarch.*



Se-tenant - complete set - Depicting life of Queen Elizabeth II

## Plan Page

Thematic and Display Division exhibits require that a Plan Page follow the introduction. This is an outline that looks like chapters in a book. A typical numbering scheme is shown here. Other exhibit types may also have an outline of some sort.

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In preparing for their assignments, judges are sent a copy of each exhibit's title page and either Plan Page or Synopsis a few months before the show explaining the goals of the exhibit. A Synopsis can be several pages long extolling the virtues of the exhibit, including material highlights, original research, awards won, etc.

The Plan or Synopsis is scrutinized to determine if the scope of what the exhibitor is showing can indeed be done in the number of frames presented. The balance of number of pages of each section is reviewed to make sure no one section dominates another.



A well-balanced jury is a must for any exhibition. No one judge can be a specialist or expert in all areas of philately. So the person in charge of selecting the team of judges should look for those with backgrounds in a wide range of Divisions and Classes.

Bottom line...

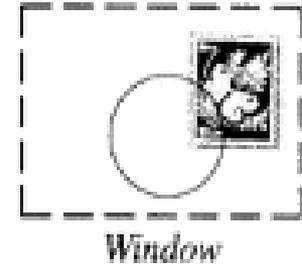
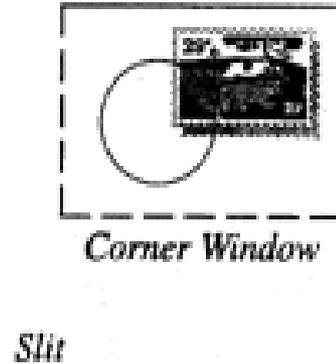
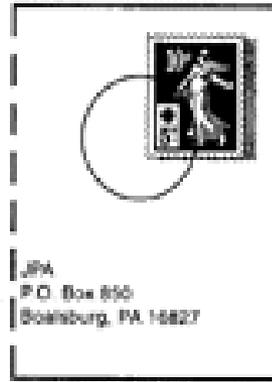
Exhibiting is nothing more than show and tell. The exhibitor is the expert in his or her area and must convey that knowledge through their presentation, which should have a beginning, middle and end.

## Exhibit Tips and Tricks

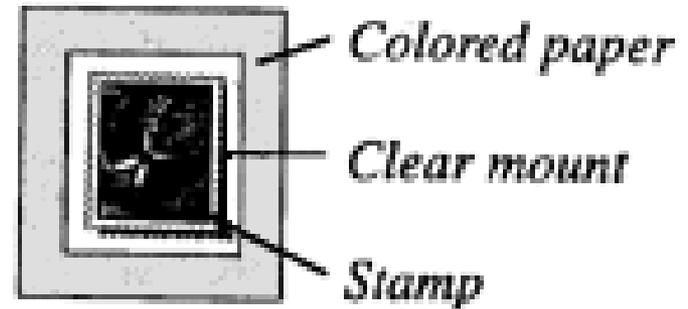
- An exhibit does not need to be typed or made on a computer! Handwritten pages are perfectly acceptable as long as they are neat and readable.
- If you print pages, use a standard 10 or 12 point font. Use italics to separate story and philatelic text.
- Keep text as brief but complete as possible.
- Use white or light colored paper, preferably 85 pound weight or greater. 110 pound card stock is especially good to support covers that don't flop down when mounting in exhibit frames.

- Use clear mounts and not black ones.

- Use windowing techniques to hide non-important aspects of a philatelic item.



- Highlight your better items in some way to make them stand out. Mounting with a background subtle color is a standard way of doing this.





Now start your  
exhibiting adventure!