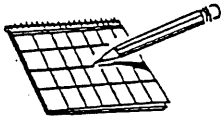


MEETINGS - 2ND WEDNESDAY OF EACH MONTH
 7:30 P.M.
 LANCASTER TOWNSHIP COMMUNITY CENTER
 Lincoln Highway West, Maple Grove
 Lancaster, PA 17603
 Next Meeting- Wed. February 14, 1996

FOR INFORMATION ABOUT OUR CLUB
 CALL MARILYN SHIRLEY (717)872-2479
 OR MICHAEL SHIRLEY (717)394-0186.

VOL.7, # 2 NEWSLETTER FOUNDED SEPTEMBER 1990 FEBRUARY 1996



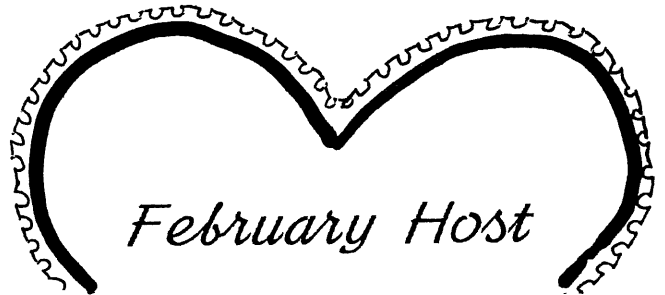
From the President

GREETINGS,

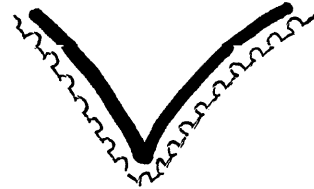
I would like to thank all those who braved the weather and made it to our first meeting of 1996. As you all know our first meeting was cancelled and then rescheduled the following Monday, January 15th. I was very impressed with our new home - LANCASTER TOWNSHIP COMMUNITY CENTER. I believe everyone who attended that meeting felt the same way. So if you didn't make it to the last meeting, make sure you come to our next meeting so you can get acquainted with our new place.

Last meeting we discussed about what we wanted to accomplish this year. Since we did not have a good turnout in members, we will review again our plans for 1996. The Stamp Show will be a big topic of discussion and then our program will be a stamp auction. I will be the one hosting this meeting, so I encourage everyone to come. Hope to see you all there!!

PETER BILLIS
 PRESIDENT



Our February Host will be none other than "Grand Master of the Valentine Stamp Collecting Club" -- PETER BILLIS.



FEBRUARY PROGRAM

A Business Meeting is on the agenda for this month's program. Be prepared to submit your ideas for the 1996 Program Year. What would YOU like to see our club pursue in 1996? This is your opportunity to SPEAK OUT. If there are no suggestions you will have to put up with Ben Heller and Lucy Eyster singing and dancing each month !@#%*%°!

We will also have an auction at the end of the meeting - so look through all those duplicates!

SOME DISPASSIONATE THOUGHTS ON THE RECENT CHRISTMAS PARTY.

Even though our Christmas Party occurred only six weeks ago, it must seem like six months to most of us. This winter has been particularly harsh and not many Lancastrians (is there such a word?) have escaped the brunt of it. But sufficient time has elapsed to look back objectively on the '95 Party.

A comparison between Willow Valley and the Brunswick Hotel is inevitable. Since our membership is widely districted about Lancaster County, it's unclear which location is more convenient. However, attending the party at the Brunswick truly felt like a night out. A feeling of well being enveloped you when entering Sarah Bernhardt Room with its life-sized wall paintings and subdued lighting. Willow Valley offered us a room downstairs, opposite the bakery, devoid of atmosphere with numerous recessed bright lights illuminating every corner.

The snacks were under-whelming, consisting of potato chips, peanuts and dip, not to be compared with the hot hors d'oeuvres served at the Brunswick.

Some guests enjoyed the family style dinner because it encouraged conversation and created a down-home feeling. Others preferred the more elegant, eight to a table, formal table setting of the Brunswick. The food, while plentiful, at Willow valley was served dish by dish from table's end and passed along, creating logistical problems, such as hot food arrived cold and the serving bowls piled up at the other end of the table like cars driving down a dead-end street and not being able to egress as more kept coming. Other guests preferred their meals to reach their table complete and hot, so preferred

the Brunswick operation. Both locations had pianos but Willow Valley's stark lighting did not engender the mellow, sentimental mood fostered at the Brunswick.

Of course, this is just one person's opinion. If you feel differently, we'd be happy to print your point of view in the next newsletter.

We do want to once again thank the Christmas Party Committee for the hard work in putting it all together. Holding the party at Willow Valley was an experiment and the Committee is to be congratulated for taking the chance in changing a popular tradition. Willow Valley could have proven to be much more attractive to members, indeed, might have been, in the eyes of many. Next year's location, now that we have a choice, should be determined by the committee after a popular vote is taken.

-- Jim Lyman

ADVERTISING SUCCESS OR FAILURE?

BY ALAN SCOTT

Editor's Note: If January's article on "To Deal or Not To Deal" has not discouraged that hidden urge to become a stamp dealer, read on:

So, you want to be a mail order dealer! Well, have you prepared yourself for the disappointments? Are you willing to try and travel upstream without a paddle? Have you any thoughts on measuring success? These are three of the most important questions to ask yourself. They are also the main causes of giving up!

Disappointments, are you ready? You finally have enough inventory on hand to place the "big" ad in a magazine. Carefully you prepare the layout, mail it along with the payment of a \$100.00 for a quarter page display. Hey, you're in business! Now, wasn't that easy? All that's left is to sit back, relax and wait for the orders to roll in. Prepare yourself, statistics say they won't. Count yourself lucky if you recoup 25% of your ad investment!

Most people think the bigger the ad, the greater the success. I think a better phrase is the bigger the ad, the greater the success has to be! Don't be disillusioned with size, the smaller ads will more than likely yield as good a result plus that all important "break-even point" will be within reach. So, when advertising, don't expect to get rich overnight. Advertising is only a tool for finding potential customers.

How you measure the success of your ad will help ease the disappointment you encounter. Example: You pay \$10.00 for space to promote a \$1.00 item. Your profit on the item is 50¢. Simple math tells you that 20 orders will be your break-even point. Anything above this is profit. But disappointment looms, you receive only 3 orders. You just lost \$8.50. But before you become trapped by your loss, look for a plus in the situation.

Did I say a plus? There is always a plus. You may have lost money but you have gained. Added to your customer list is three new names who are buyers! Start thinking of future sales to these three names. If you keep accurate records, you'll see that over a period of time the \$8.50 you considered a loss has grown into a profit!

The big disappointment is not receiving any responses. But don't lower your head in disgust, not yet anyway. You still have accomplished a plus for yourself. Now, I'm kidding you, right? No.

Name recognition is very important. The more your name is seen, the more credence you receive. Buyers are prone to waiting. After seeing your ads a few times, fears of buying from an "unknown" began to fade. Placing ads in more than one publication is also a great aid in having your name recognized. Think about it. Do you order from just anyone? I don't. I tend to only order from someone I recognize as a "dealer", not someone who places an ad and next week or month he's disappeared from the pages.

So one must be persistent to succeed with advertising. In the long run it will pay.

Think on these few "pointers" I have discussed. If you analyze your advertising, you will begin to understand that there's more than just getting a lot of orders. It's what you do with what you receive that decides your fate.

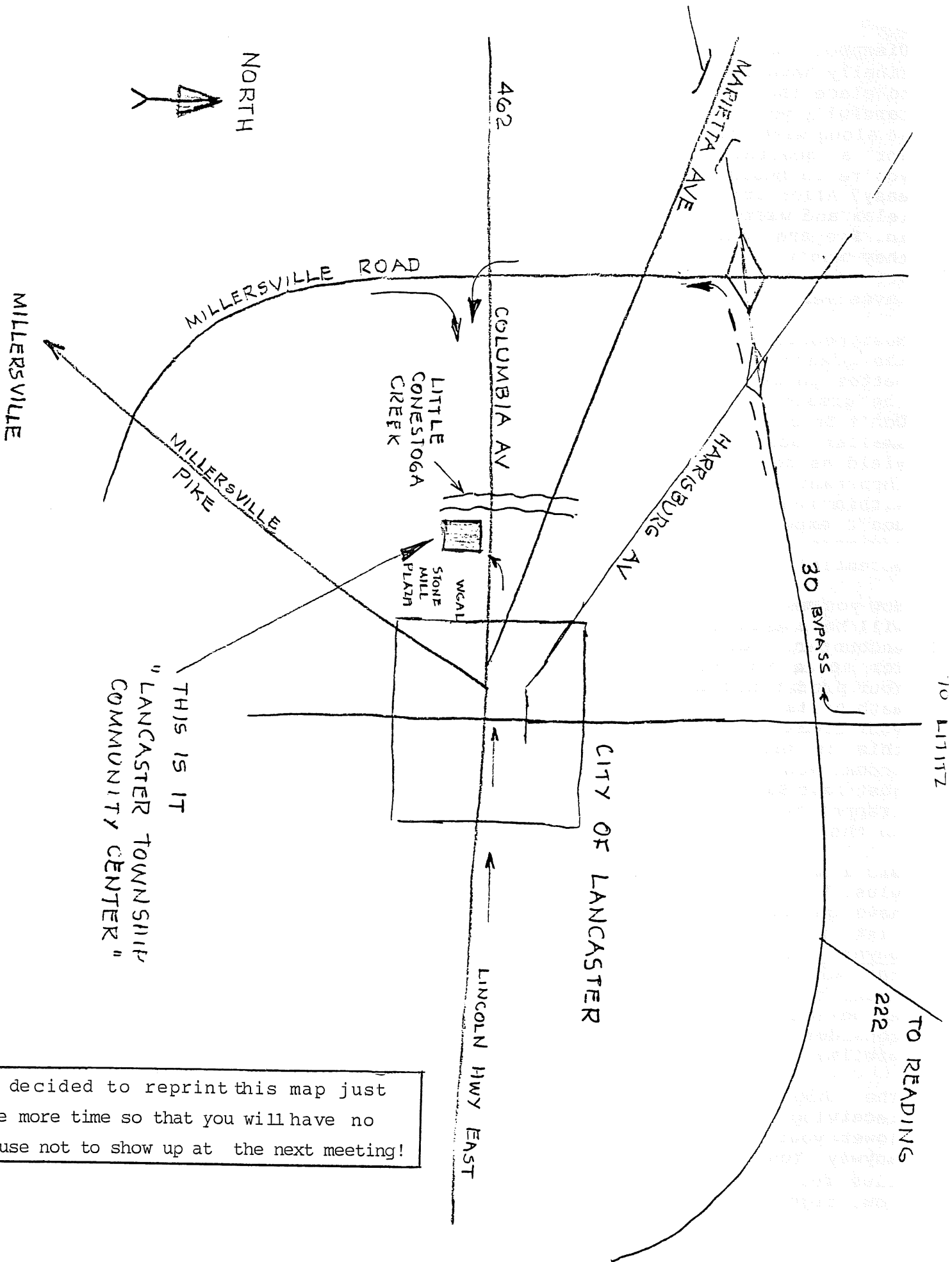
It takes a lot of hard work and time, but keep chipping away at that log, and eventually you will have a paddle, then you can begin your journey upstream!

(TO BE CONTINUED -- Next month we will discuss "Writing an Effective Ad"). Until then -- good luck!

PHILATELIC FIRSTS

The January 1, 1869 issue of Stamp Collectors Magazine showed collectors how to make their own stamp hinges cut from the margins of stamp sheets. This is the first known example previously collectors had pasted their stamps into albums.

-- The Circuit



THIS IS IT
 "LANCASTER TOWNSHIP
 COMMUNITY CENTER"

We decided to reprint this map just one more time so that you will have no excuse not to show up at the next meeting!

THE CONTINUED SAGA OF COLLECTING THE TRUCIAL STATES

When collecting the mint stamps of the U.S. and the countries I grew up with, from the British Commonwealth, Western Europe and in the past ten years, the Far East, became an overwhelming task both financially and logistically, I sought a new, inexpensive challenge. I thought of topical collecting; birds, insects, trains, chess, choices ad infinitum. Soon, however, I realized that stamps from the Trucial States met all my criteria. They encompassed every conceivable subject known to the American Topical Association; they were colorful, plentiful and cheap; the issue dates were finite, spanning some ten years; they lent themselves to mounting on collector designed pages.

Unfortunately, Scott's saw fit not to list these stamps in its catalogues. Why not list them but not price them as it has done for years in the case of Cuba, a country with whom we have been denied the trafficking in their stamps? To collect Trucial States it is essential to know the number of stamps in a complete set, the chronological order in which they were issued, the relative scarcity of certain stamps or sets.

From scanning the stamp supplies ads in Linn's, I determined my best bet was to buy a Michael Asian II catalogue which is devoted solely to Trucial States. I knew that the catalogue was printed in German, the prices quoted were in deuchmarks and determined in 1989-90. I reasoned I didn't care what the value assigned to stamps six or seven years might be, I only wanted to mount my stamps in some sort of order.

Sending \$47.50 plus \$3.00 shipping and waiting several weeks (I imagine the supply house was surprised to receive an order for such an out-of-the-mainstream volume) I finally received by 6"x9" soft cover 432 page catalogue.

My new catalogue had several serious drawbacks, the most egregious being it listed only half the countries I thought to be Trucial States so I am still in left field when it comes to listing many of my stamps. The other problems evolved around the language or more specifically, determining the nature of the listings. I concluded what was mint NH, mint hinged and used, but the meaning of many other entries eluded me.

Where the catalogue illustration immediately identified my set, many sets just contained a listing, especially near the end of the entries for most countries as though they suddenly felt the need to save space. If I could determine the wording contained Apollo 13 or Renoir, I'd count the number of stamps and denominations to make an identification because sometimes a Trucial States country would honor the same event three or four times if it were a proven seller, and not necessarily in the year the event took place.

So let me say, I am half-satisfied with my new catalogue. Would I spend \$50.50 again for the same incomplete information I am able to glean from its pages? I think not. After all, my entire collection of some 20 countries cost me about \$16.00. They say knowledge is priceless. But then again, that could be interpreted as meaning it's not worth anything. You decide.

-- Jim Lyman

REMINDER 1996 DUES

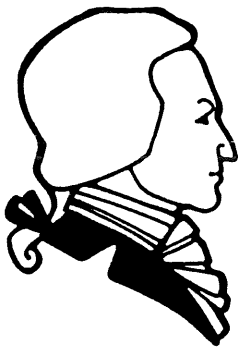
Another year! Another dollar! Yes, it's that time of year again -- time does fly! We are asking you to pay your yearly dues of \$5.00 at the January Meeting. If you cannot attend or forget your checkbook, please make checks payable to L.C.P.S. and send them to DICK SHAEFER, 1861 Beverly Drive, Lancaster, PA 17601.

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Jim Lyman, Editor
Truyde & Bill Greiner, Reporters
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FEBRUARY