BNAPS FORMS NEW STUDY GROUP

Charlottetown, Prince Edward Island, August 30, 2013 marked the birth of a new and what we all hope will be an exciting new venture in the world of Canadian postal history. Twenty nine members have formed the Illustrated Mail Study Group and this is our first newsletter.

The Group will be Chaired by ken Lemke (kwlemke@sympatico.ca) and this newsletter will be edited by John Burnett (jb45855@aol.com). I recently sent out a general emailing just to make sure I had all the email entered correctly on my computer, I'm glad I did as I had screwed one of them up and it kept coming back as undeliverable, that has now been corrected. I believe that as long as we keep this mailing an electronic mailing we will have no need for dues, if we end up needing to snail mail a newsletter then I propose only that person pay dues, comments please!

One of Canada's iconic illustrated mail pieces and one with lots of

OUR PURPOSE

- A group of BNAPS members who wish to share their knowledge of Illustrated mail with the goal of seeing it one of the regular exhibit categories within BNAPS

SOME OF THE GENERAL COMMENTS AND AGREEMENTS

When we sat down at BNAPEX we did agree to the following:

- No Picture post cards, but cards such as "Salesman Will Call" will be included

- No Permit Mail

- No mail with a simple logo, although some might be required to completely tell a story in an exhibit.

- No first day covers again with the caveat that some might be required to tell a complete story in an exhibit, the example of a study of the Royal Train

- No simple corner cards

- We also want to avoid articles on catalogued material. IE: postal stationery in WEBB's.

SOME IDEAS YOUR EDITOR HAS

When ken first posed the idea for this study group I was very enthusiastic and knew I would try to be the editor. I put together the following comments to discuss at BNAPEX. I really want your input here as I think it critical we all should be in general agreement as to just what we should be doing.

I was of the opinion we could divide the subject of illustrated mail into the following categories

National Illustrated mail from national companies or of national interest, things like Canadian Pacific or Canadian National Railway Companies

Provincial these would be things like provincial fairs (Pacific National Exhibition), Tourist mailings, provincial government mail

City Tourist mailings, city mailings (beyond a city logo), city fairs.

Company Hudson's Bay, I take it there might just be a possible exhibition on just this one topic and all the varieties that exist in their illustrations. How about Bulova Watch Co, I have seen a number of different versions of this companies illustrations.

Theme I was thinking along the lines of a subject such as "automotive companies, navigation companies, hotels, etc.

Patriotic Wouldn't you like to have all the J. C. Wilson covers, how about all the WWII patriotic?

Era Here I was thinking in terms of 19th Century, 20th century, WWII or even a narrow time frame such as "the 1937—1942 era of the Mufti Stamps".

I had some other thoughts on this subject. We must set a course to get some articles written and once discussed get them into *BNA Topics* I think to get knowledgeable article published we will have to make some attempt at a census on some of the material if only to be able to comment on the collectability of the illustration.

I also wondered "how do we create an exhibit classification for illustrated mail?" if can do this then how do we create judging criteria? We have a number of BNAPS Judges in our study group and I hope they will take the time to respond to this question.

I will end this first newsletter here as I'm still struggling with Micro Soft publisher and I really want some comments back on where and what we do in the future. I have a number of "what I collect" email that I will run with next edition and hopefully many more scans of illustrated covers.
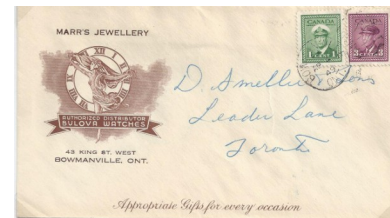
The Bulova watch Company general illustration; This seems to have been available to all registered Bulova jewelers who could then have their name added to the illustration. How many are there out there?

We need your scans and comments right now

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

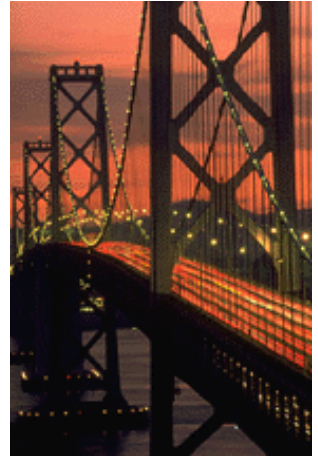While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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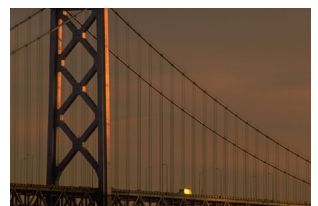
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We are on the web!

example.com

Organization

Y O U R   B U S I N E S S   T A G   L I N E   H E R E.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark

their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

Caption describing picture or graphic.