

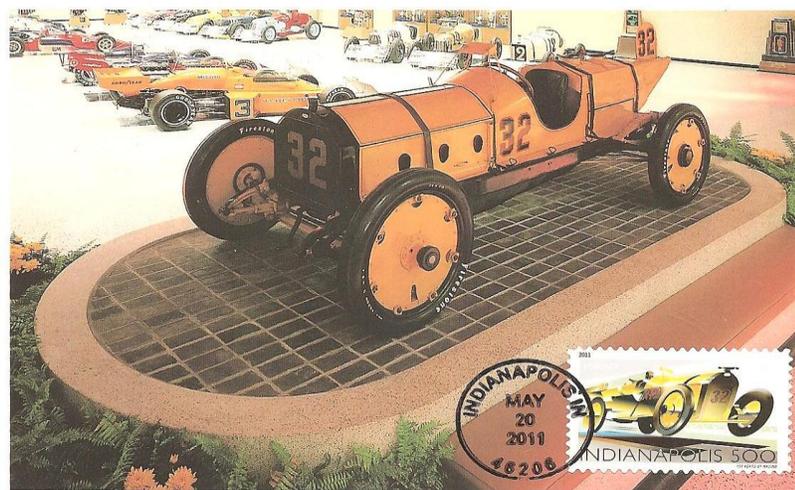
North American MAXIMAPHILY

Volume 30, Nr. 3

July, Aug. Sept. 2011

QUARTERLY JOURNAL OF MACSU

The Maximum Card Study Unit of America



Stamp: Indianapolis 500, Scott # 4530; **Cancellation:** circle-date FDC, Indianapolis, IN, 5/20/11
Postcard: “Marmon Wasp”, winner of the first Indianapolis 500, card published by Indiana Scenic Images

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Letter From the President

Sitting down yesterday to start outlining what I wanted to say to our membership in my quarterly letter to you, I began trying to come up with ideas as to how we can grow our hobby in North America. Like most philatelic specialties, Maximaphily is challenged by the demographics of aging collectors and a declining interest of youth in philately. After a few minutes of thought, I gave up, deciding that this was too big a task to consider. I didn't even know where to start.

But then today, I received a form letter from the American Philatelic Society that was addressed to all APS affiliate presidents, inviting us to participate in next year's two major APS sponsored stamp shows. The letter of invitation immediately struck me as a starting point for growing our hobby. In order to grow and thrive, MACSU must have a presence at such events. What is the possibility of MACSU having a club meeting at one of the Stamp Shows? What about sponsoring a workshop that would introduce maximaphily to interested stamp collectors? What about placing a small advertisement in the Show Program? What about a few of us exhibiting at these Stamp Shows? What about reserving a booth to highlight the collecting of maximum cards?

The AmeriStamp Expo 2012 will be held in Atlanta on January 27-29 and the APS StampShow 2012 will be held in Sacramento on August 16-19. As I live near Atlanta, I am committing myself to being involved in the AmeriStamp Expo. Other than being in my church on Sunday morning, I will man a MACSU booth full time at this three day event. I am also committing to exhibiting at the event. With the help of other members, I am willing to present a workshop on maximum card collecting. Who is with me? Email me if you would like to be involved.

This MACSU Journal is again being offered to you at no cost. However, this "deal" won't last much longer. Please consider joining MACSU. An annual cost of \$12 can't be beat. Please check out the last page for membership information.

MAXIMUM CARD STUDY UNIT OF NORTH AMERICA

The Maximum Card Study Unit (MACSU) is an independent non-profit organization dedicated to the creation, collection, exchange, enjoyment, display, and study of Maximum Cards, by spreading the knowledge of Maximaphily among its members. The activities of MACSU are planned and carried on entirely by the volunteer services of its officers and members. MACSU is Affiliate # 106 of the American Philatelic Society, and Chapter # 67 of the American First Day Society.

Board Members:

Terry Watson, President
1825 Jenny Lane
Lithia Springs, GA 30122
U.S.A.
terryw7633@comcast.net

George Constatourakis, VP
2115 Girouard Ave
Montreal, QC H4A 3C4
CANADA
geo.constant@sympatico.ca

Gerard Marandino, Treasurer
5105 Skyline Village Ct.
Alexandria, VA 22302
U.S.A.
brooklyngerry@gmail.com

Sebastian Safiano
11461 SW 93 St.
Miami, FL 33176
U.S.A.

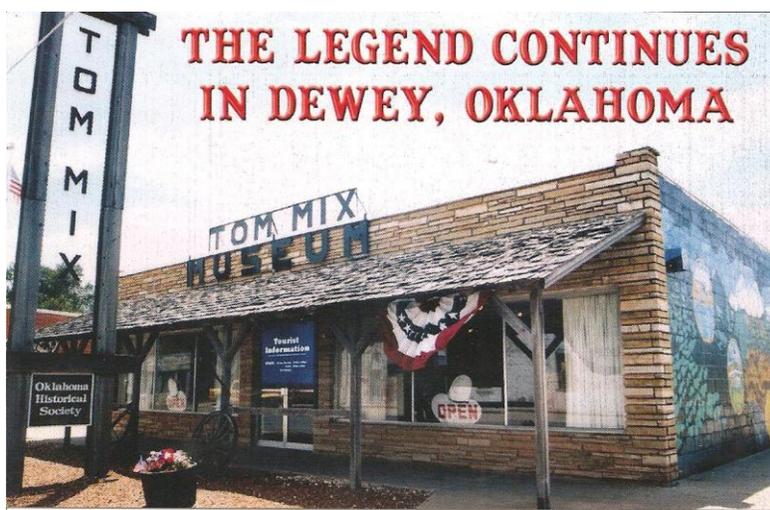
Finding Those Postcards

Of the three components of a maximum card--stamp, cancellation, or postcard--which do you find the most difficult to obtain? Most maximaphilists would state that obtaining the stamp is by far the easiest. Stamps can be purchased at the post office, USPS on-line, at stamp shows, or at internet auction sites such as eBay. Obtaining cancellations can be problematic. Finding concordant post office sites, and then receiving legible cancellation strikes once these post office stations are located are frustrations that many of us have repeatedly faced.

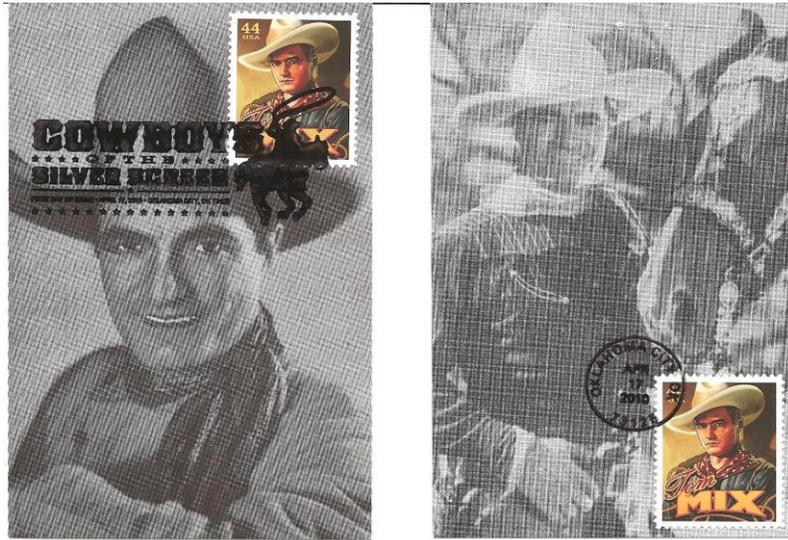
However, I have heard many maximaphilists voice the fact that obtaining postcards that picture the featured topic of the stamp can be extremely challenging for some USPS stamp issues. This article will explore how using an internet search engine can be most helpful in locating postcards of historical persons that you might at first think impossible to find.

All of the featured maximum cards on the this page and the following four pages used postcards that were “found” by a Google Search. By googling in a person’s name and adding the words “house”, “home”, or “museum”, you may be directed to a small museum that is dedicated to the googled person. These museums are often found in small towns, often run by local historical societies, and often located within a restored house in which the person lived at some point in their life. Mailing addresses, email address, and telephone numbers can always be found on their website, usually through a “Contact Us” button.

Last year, prior to the issuance of the Cowboys of the Silver Screen stamp issue, I located postcards of three of the four film stars through internet searches. Googling “Tom Mix museum” I was given the website of a small museum in Dewey, Oklahoma that is dedicated to him. I emailed them asking if they had any postcards of the cowboy film star. The next day I received an email stating that they had two different postcards of him at 25 cents a piece. Via a simple credit card transaction, I ordered 20 of each. A few days later, I received the postcards, as well as a complimentary postcard of the museum’s exterior (below). The museum calls itself the “world’s largest collection of personal items owned by America’s greatest western star”.



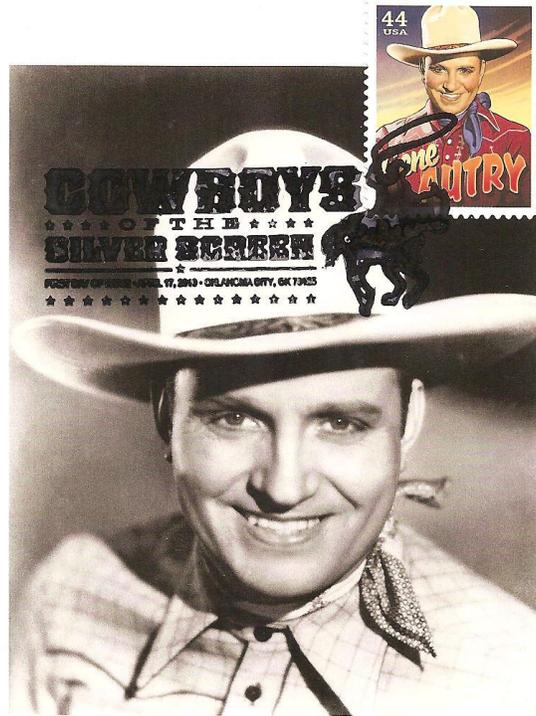
Tom Mix Museum, Dewey OK



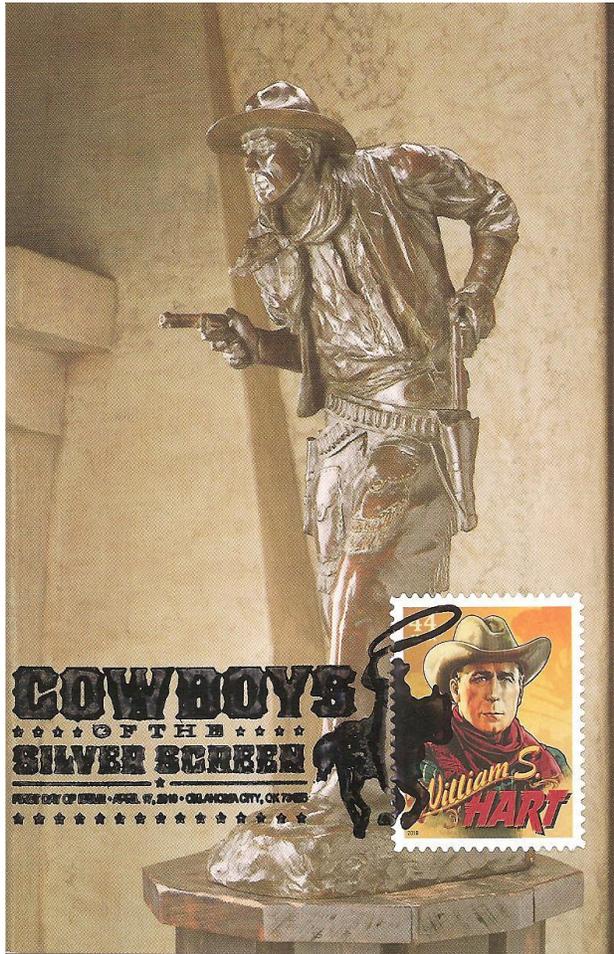
Tom Mix maximum cards realized from postcards from the Tom Mix Museum

By the same Googling procedure I located two museums for Gene Autry, a small one in Gene Autry, Oklahoma (yes, the town is named after him) and a much larger one, the Autry National Center in Los Angeles. This museum was formed in 2003 when the Autry Museum of Western Heritage merged with two other museums. The below maximum card was realized using a postcard that I was able to purchase on-line from this museum.

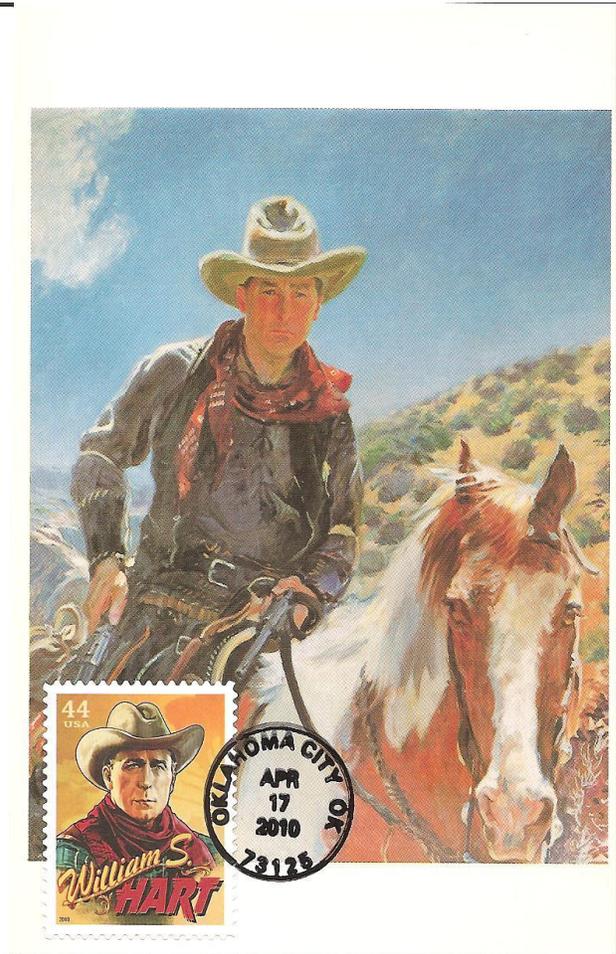
Gene Autry, Postcard published by the Autry Museum of Western Heritage, 2002



Through a Google search I located the William S. Hart Ranch and Museum which is located in Newhall, CA. This museum was able to supply me with three different post cards of this cowboy star of the silver screen. Two of the realized cards are pictured below while the third card was depicted on page 10 of the last MACU Journal issue.



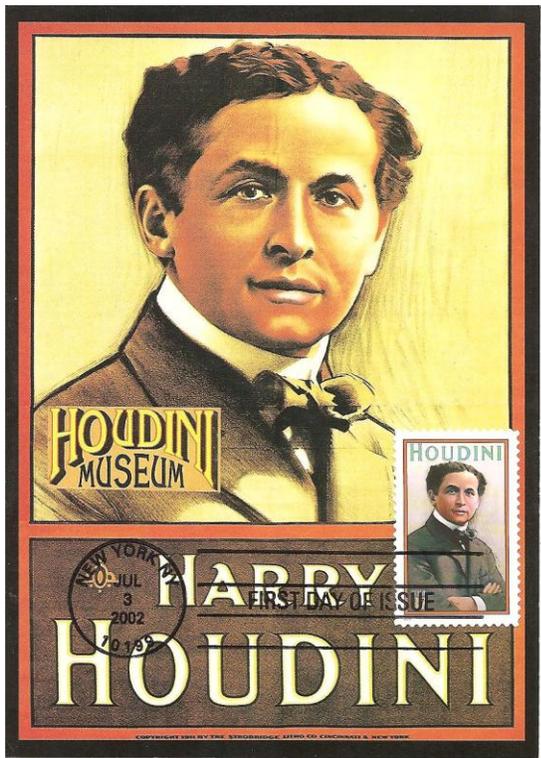
Bronze sculpture by Charles Christodoro of William Hart in his "Two Gun Bill" image.



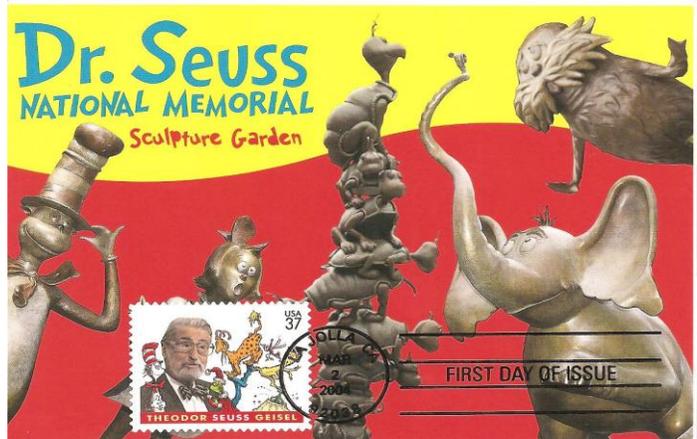
Portrait by James Montgomery Flagg of William Hart on his pinto pony.

All of the postcards used in the realization of maximum cards on the following three pages were located through a Google search. When contacting the Houdini Museum, they were so interested in my philatelic endeavor that I had to promise them that I would send a realized maximum card to them. Maybe, the museum now has this maxicard as part of their memorabilia collection.

While postcards of Mark Twain are not difficult to locate, I was able to obtain six different postcards of this great American author through an internet search. My google search located his home in Hartford, Connecticut which is now a museum dedicated to him.



Harry Houdini; postcard of 1911
From the Houdini Museum in Scranton, PA



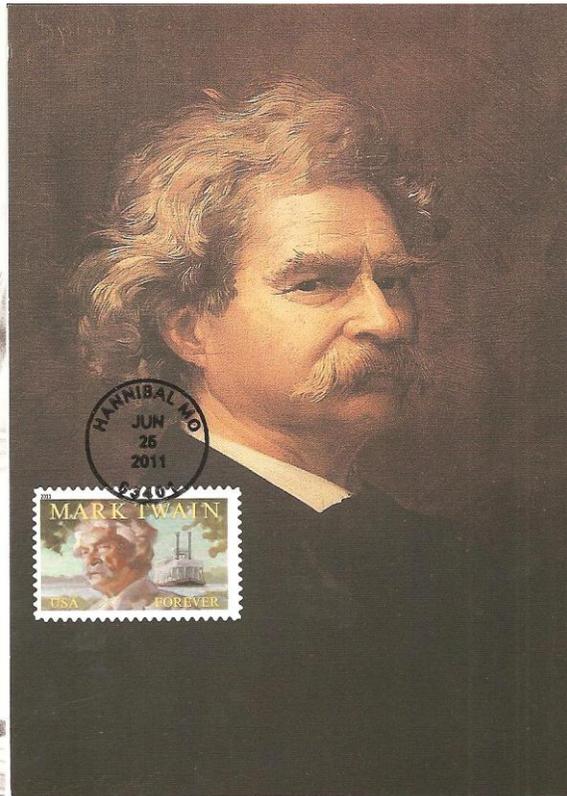
Theodore Seuss Geissel (Dr. Seuss)
Postcard from Springfield Museums, Springfield, MA



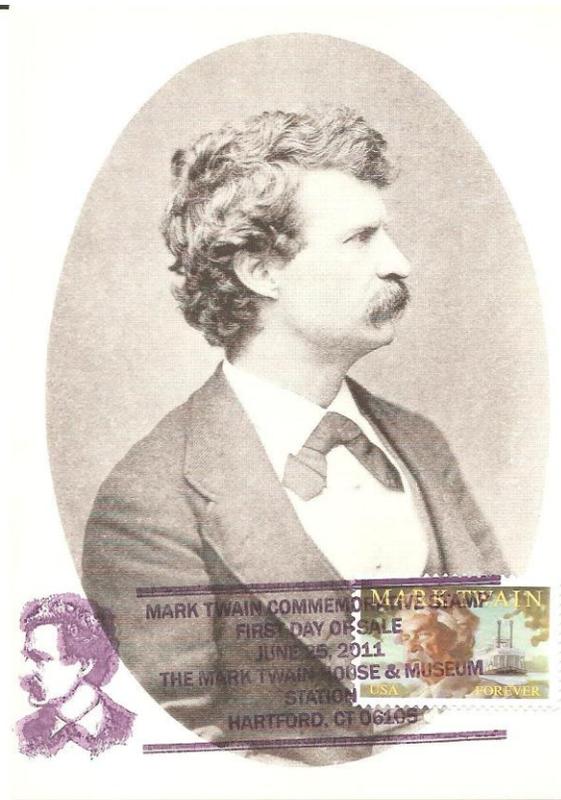
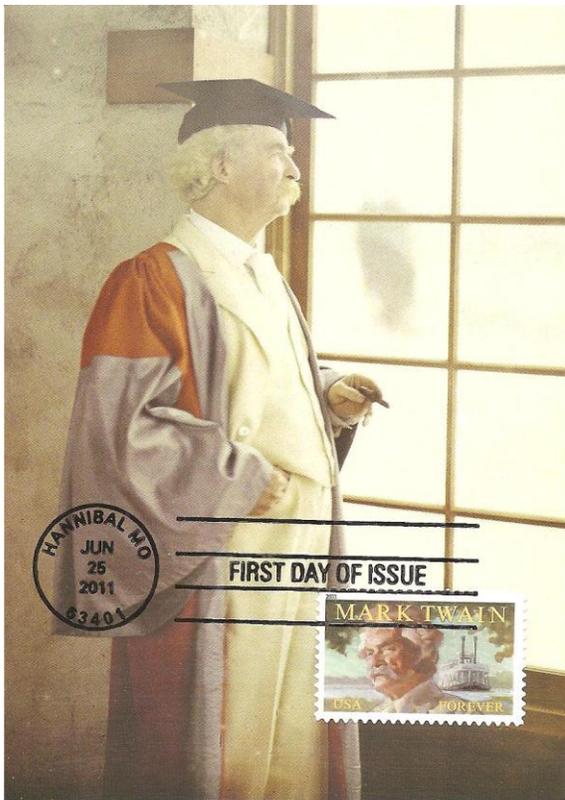
Edna Ferber, Author
Postcard from the Outagamie County
Historical Society, Appleton, WI



Margaret Chase Smith, Senator
Postcard from the Margaret Chase Smith
Library & Museum, Skowhegan, ME



Four maximum cards using postcards obtained from Mark Twain's home in Hartford, CT.



United Nations Endangered Species



As the maximum card journal of North America, it is our responsibility from time to time to cover maximum cards from Canada, Mexico, the United Nations and the Caribbean. This quarter we will take a look at wildlife cards from the New York offices of the United Nations.

Since 1993, the UN Postal Authority has annually issued 12 stamps which feature endangered species. Each of the three UN postal authorities (New York, Vienna and Geneva) issue an official maximum card that features four species. These cards break almost every FIP rule in the book. They have more than one stamp on the card. The picture area of the postcard is less than 60%. The cancellation only hits the stamps and thus does not “tie” the postmark to the card. The postcards are “not off the rack” as they are specially printed for the issue. Finally, there is the lack of site concordance which is a frequent problem with United Nations maximum cards.

However, realizing your own UN maximum cards can produce very attractive collectables as can be seen on this page and the following two pages.

Stamps: 2003 Wildlife issue, Scott #s 842-845

Cancel: official, pictorial cancellation, NY, 4/3/03

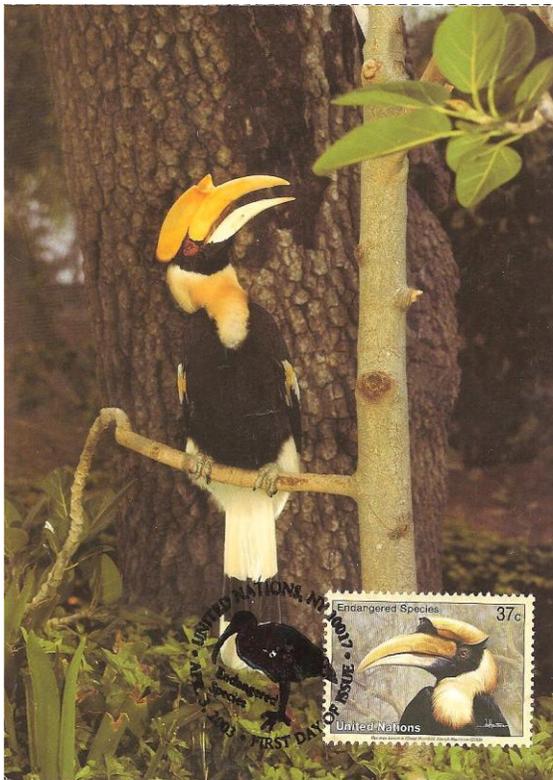
Postcard: Official Maximum Card # 80 by the UN Postal Administration.

Stamp: Scarlet Ibis from 2003 UN Wildlife issue, Scott # 843

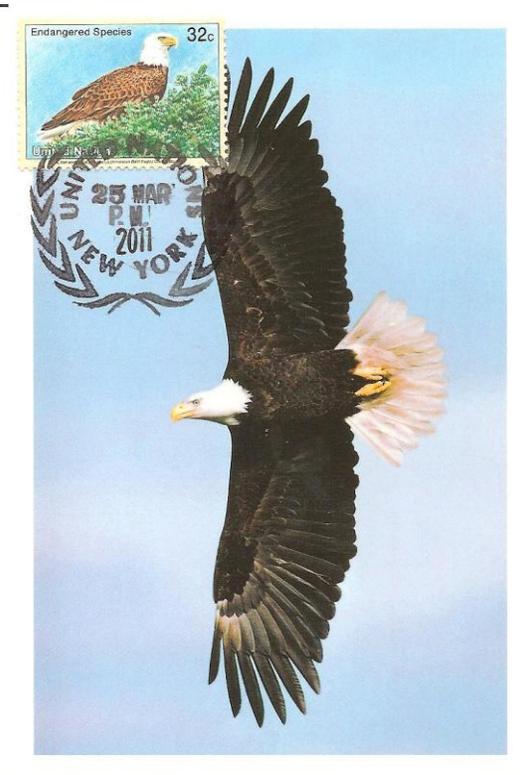
Cancel: official, pictorial cancellation, NY, 4/3/03

Postcard: Scarlet Ibis by Benedikt Taschen Verlag GmbH, Cologne

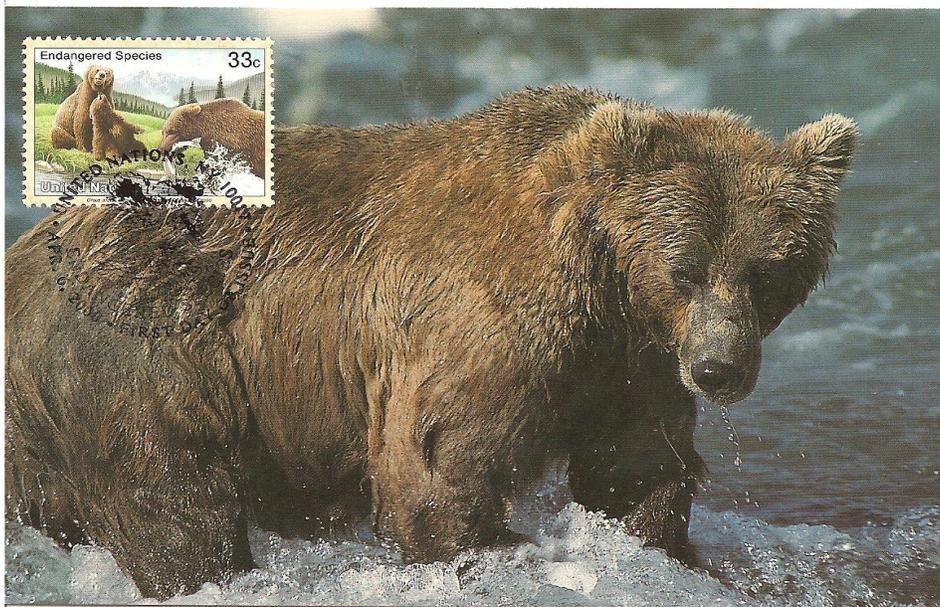




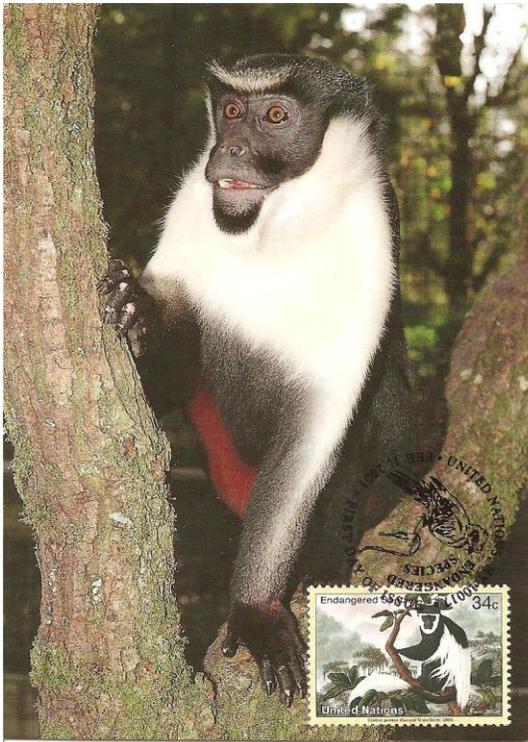
Stamp: Great Hornbill, Scott # 842
Cancel: official, pictorial FDC, NY, 4/3/03
Postcard: Neushoornvogel, Bijzondere vogels (p/c book)



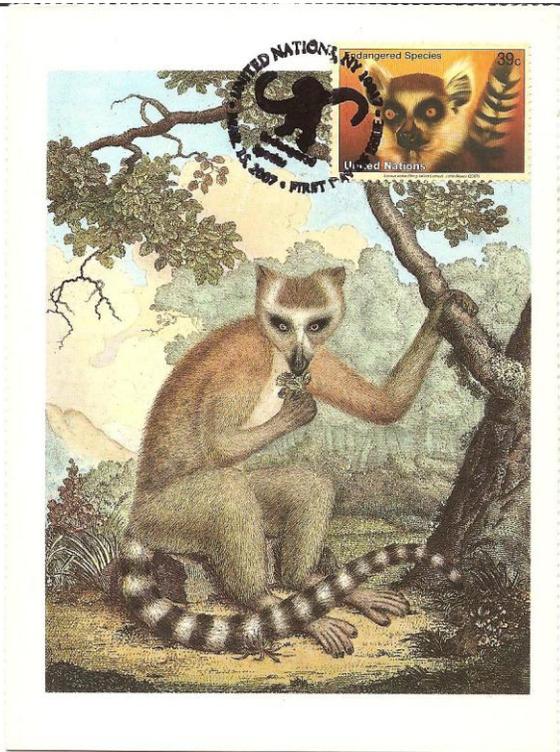
Stamp: Bald Eagle, Scott # 658
Cancel: philatelic cancel, NY, 3/25/11
Postcard: Bald Eagle, by Vancouver Is. P/Cs



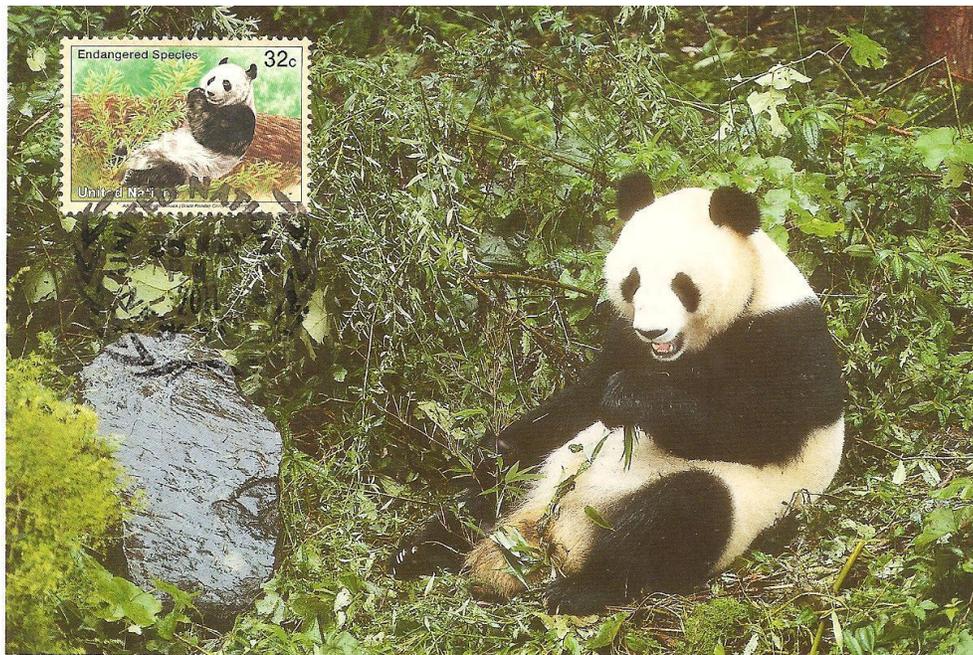
Stamp: Brown Bear, Scott # 773
Cancel: official, pictorial FDC, NY, 4/6/00
Postcard: Grizzly Bear, by Dexter Colour Canada



Stamp: Colobus Monkey, Scott # 792
Cancel: official, pictorial FDC, NY, 2/1/01
Postcard: Colobus, Parc Zoologique de Champrepus



Stamp: Ring-tailed Lemur, Scott # 927
Cancel: official, pictorial FDC, 3/15/07
Postcard: Ring-tailed Lemur, by Dover Publications



Stamp: Giant Panda, Scott # 660
Cancel: philatelic cancel, NY, 3/25/11
Postcard: Grosser Panda, by Artcolor

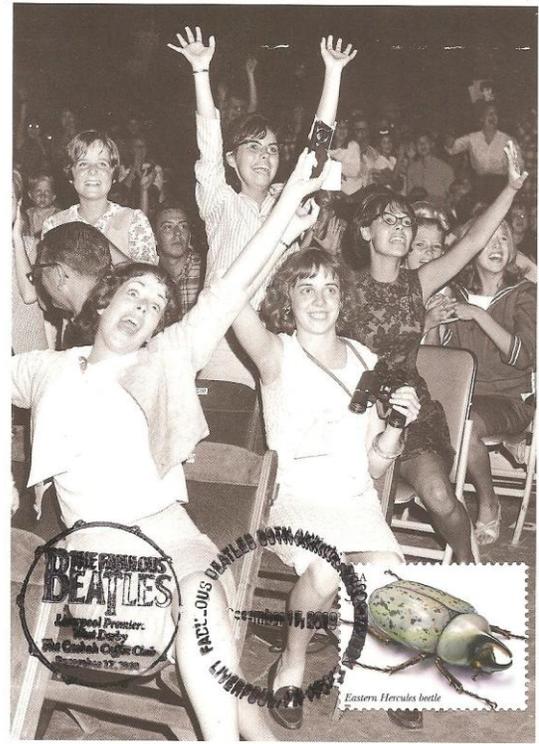
Fun With Cards

Why are the girls pictured on this postcard screaming? Are they afraid of bugs? No, the postcard is a photo of Beatle fans in 1964. The card is obviously not visually concordant. However, the Eastern Hercules Beetle stamp from 1999 offered a good opportunity to have a little philatelic fun.

Stamp: Eastern Hercules Beetle from the issue. Scott # 3351(1)

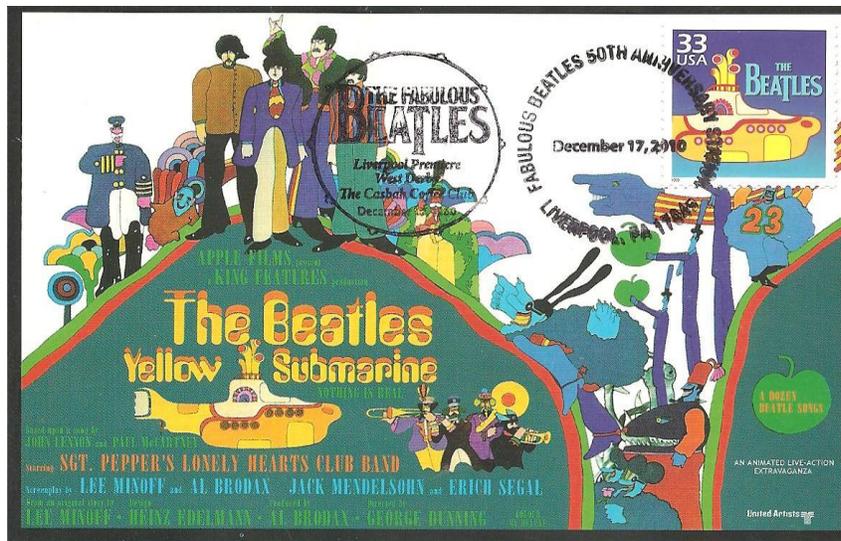
Cancel: Fabulous Beatles 50th Anniversary Station, Liverpool, PA; December 17, 2010.

Postcard: Beatles fans at Convention Hall in Atlantic City; Abbeville Publishing Group



A more concordant “Beatles” maximum card, using the same Liverpool, PA pictorial cancellation is pictured below. The Beatles stamp from the Celebrate the Century, the 60s issue, has been affixed to a postcard of a poster for their second movie, “Yellow Submarine” which featured twelve of their songs.

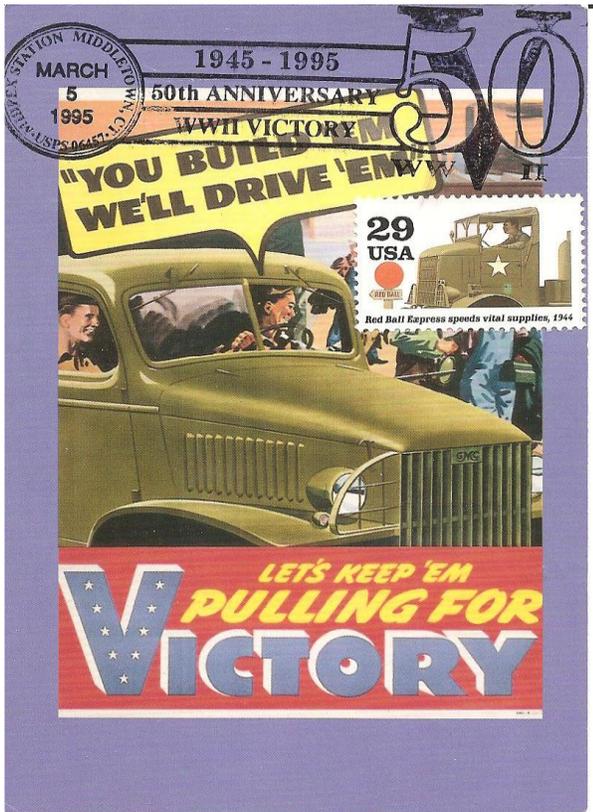
If you are a child of the 60s, you know that “We all live in a Yellow Submarine”.



Stamp: The Beatles, Scott #3188o **Cancel:** (same as above card) **Postcard:** published by Astrounding Graphics

Butchered Cancellations

Over the years of collecting, I've grown to accept the fact that many cards will be ruined by careless or unknowledgeable postal workers or poor ink despite what I do to prepare the postcard. However, it is especially frustrating when you receive a sharp, crisp, legible cancellation but the cancel has completely missed the stamp. Two examples are shown here. One is a World War II anniversary pictorial cancellation that just barely "missed" the stamp. The other is a standard four-bar killer postmark that unforgivably missed the stamp, especially since I used a sticky note to show the exact postmark placement location that I desired. This card would have been a great example of concordance, with both stamp and card depicting a winter view of El Capitan from the Mercer River.



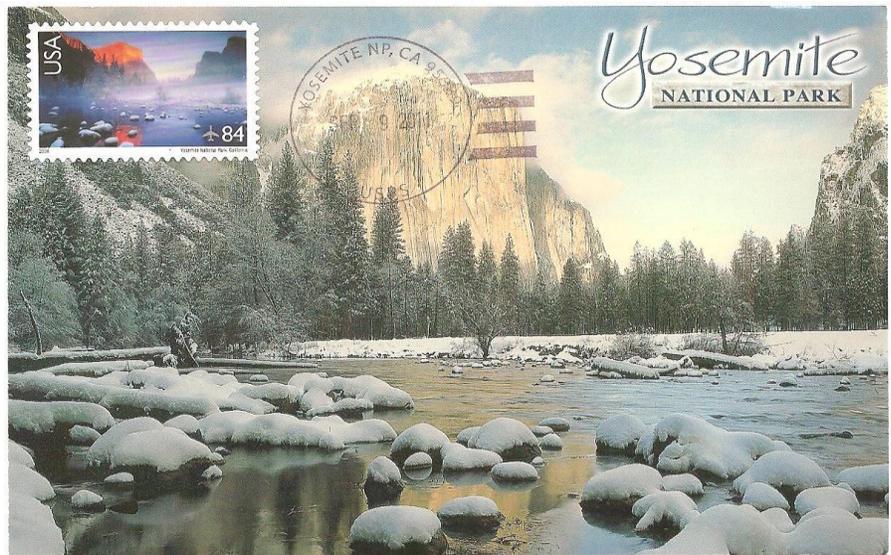
Stamp: Red Ball Express from WW II Anniversary series, Scott # 2838h

Cancel: MIDPEX Station, 50th Anniversary of WW II Victory, Middletown, CT, 5/5/95

Stamp: Yosemite National Park from the Scenic American Landscapes (airmail) series, Scott # C141

Cancel: standard, four-bar killer, Yosemite National Park, CA, 9/9/11

Postcard: "El Capitan", published by Scope Enterprises, Inc.

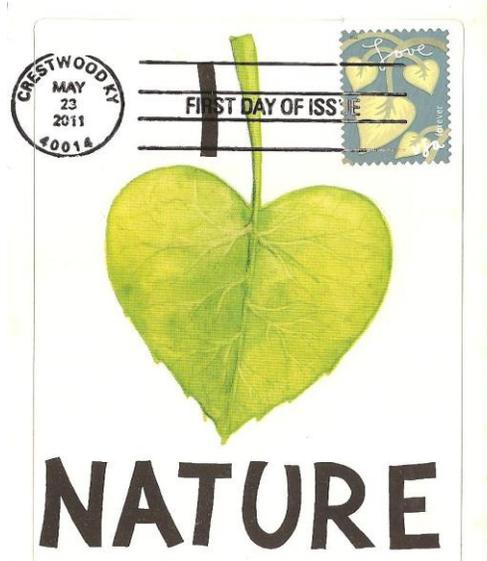


Recent Realizations

Garden of Love: On May 23, 2011, the USPS continued its popular “Love” series with the issuance of its “Garden of Love” issue. Comprised of ten stamps in a design that depicts an abstract garden of bright flowers, a strawberry, a butterfly, and doves, the prominent element within each stamp is the shape of a heart. The word “Love” sits atop each stamp. Realizing maximum cards of such highly stylized and abstract subject matter can be challenging. With this issue, Garden of Love stamps were affixed to postcards of flowers of similar color. The first day of issue ceremony was held at Yew Dell Gardens in Crestwood, Kentucky, making the Crestwood, KY cancellation place concordant.

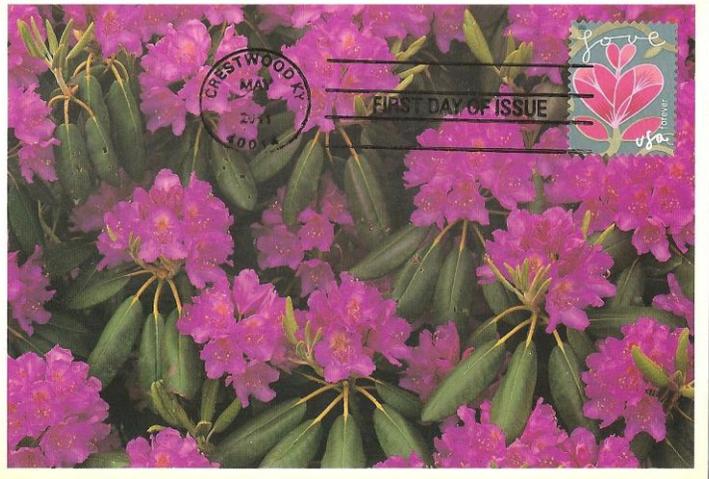
Stamp: Scott # 4535

Postcard: “I Love Nature” a Fancy Sticker by GMBH Kussnacht am Rigi



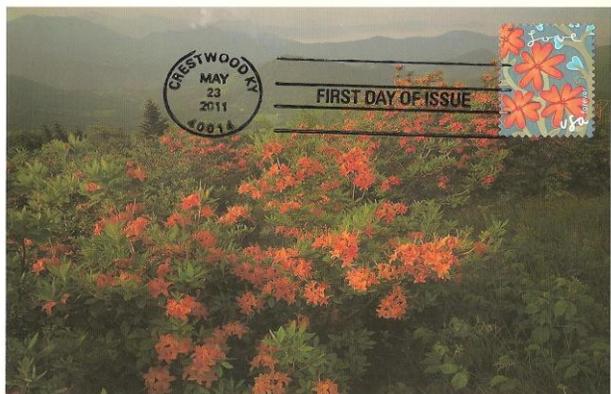
Stamp: Scott #4531

Postcard: Rhododendron from Southern Wildflowers Postcard Book, by Browntown Pub.



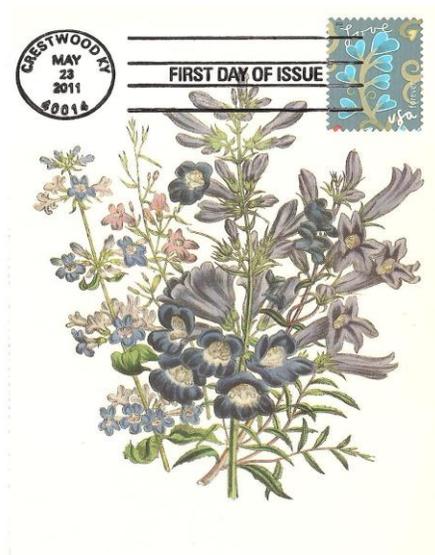
Stamp: Scott # 4538

Postcard: Flame Azalea, from Southern Wildflowers Postcard Book by Browntown Publishers



Stamp: Scott # 4533

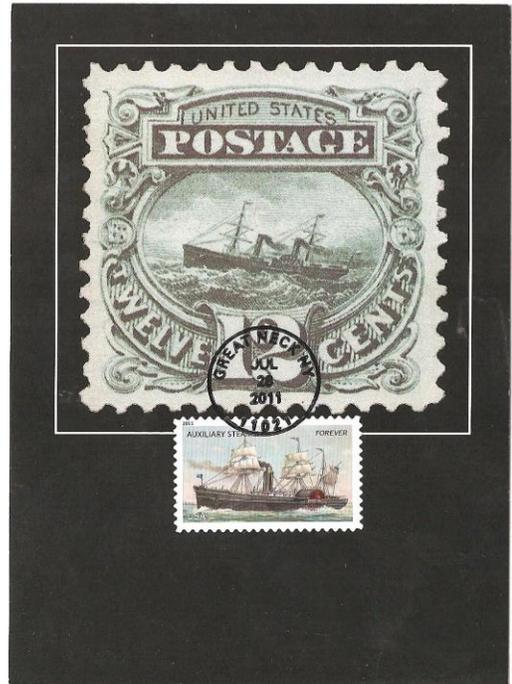
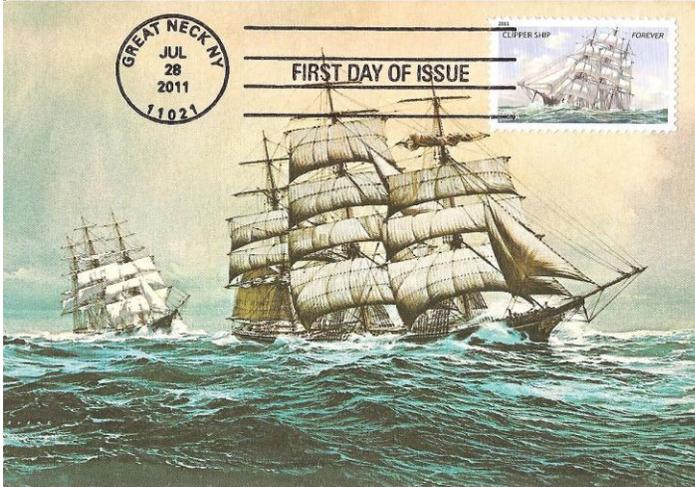
Postcard: Pentstemon, from “Favorite Garden Flowers Postcards”, a Dover Publication



Merchant Marine: On July 28, 2011, the U.S. Postal Service issued four stamps commemorating the U.S. Merchant Marine. Each stamp featured a different type of vessel used by the Merchant Marines in different eras of our country's history. The official first day of issue site was Great Neck, New York. Great Neck, NY is the site of the U.S. Merchant Marine Academy making these cards site concordant.

Stamp: Clipper Ship, Scott # 4548
Postcard: "Conquerors of Cape Horn, 1879",

Stamp: Axillary Steamship, Scott # 4549
Postcard: "The 12 cent stamp of the 1869 series by the



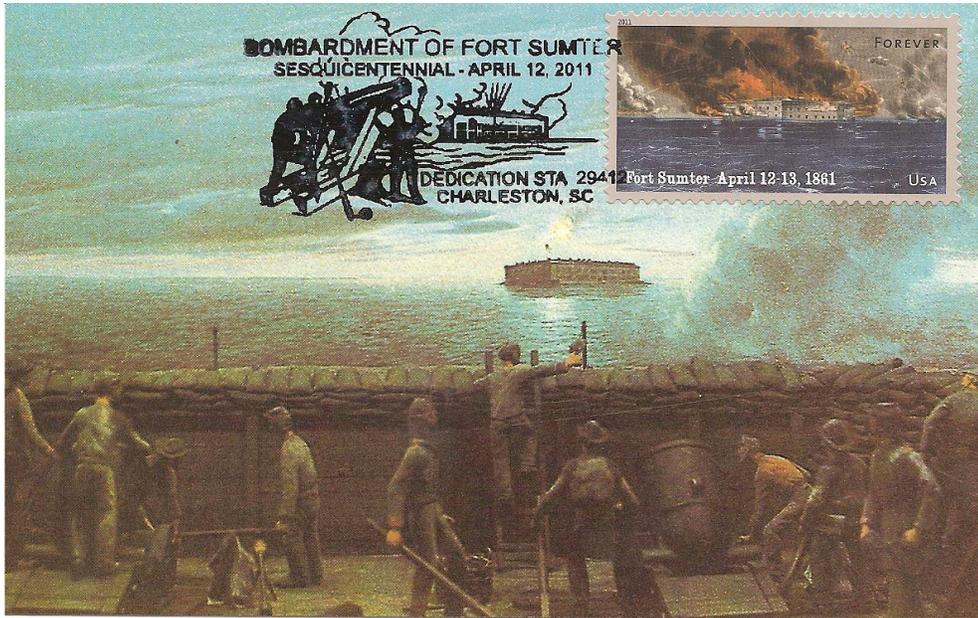
Council
 by Pictorial Publications, Inc.
 Publications, Inc.

by the Council of Philatelic Organizations



Stamp: Container Ship, Scott # 4551
Postcard: Container Ship by Zazzle Cards

Civil War: With the issuance of these two stamps, the U.S. Postal Service begins a series commemorating the 150th anniversary of the Civil War. One stamp depicts the beginning of the war in April 1861 at Fort Sumter, South Carolina, while the other depicts the first major battle of the war three months later at Bull Run, near Manassas, Virginia.



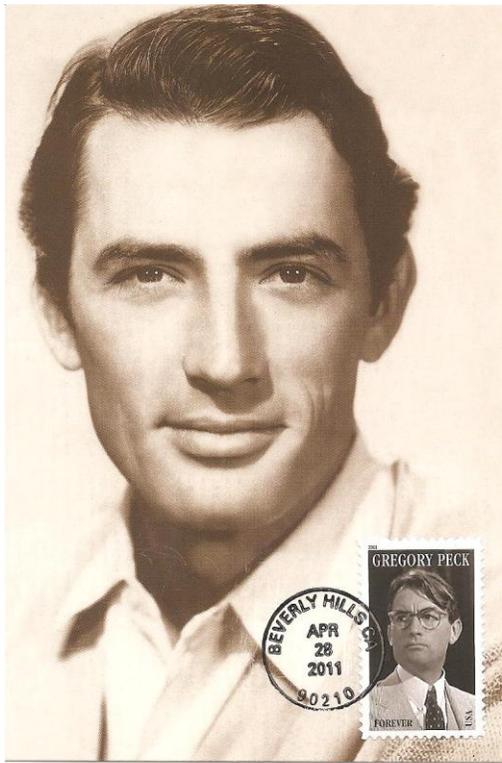
Stamp: Fort Sumter, Scott # 4522 **Postcard:** Ft Sumter National Monument diorama by Charleston Post Card Co.
Cancel: Dedication Station, "Bombardment of Fort Sumter Sesquicentennial", unofficial FDC, Charleston, SC, April 12, 2011



Stamp: First Bull Run, Scott # 4523 **Postcard:** The Civil War 1861-1865 by Cards Unlimited
Cancel: 1st Battle of Bull Run Civil War Sesquicentennial Dedication Station, Manassas, VA, July 21, 2011

Gregory Peck: The 17th stamp in the *Legends of Hollywood* series honors one of America's most respected actores.

Stamp: Scott # 4526 **Postcard:** by Gold Classic
Cancel: FDC circle-date, Beverly Hills, CA, 4/28/11

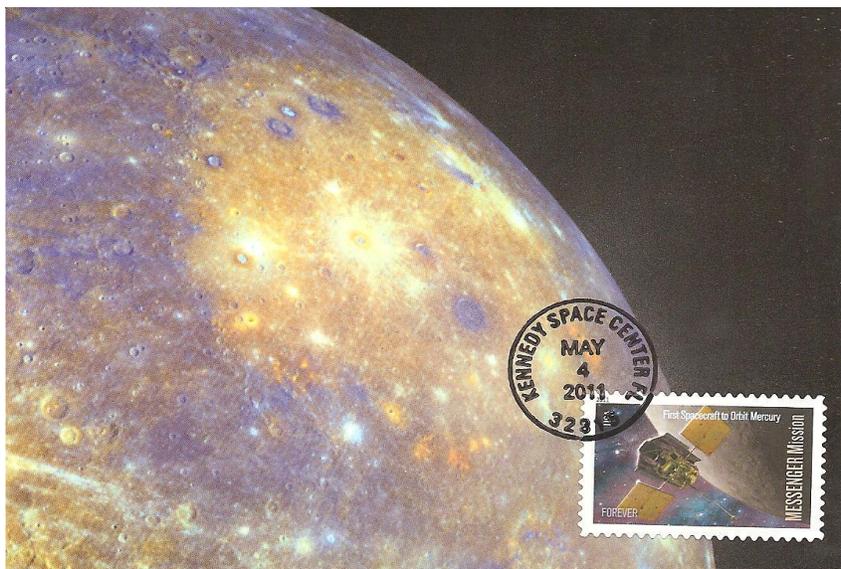


Helen Hayes: A commemorative stamp honoring the “First Lady of American Theater”.

Stamp: Scott #4525 **Postcard:** by Pomegranate
Cancel: four bar FDC, Washington, DC, 4/25/11



Mercury Project/Messenger Mission: On May 4, 2011, the Postal Service issued a se-tenant pair of commemorative stamps honoring space USA achievements. The *Mercury Project* stamp depicts Alan Shepard, the Mercury capsule Freedom 7, and the Redstone launching rocket. The *MESSENGER Mission* stamp depicts the MESSENGER spacecraft in orbit around the planet Mercury.



Stamp: MESSENGER Mission, Scott #4528

Cancel: FDC circle-date, Kennedy Space Center, FL, 5/4/11

Postcard: enhanced photograph of the surface of Mercury taken by MESSENGER Satellite, by Zazzle Cards



MEMBERSHIP APPLICATION

For The

MAXIMUM CARD STUDY UNIT of AMERICA

Founded in 1978, the Maximum Card Study Unit (MACSU) is an independent non-profit organization dedicated to the creation, collection, exchange, enjoyment, display, and study of Maximum Cards, by spreading the knowledge of Maximaphily among its members

Membership includes a subscription to Maximaphily USA, a quarterly journal featuring news of the maximum card world and articles by members and experts in the field.

Articles featuring topical collecting typically are richly illustrated with maximum cards and share the author's insightful knowledge of the subject and his own personal and helpful experience.

The pages providing information regarding activities of individual members allows members to place free advertising for trading, buying, selling and exchanging information. Here the opportunity to make contacts with members in other countries is provided.

There are articles evaluating maximum cards according to accepted standards, pointing out good qualities and making suggestions for improvement.

Mail bid auctions are held on occasion, featuring inexpensive cards donated by members.

Every issue provides a page or two of illustrations of the most recent maximum card creations by our members. Every member gets a chance to show his cards and write an article about them.

MACSU Membership Application

Name: _____

Address: _____

City, State, ZIP: _____ Country: _____

Email Address: _____

Collecting Interests (Topics, countries, etc.) _____

(Indicate if you want your name and interests listed in an upcoming issue: YES: NO)

Club membership is only of \$12 per year and includes a quarterly journal emailed to you. If you need the journal mailed to you domestically, membership will be \$17 in North America or \$20 elsewhere. Please send your dues to our new Treasurer. Checks should be made out to the Maximum Card Study Unit.

Gerard Marandino, Treasurer
5105 Skyline Village Ct.
Alexandria, VA 22302

OR, you can pay your dues through PayPal
Send dues to: MAXICARDS@gmail.com