

ELIZALDE *Stamp Journal*



CENTRAL OFFICES: MUELLE DE LA INDUSTRIA, MANILA



United States Life Insurance Co.

FIRST
ANNIVERSARY
ISSUE



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ELIZALDE STAMP JOURNAL

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of the
ELIZALDE STAMP CLUB
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Manila, Philippines

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ELIZALDE STAMP CLUB
Elizalde Bldg.
Manila, Philippines

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EDITORIAL

With this issue, we celebrate the First Anniversary of our Journal and as we enter our second year, we propose to adhere, with greater determination, to our simple policy of trying to promote philately, not only in the Philippines but in the world at large. We believe that in order to encourage philately, more publicity has to be given to it, and it is with this frame of mind that we shall endeavor to share in voicing the hobby through our magazine.

During our first year of publication, it has given us the pleasure to have received numerous letters from different parts of the world, complimenting us on our little magazine; and these compliments have been so gratifying that they have given us more encouragement. Heartened by this good-will gesture, we shall continue with our publication in the interest and promotion of philately.

We are gratified indeed that, at our suggestion, Elizalde & Co. Inc., issued this year, the First Private Christmas Seal of the Philippines, and with the Elizalde Stamp Club as the first stamp fraternity among philatelic organizations of local commercial firms, to us, Elizalde employees, it is a source of satisfaction that we have had the honor of initiating, at least, "two first" in the history of philately in this Archipelago.

By and large, issuance of the Elizalde Christmas seals and publication of the *Elizalde Stamp Journal*, serve two purposes: To convey the Elizalde holiday greetings to all, and to broaden the links of friendship that we stamp collectors enjoy in the fraternity of philately.

EDUARDO YREZABAL

ELIZALDE ISSUE CHRISTMAS SEALS

First Private Christmas Seal of the Philippines

Design Symbolic of Agriculture and Commerce in the Islands

Free to Collectors Upon Request

Out of the hundreds of entries submitted to the Elizalde Christmas Seal Contest, an idea submitted by Federico V. Colman, of Manila, was awarded the prize of ₱50 offered by Elizalde & Co. Inc. Symbolic of agriculture and commerce in the Philippines, the idea selected by the judges was drawn by Cesar Legaspi, staff artist of the Advertising Department of the Company. Elsewhere in this issue we are reproducing the design of the Elizalde Christmas seal, and club member Pedro E. Teodoro, advertising manager of E. & Co. Inc., and business manager of The ESJ, describes its theme published elsewhere in this issue, too.

Design of the Elizalde Christmas seal portrays Juan de la Cruz (John Q. Citizen) plowing a field; some coconut palms on an island, and the S. S. MAYON, known locally as the "Queen of Philippine Seas," owned and operated by the Manila Steamship Co. Inc., one of the subsidiary corporations of Elizalde & Co.

Printed in miniature sheets of five seals on each, the Elizalde Christmas

seals were issued in booklets on December 27. Each booklet contains ten sheets of fifty seals per booklet. The sheet measures 8 x 15 cm, while the seal is 2.2 x 4.5 cms. They were printed in six colors and rouletted, and wording reads: "SEASON'S GREETINGS—FROM ELIZALDE," in two lines, and "1854-1940" in small figures below the last line (1854 was the year of establishment of Elizalde & Co. and incidentally when the first postage stamps of the Philippines was issued). The seals were printed by the *Imprenta Germania*, Manila, and total printing is 10,000.

It is interesting to note, for the first time in the history of Philippine philately, a Christmas seal was issued by a private company, the Elizalde & Co. Inc. The Elizalde Christmas seals are not for sale, but collectors interested in them, may write to Elizalde & Co. Inc., Elizalde Bldg., Manila, Philippines, and copies will be sent free. No return postage is required, as both seals and return postage are *gratis et amore*.

- Our cover design was prepared by Cesar Legaspi, staff artist of Elizalde & Co. Inc. Illustrated on it are some of the companies managed by Elizalde & Co., and the Elizalde Christmas Seal portrayed in its original colors.

THE ELIZALDE CHRISTMAS SEAL

... by Pedro E. Teodoro

The Philippines as a haven of peace and progress under American rule! That is the theme of the Elizalde Christmas Seal.

The 1940 Christmas finds Europe in war conflagration threatening to spread all over the world. Hatred and greed are trampling the weak under hobnailed boots. The dying embers of what were once man-built structures are being soaked into ashes by the blood of men, women, and children. From the skies are dropping tons of death-dealing bombs to put an exclamation mark to the horrors of a modern war!

At the very crossroads of the Pacific, lie 7,083 islands and islets, beautiful to behold, peaceful to live in, the Far Eastern outpost of the American eagle. For nearly half a century, America has been busy planting the seeds of prosperity here—building roads and bridges, educating the young, promoting trade and commerce, linking it with the West by fast Clipper planes, and protecting a young nation from vulture nations. The Filipino, in his own way, has shown his gratitude, by speaking English, buying all he can of American goods, to dress, eat and drink the American way, believing in the inalienable rights of men to life, liberty, and the pursuit of happiness.

During the 1940 Christmas, while half of the world is locked in a titanic battle, Juan de la Cruz still holds the plow instead of the sword, building instead of destroying, wooing not Mars but his carabao to a faster gait, confident of another peaceful year because the American eagle still lies afloat, seeing to it that ships at sea and men at work are undisturbed.

Juan de la Cruz, protegee of Uncle Sam, will enjoy his Christmas dinner again.

First private Christmas seal of the Philippines.

ELIZALDE CHRISTMAS SEALS IN MINIATURE SHEET



- ILLUSTRATED above is a sheet of the Elizalde Christmas seal in its original size. The seals were issued by Elizalde & Co. Inc., on December 27, and affixed on all outgoing mail of the different departments of the Company during the holiday season.

This page scanned from the Collection of:

Douglas K. Lehmann

NOTES: No reports of this seal on cover. A 2nd 10,000 printing was made.

1940 ELIZALDE CHRISTMAS SEAL

Printer: Imprenta Germania, Manila

20,000 - 2 Printings



Cesar F. Legaspi

Concept by Federico V. Colman

Artwork by Cesar F. Legaspi

CHRISTMAS SEALS

... by Ernest A. Kehr



Interesting but neglected field by stamp collectors.

(In the *New York Herald Tribune*)

A desire to avoid conflicting with the annual sale of Christmas seals of the National Tuberculosis Association is a principal reason why the Post Office Department has never issued a semi-postal stamp series to finance health measures. And though millions of dollars are spent by Americans who use them on mail as a symbol that they have contributed to the drive against what Oliver Wendell Homes called "the white plague," comparatively few philatelists collect or study Christmas seals.

The 1940 seal issued Nov. 25, depicts two boys and a girl singing carols, with the inscription "Christmas Greetings—1940" below with a red, double-barred cross, the international symbol of the anti-tuberculosis campaign, at the right.

The stamps are issued in sheets of 100, printed in four colors (blue, red, yellow and ultramarine) so that by overlapping the inks the stamps have secondary shades as well. The twenty-third stamp of the sheet shows only the girl depicted in the regular vignette; the thirty-second stamp shows only one boy, while the thirty-fourth stamp shows only the second boy. The inscription under these three special stamps reads "Protect Us From Tuberculosis."

Four Code Letters

The 1940 seals were produced from a master design by four lithographing firms using the offset process. Collectors can identify each company's product by a tiny code letter placed in the lower right corner of the fifty-sixth seal of every sheet. The codes are "E" for the Eureka Specially Printing Company; "D" for the Edwards & Deutsch Lithographing Company; "S" for the Strobridge Lithographing Company, and "U" for the United States Printing and Lithographing Company.

Though there is a complete listing of the seals in the "United States Stamp Catalogue", they have no postal value and, according to postal regulations, may be affixed only to the back of mail.

The Christmas seal idea was conceived by Einar Holboell, a Danish postal clerk, in 1903. White sorting Christmas mail he envisioned the large amount that could be raised if each piece bore a special stamp in addition to the ones for postage. The following year the world's first Christmas seal was issued in Denmark. Sweden took up the idea almost immediately, and in 1907 an American woman who was struggling to build a tuberculosis hospital in Wilmington, Del., also borrowed the

A COLLECTION OF CHRISTMAS SEALS



● CHRISTMAS SEALS issued in different years by the Philippine Tuberculosis Society which is affiliated to the National Tuberculosis Society of the U.S.A. Both the PTS and NTS issued the above seals.—*Courtesy Floro J. Policarpio.*



● BLOCK OF SIX showing varieties of the PTS and NTS 1940 Christmas seal.

CHRISTMAS SEAL... (Continued from page 6)

idea from Holboell and launched the first Christmas seal sale in the United States, by which she cleared \$3,000. From Emily P. Bissell's label of 1907 the practice of using seals spread to all states and territories, including Alaska, Puerto Rico, Hawaii and the Philippine Islands. Last year's sale realized \$5,550,930.

The use of seals is universal. Forty-five countries, including such distant lands as Korea, Iceland, South Africa and Australia, support their sale.

In some other foreign countries the fight against tuberculosis is carried on by semi-postal stamps which are sold at a premium above face value, the surtax being donated to the organizations which maintain hospitals for victims who are unable to pay for private treatments.

First Semi-Postals

The first of the semi-postals was issued by New South Wales, which formerly was a separate state in Australia. In 1897, the jubilee year of Queen Victoria's reign, two large adhesives were issued and sold for one shilling and two shilling six pence each, respectively. Their franking value was only one penny and 2½ pence and the difference between face value and sale price was used to build a home for consumptives.

From these two adhesives philatelists trace the development of all the semi-postal stamps we have today, many of which are issued to raise funds for many other charitable or public enterprises besides the fight

against tuberculosis. Collectors, however, may recognize the latter type inasmuch as they generally include the double-barred cross, which has become symbolical of the international anti-tuberculosis campaign, somewhere in the main design. It consists of two horizontal bars of equal width with pointed ends on a vertical staff.

Because Christmas seals possess no franking power collectors generally have not included them with their regular United States stamp collections, but the fact that all of them issued in his country are included in the "United States Stamp Catalogue," published by the Scott Company, is evidence that they deserve a recognized place in philately.

In addition to the standard seals there are many minor varieties, some of which are rare, according to catalogue-price indications. The 1908 seal, printed in red and green on white paper, for instance, is priced at \$5 if there is a small "c" in Christmas and \$3 if the "C" is large. The list price for one of the 1913 seals, which has poinsettia flowers and green circles around the red crosses at either side, is \$15.

"The Western Stamp Collector," a philatelic weekly published in Albany, Ore., has a special department for Christmas seal collectors, and Dorsey F. Wheless, of 1 West Forty-seventh Street, and Charles Lorenz and Mrs. Rigny, of the National Tuberculosis Association, 50 West Fiftieth Street, devote nearly all of their time to furthering interest in this specialty.

The first Christmas seal of the Philippines was issued in 1918.

This page scanned from the Collection of:
Douglas K. Lehmann

NOTES: The NTA National seal known tied to
cover



Mrs. + Mrs. L. W. Huntington
Davao, Camarines Sur



JUST A CHRISTMAS SEAL

by Pablo M. Esperidi6n

*I cross lands, seas, and air,
Heralding tidings of good will,
But, I've no franking power,
As in postage value I'm nil—
As I'm just a Christmas seal.*

*To me it's just the same,
To me it doesn't matter,
For all I love and care,
That people here and there—
Are happy and full of cheer.*

*My message chants to all,
Tunes of a Christmas song,
From hovel to stately mansion,
From cottage to palace of marble—
In time of peace and war.*

*I cross lands, seas, and air,
Heralding tidings of good will,
But, I've no franking power,
As in postage value I'm nil—
As I'm just a Christmas seal.*

*Albeit no postage value at all,
Yet, I'm happy, heart and soul;
For real happiness is not in gold,
Neither what we've nor worth—
But, it's what we're on this world.*

*Thus, with the Wings of Yuletide,
I travel 'round and 'round the earth,
With millions and millions of letters,
Spreading the message of a Christmas seal—
"Peace on earth, and good will to all mankind."*

AMERICAN OSTEOPATHIC ASSOCIATION CHRISTMAS SEAL

Collectors will be interested in the tenth annual issue of attractive Christmas seals by the Osteopathic Student Loan Fund Committee of the American Osteopathic Association.

This year's design, on a background of cerise red, features a white candle in a blue holder. Behind the candle, and centering on its red flame, is a large circle of white light. The date, 1940, is printed in small, red figures in the upper part of the circle above the candle flame. Cutting horizontally across the lower part of the candle is a blue band on which the word "Osteopathic" appears in white letters. Below the band, in blue letters against the cerise red, the word "Student" is to the left of the candle holder and the words "Loan Fund" are to the right.

The Christmas seals are issued each year to raise funds for aiding in financial assistance to worthy students in osteopathic colleges. They are purchased by the many friends of the osteopathic profession, who thereby not only contribute to the cause but also obtain decorative seals for their Christmas packages.

The seals are distributed through osteopathic physicians in all parts of the world and through osteopathic colleges, clinics and hospitals, auxiliaries and lay friends. They are sold for one dollar for a sheet of sixty-four.

Prior to 1937 all issues of the seals were undated. The first and second



issues, 1931 and 1932, were identical in design, with the letters "A. O. A." arranged in both horizontal and vertical positions, crossed on a background of holly in red and green. The 1933 design was an old-fashioned student holding a quill pen before an opened book, in colors of red and green. The 1934 seal was the same design in red and blue.

In 1935 the seal showed a pile of books, a lighted candle and a star in red and black. The same design was repeated in 1936 in orange and blue on gold paper. Nineteen thirty-seven was a modernistic arrangement of solid spaces relieved by a star and holly in bright red and silver. The 1938 issue had a Christmas tree motif in dark green and white with a silver border and the words "Merrie Christmas." Last year's issue, 1939, had a Santa Claus head and uplifted finger in red and white against a background of forest green, with "Osteopathic Student Loan Fund" printed in red across the white, horizontal borders.

- Notice in Scotch church: "Those in the habit of putting buttons instead of coins in the collection plate, will please put in their own buttons, and not buttons ripped from the cushions on the pews."

—The Marion Groundhog.

"THE PHILATELIC MURDER CASE"

Elizalde Stamp Journal Goes "Hollywood"

Producer and Sponsor Thank ESJ and ESC



• "SHOOTING" A SCENE at the Radio Station WEDC in Chicago, Illinois, U.S.A., from amateur movie, "The Philatelic Murder Case," by Edwin Brooks.

From time to time novelists have turned to philately for better plots and color in their books and play-rights have done likewise in their plays, but now comes the unusual. Edwin Brooks, philatelic journalist, member of the Philippine Philatelic Writers' Club, and stamp editor of the *Chicago Herald-American* Stamp Page, of which Editor Esperidión is the Philippine Correspondent, has finished an amateur movie and script of a stamp collector-detective who solves a philatelic crime.

The film has been "shot" in color, thus giving the audience viewing it, a real look into philately with every stamp photographed in natural color. As sponsor of the Triangle Cinema League of Chicago, Mr. Brooks prevailed upon the producer, Martin Winn, to use this publication in certain scenes, thus *The Elizalde Stamp*

Journal for the first time in its history goes "Hollywood."

For one sequence Radio Station WEDC in Chicago was used together with all the equipment; for another, offices in the J. P. I., settlement house were used. Plans are in progress to have recordings of music to go with the film and a special premier will have been held by the time this gets into print.

The story is a simple affair of a radio singer murdered by his faithless but pretty wife, involving several innocent people until the detective of the Philo Vance type, also a stamp collector in his spare time, solves the crime in the last fifty feet of the film. Running time of the picture will be about 40 minutes.

Both the producer and sponsor thank *The Elizalde Stamp Journal* and the Elizalde Stamp Club for the use of their publication.

NEW MONTHLY MAGAZINE TO INFORM AMERICAN PUBLIC ABOUT PHILIPPINES

Published by Office of Philippine Resident Commissioner
Joaquin M. Elizalde

President Quezon, Former American High Commissioner Paul V. McNutt,
and Roy Howard Among Contributors in First Issue

Philippines, a monthly published by the Office of Philippine Resident Commissioner Joaquin M. Elizalde to the United States, made its bow to the American public in December. Copy of this magazine was received by us recently.

Contributing to its first issue is a list of personalities, among them are: President Manuel L. Quezon; Former American High Commissioner Paul V. McNutt; Roy Howard, well-known American newspaper publisher; Leo Kocialkoski, Democratic Congressman from Chicago; Senator Harry B. Hawes, sponsor of the Philippine Independence Act; Secretary of Finance Manuel Roxas; and Assemblyman Francisco Varona, Labor Assistant to the Philippine Commissioner in Washington, D. C.

Embodying the opinions of the Philippine Resident Commissioner and of those behind the publication, we quote its editorial in full:

"*Philippines* which here makes its first appearance, has been planned and arranged as a medium of information and opinion. Its sponsors, interested in promoting a greater flow of fact and comment on Philippine-American relations, feel that this can well be accomplished in part through a magazine, authoritative in tone, and open to every shade of representative thought and opinion.

"In the present phase of world events, with confusion riding fast on the heels of destruction, and all our values stretched upon the rack of war, facts on the one hand and frank opinion on the other carry a cool and reassuring touch. It is with this in mind that we launch our editorial venture.

"It is our belief that the Philippine Commonwealth, its affairs and its problems, are of great and vital interest today, and have a peculiar significance in the cataclysm which is going on about us. In the Far East today Filipinos and Americans to-

gether man the treacherous ramparts, and keep joint watch on the Pacific frontiers. Yet it has been natural in late years, and especially in recent months, for current discussions to slur over the Philippines and to lose sight of its problems. Too many informed people consider the Philippine nation a detached and semi-insulated area of the world which figures only passively in the dynamics of daily events.

"We Filipinos feel, however, that the welfare of America, as well as of the Philippines, can be promoted by a better realization and closer acquaintance with recent developments in that sector of the world; it is our hope to foster a more conscious relationship between our two peoples and countries.

"Common vigilance and cooperation in defense are by no means the only active tie of interest between us. We of the Philippines are today a people heading toward the great adventure of independent existence after more than forty years under American direction; we face a world boiling with trouble, with aggression, and uncertainty. America, for its part, is taking the unprecedented step of preparing to hand a charter of liberty to a land acquired by the historical right of war and purchase. To yield sovereignty and independence to a people whom the United States has schooled in American tradition, taught the American tongue, and given the American form of constitutional government, is in itself an action of timeless importance in a world where all our values are being tested in the fire of force.

"This great adventure of a people living by American ideals and the American system in an area of the world dominated elsewhere by dictatorship and force is a mighty test of those ideals, and of that system. Americans should be, and are interested in that test.

"It is fairly obvious, though not fully recognized that Filipinos do not visualize the advent of independence as the signal for the severing of all spiritual, cultural and commercial ties which now exist between the peoples of the Philippines and the United States. These ties of common interest will eventually prove far more lasting than the purely political bonds which exist until 1946. The United States, we expect, will always remain our closest friend, and confidant. The ties of commerce and investment are strong and real, while the channels of swift communication by airplane, telegraph, and radio will always keep the Philippines within ready earshot of the United States, regardless of political developments abroad.

"Briefly and somewhat sketchily, that is the basis for our issuance of this magazine. We believe that leaders of thought in the United States can use and appreciate a frank discussion of our mutual problems, in the light of world developments, despite their primary preoccupation with those developments themselves.

"Naturally our editorial accent will be on the Filipino viewpoint. However, this will not be a 'house organ,' a 'shop paper,' nor the ped-

ler of a program. We have no desire to sell anything to anybody. We not only invite but solicit expressions of opinion on the Philippines and the Far East from those whose views must necessarily conflict with ours. Our primary desire is to arouse interest and discussion in these matters which concern both our countries, and to help Americans become more personally acquainted with the viewpoints, the personalities, and the facts about the Philippines.

"We hope to be both entertaining and stimulating, educational and informative. We will avoid, as much as possible, the didactic, the dull, and the patronizing. Our magazine will not be a primer for children, nor a statistical digest to file and forget.

"We want to make friends. We want to be read. We expect to improve.

J. M. ELIZALDE,
Resident Commissioner of the
Philippines to the United
States."

The magazine is published in coated paper and its size is 8.5 x 11 inches. The first number contains 24 pages. It is circulated free to readers interested in the Philippine-American relations.

- The Office of the Philippine Resident Commissioner to the United States has seven divisions; one of them is the Philippine Philatelic Agency which has a stock of about P50,000 worth of Philippine stamps. About P4,000 worth are sold each month to 10,000 individual collectors and stamp dealers in America. It is run on a non-profit basis. Address: 2362 Massachusetts Avenue, Washington, D. C.

LET THERE BE LIGHT

In our last issue we published "Text and Pretext," a rebuttal on a fantastic story about the generalities of Filipino stamp collectors. The fantastic story was written by one Eulalia Turner in a Pacific Coast paper, mentioning Stuart A. Liebman, a former resident of the Islands, as her informer.

Now comes a letter from Mr. Liebman disclaiming the "sensational" quotations as cooked by the Pacific Coast writer and confirms the story as very fantastic.

In fairness to all concerned, and for the information of the stamp collecting public, we are therefore publishing hereunder, Mr. Liebman's letter in verbatim:

Los Angeles, Cal.,
Dec. 2nd, 1940

Dear Pablo:

Many thanks for the copy of Elizalde Stamp Journal which you sent me and which indeed proved very interesting. Of course, I realize just why you sent me the copy and perhaps I should be really sore about your four column but then again after thinking it over I realize I might have been just as angry as you were and might have done the same thing as you did. However I am very sorry that you did not first take the trouble to find out if I really did say that.

For your information I was very much disturbed over what Eulalia Turner wrote in the first place because there were but one or two things in it that I actually said. I apologize for any ill feeling that I may have caused indirectly to you people but I only feel to blame indirectly. Eulalia is by trade an author and through a few isolated instances I mentioned has built it into the very fantastic yarn that was published. I have already called her down for printing such a thing and long before I heard from Pat Yapincinco how you and others felt about it I called to her attention that I would no doubt be put in an embarrassing position with my Filipino stamp collecting friends in Manila.

There are only a few things which I really resent in your article and that is the way you have referred to me such as "mosquito informant."

You know as well as I do that I know that collectors in your country are every bit as modern and up to date in their manner of handling and mounting stamps as we are here. As a matter of fact you really have more to do in taking care of your stamps due to climate conditions, etc. and probably for that reason know a

little more of the care of the stamps. As far as the "little fat Chinese dealer" she mentions is concerned, this is something of her own imagination. I never did claim to be a good customer of anyone in the island because the most of my stamps were bought either in the Philatelic Agency in Manila or through the Service Stamp Club (Manila) or from United States Dealers who I have bought from for five or six years. The only dealer I might have mentioned who is Chinese would be Chong whose store is on Calle San Vicente in back of Botica Boie. He is the only dealer in Manila I ever bought from and even there I don't believe I bought over P20 worth of stamps and surely one does not call that very much in the way of stamps.

I disagree with one of your statements in the article you have written and that is concerning my not having visited any native stamp clubs. I have visited the stamp club of which Pat Yapincinco was secretary of which met at the Student YMCA on Calle Arroceros and I met several fine collectors there who probably knew as much or probably more than I do about collecting and I have been collecting for 17 years.

As for some of the things Eulalia Turner mentioned such as pasting stamps in an album instead of hinging them, I merely stated one specific instance as a matter of amusement. If you care to know who it was that was doing it, Pat Yapincinco will be very glad to tell you who it was as she knows about that also.

In your letter you mention having know me Personally but really Pablo, if you knew me well enough I don't think you would have believed from Eulalia's story that I really unwound such a tale. After all I expect to be back in the islands one of

these years and if for no other reason I wouldn't want to put myself in such an awful light among my fellow collectors, known or unknown to me. Eulalia knows, or should know, from what I told her that collectors there are collecting and keeping their collections in the same manner as collectors anywhere else throughout the world. I mentioned a few interesting things I ran across while in the Philippines and she seems to have picked out a few notes and built a very fantastic tale about it. It indeed put me in a very bad light because she has pinned the story on me. Of course your article puts me in a still worse light by enlightening this story to others who had not previously known about it possibly. I admit that I became rather angry when I read it at first but upon thinking it over I really didn't blame you after what that article said (which was also an insult to my intelligence) and I might have written exactly the same as you did. I don't blame you for being sore about the whole thing but I am indeed sorry that you didn't ask me first just what I did say. I realize that the distance between us might have accounted for that.

This may sound to you as though I'm sneaking out (or trying to sneak

out) of something I've done and then got caught at, but I assure you, Pablo, that that story was just as new and fantastic to me as it was to you when it was printed. I would appreciate if you would put in the *Elizalde Stamp Journal* just what did happen and give an explanation because after all your article did give my reputation a rather unhealthy color. However I'm not insisting on anything being done about it because after all you are the editor and will print what you think necessary anyway. As I said in the first part of the letter, I am indeed very sorry that I have caused any ill feeling among the collectors in the islands through indirectly having supplied information which resulted into giving people the wrong impression of the Filipino collectors. Please let me know that you have received this letter and tell me anything further you wish to say on the subject.

Looking forward to hearing from you soon and wishing you a Merry Xmas and a Happy New Year, I remain

Sincerely,
 (Sgd.) STUART LIEBMAN
 P. O. Box 5283
 Metropolitan Sta.
 Los Angeles, Calif.

TELEGRAPH STAMPS

Telegraph stamps, issued by the Western Union Telegraph Company on December 1 for use in payment for telegraph services, have been chronicled for inclusion in Scott's U. S. Stamp Catalogue, it was announced recently.

The Scott numbers and descriptions of the new stamps are as follows:

16T99	T29	1¢	yellow green
16T100	T29	2¢	chestnut
16T101	T29	5¢	deep blue
16T102	T29	10¢	orange
16T103	T29	25¢	bright carmine

In the early history of some telegraph companies stamps were issued for the prepayment of telegraph tolls and these are prized collectors items today, but Western Union has never

before in its 89 years in business issued stamps for this purpose. The earliest stamps of this type were issued by the City and Suburban Printing Telegraph Company. Others were issued by the Baltimore & Ohio Telegraph Company, the American Rapid Telegraph Company, Colusa Lake and Mendocino Telegraph Company, the Atlantic Telegraph Company and the Northern Mutual and Pacific Mutual Telegraph Companies.

The stamps will be provided in books which will fit wallets and pocketbooks and will have a value of \$2.50 and \$5.00. They are being inaugurated for the convenience of travelers, soldiers, students and others in meeting their daily business and social correspondence needs.

WINNERS 'WHY I COLLECT PHILIPPINE STAMPS' CONTEST ANNOUNCED

Local Student Copes First Prize

Eight American Collectors Receive Consolation Prizes

Winners of the letter-writing contest "Why I Collect Philippine Stamps" conducted under the auspices of the Philippine Philatelic Writers' Club was announced recently. José Francisco, a local student, of Malanday, Polo, Bulacan, won the prize of 100 different censored covers offered by the PPWC.

Considering the number of interesting entries received, the PPWC decided to give, three censored covers to each of the following contestants as consolation prizes:

Miss Helen King, 2 Hamilton Avenue, Cranford, N. J.

Miss Margaret A. Corrigan, 8617 Quincy Avenue, Detroit, Michigan.

Mrs. Carolyn Depew Davis, 935 Phoenix Avenue, Peeskill, N. Y.
Mrs. H. S. Leighton, P. O. Box 62,

Astor Station, Boston, Mass.

Robert A. Bohlen, 56 S. Middletown Road, Pearl River, N. Y.

Dr. Richard J. Morg, P. O. Box 2, Rhinecliff, N. Y.

Harold J. van Gorden, 363 Walnut, Santa Cruz, Calif.

William T. Lawing, Marionville, Missouri.

Most clever entry awarded a consolation prize was submitted by Miss Helen King, who wrote a letter consisting only of one line reading: "I collect Philippine stamps because they are a quantity of quality."

Interested as we are as to why people collect Philippine stamps, through the courtesy of the Philippine Philatelic Writers' Club, we are pleased to publish in this issue, the winning entry as well as the entries which were awarded consolation prizes.

WHY I COLLECT PHILIPPINE STAMPS

... by José Francisco

Polo, Bulacan, P. I.

(Winning entry awarded the prize of 100 censored covers)

My dear Paquito,

I want to tell you something about stamp collecting. Now just a minute. Do I see you frown? Do I hear you fret? Do I see you scratch your head and say, "Bah! stamp collecting, cui bono?" My friend, lend me your attention. I know that you are not interested in stamp collecting. I know that you think it is not worth your energy, your money.

You tell me it is a waste of time. But my friend, if stamp collecting were so, so is dancing. So is Photography. So is the study of History. So are all the hobbies that now prevail the modern world. So are they all, all waste of time.

I know very well that your hobby is Photography. Whenever I go to your home, I use to while away the fleeing hours with your picture album on my hands. Remember the time you first showed me the albums that contained pictures of your family? And there, too, were the pictures of your friends. I noticed that you always spoke of them—proudly. When I asked you why you felt so, do you remember what you answered?

"Why, Monching, these are my treasures—treasures that I want my sons to inherit."

"Why do you call them treasures, my friend?" I asked. And you startled me with your answer.

"Mama is dead. Papa is weak and dying. Long afterwards, when my hair would have turned grey, they shall be my consolation. For, in them are engraved the memory of my mother and father. When decrepit age shall make me stoop, I would sit down and open these treasures and say: "There is that brother of mine when he was a boy. There is Monching my best friend. Oh! this was the time Mama celebrated her thirtieth birthday." I saw drops roll down your cheeks. I murmured, "Treasures, indeed."

Now, my friend, Stamp Collecting is exactly like that. But it goes beyond the confine of our beloved ones. I want you to picture to yourself two concentric circles. In the first circle, you gather all the memories of your dear Pearl of the Orient. You love the beauty and peace of your fatherland, don't you? Philippine stamps will give you ample sceneries of her salt spring, her mountain terraces, her zigzag roads, her mount Mayon, and her Pier, unequalled in the Far East.

When old age would confine you to your veranda, you would take your stamp album and say, perhaps: "One day I stood on this volcano. This is the falls where our Basketball team went aboating. And oh boy! what a thrill it was when our boat capsized!" Ah, my friend such memories which you can have, are the only treasures that no man can steal from you.

In the next circle, come your country's leaders, your country's glories. You love Rizal, Quezon, and all your valiant brothers who have and are sacrificing themselves, as clean holocausts, on the altar of your father-

land. You want to think sometimes, of the discovery of your land. You want to recall the landing of the Cross on your shores. You want to hear once again the cry of Balintawak. You do not want to forget the great day of the Commonwealth. You do not want to forget the Eucharistic Congress which glorified your country even to the vaults of heaven's blue. All this will stamps give you.

Such is a life with memories fresh in stamps. And remember, my friend, this is only a hobby. And as such, it does not require your energy, your money, but your interest. But tantamount will be your pleasure!

This is no modern hobby. It came with Spain to our velvety shores. For, twenty years ago when I was five then, I used to listen to the stories of nations from the lips of my aunt, as she turned her stamp albums page by page. One day, out of my boyish curiosity, I asked her why she cared so much, more than anything else for her stamp albums. She startled me with her answer.

"These are my only treasures, my boy. In these pages is written the history of the world. But I took special care for the history of your fatherland. All this you will inherit my boy, from me."

I saw drops roll down her wrinkled cheeks, and I murmured: "Treasures, indeed." My aunt is dead now. But her memory stands fresh in my mind, her memory as the historian of the world, the historian of the Philippines. Such was her ambition. Such is *my* ambition.

Yours sincerely,
MONCHING

WHY I COLLECT PHILIPPINE STAMPS

... by Dr. Richard J. Morg

Rhinecliff, New York

(Entry awarded a consolation prize)

I prize my stamp collection of the United States as one of my most cherished possessions. Without the Philippine collection it would be like leaving a child out of the family circle.

From the time of Admiral Dewey

until to-day, I like to trace the romance of your enchanted Islands, and collecting stamps of the Philippines makes your history of events clear; the pictures are works of art, and by them I almost know you. You to are, we the United States.

WHY I COLLECT PHILIPPINE STAMPS

... by Conde de Pitituke
Manila, Philippines

(This entry was submitted not for competition by a prominent Manila collector, who prefers to keep his identity. Personally, we believe this is the best among all the entries, and had it been submitted for competition it should have won the First Prize.—Ed.)

I collect Philippine stamps because I would like to know more about Philippine industry, Philippine science, Philippine architecture, Philippine geography, and Philippine history. Philippine stamps teach me something about one Spanish queen, two Spanish kings, and a Spanish kinglet, two Spanish discoverers, one Spanish philanthropist, and a happy Spanish landing followed by a Spanish-Filipino pact.

It teaches me something about nine American presidents, four American admirals, two American generals, four American statesmen, and an American first lady of the land. I can also enjoy a palm waving figure of peace, España, four Filipinas, a Sulu fisherman and his spouse, a map of sun-kissed isles, a naval battle, a fishing boat, an American eagle, an American white horse, and a baby carabao almost as tall as a woman,

four different coats of arms, one church, a temple, a conical volcano, a mountain road, a salt spring, a rice field, a rice terrace, a mountain gorge, a California waterfall, two watermarks, two Philippine public buildings, a fort, a pier, a China clipper, four airplanes, two airplane propellers, one with a broken wing, one ojo de gallo, one broken pavement, a ball hanging from a flagpole, one American and two Filipino messenger boys, five athletes, a Filipino chief justice, a few imperforates, many perforates, a million O.B.'s a galaxy of surcharges genuine and otherwise, one arch of warless triumph, old Juan de la Cruz, a Commonwealth president, and last but not least one lonely Filipino hero with no Filipina heroine.

That is why I like to collect Philippine stamps.

WHY I COLLECT PHILIPPINE STAMPS

... by William T. Lawing
Marionville, Missouri

(Entry awarded a consolation prize)

Since the Philippine Islands are a possession of the United States, they hold a fascination to me. They hold an attraction to me because my uncle fought for the Islands in 1898. One of my teacher friends was also in the Spanish-American War. One of my neighbors taught school in the Philippines soon after the United States ceded them. My uncle is now in active service stationed at Manila, guarding the Philippines.

The United States is growing more

dependent upon the Islands for tropical food products. The Philippines are expected to help the growing problems of rubber production for the U. S. A. The Islands are rich in gold and other metal products. The main steamship lines and the vast fields of production and consuming fields hold a relation with Manila unequalled anywhere.

Therefore with the interest in the Islands, I can't help being interested in their postage stamps.

WHY I COLLECT PHILIPPINE STAMPS

... by Harold J. van Gorden
Santa Cruz, California

(Entry awarded a consolation prize)

Why I collect stamps of the Philippines is a story that cannot be told in a word. For it is a story that goes away back; a story of remembered things; of life and death; a story of old names and faces. It is the story of George, the captain's boy; of Bernie, the colonel's son; Jean, the teacher's daughter; of brother Clyde, the soldier boy. Most of all, it is the story of a kid with a dream of ambition.

I was the kid. And my ambition? I wanted to go to West Point, become an army officer and—go to the Philippines!

It all began with a juvenile book: a story about a young army officer fresh from West Point, with his first duty in the Philippines. It was a tale of the days of the insurrection and soon my mind could hold nothing but names like Aguinaldo and Funston.

Mindanao. Luzon. Davao.

Just to say those words; to hear them was to fall under a spell. I lived between the covers of that book. I was that lieutenant. I trod the deep jungle trail; scaled fast-climbing mountains cloaked in mysterious jungle foliage. I heard the thunder of distant cataracts; waded turbulent mountain streams and felt the sting of wet spray beating my face—always alert against sudden ambush by the Moro.

That was the life! When I grew up, I was going to be a West-Point man and go to the Philippines, too! I was going to be like George's dad. George was a schoolmate of mine. What he said and did was pretty important, because his father was a captain in the United States Army and he was in the Philippines right then.

A dream has a beginning and it must have an end. I never can forget how mine ended that morning long ago when I picked up a newspaper and shuddered over the blackest newsprint a boy ever read. With a choking sob I read that George's father, Captain M—, and a squad of

men had been ambushed and cut down in a horror of blood and sudden death in the Philippines.

In that awful moment there was one boy who knew that in the deadly swish of those bolos, a dream had died, too. I never could be an army officer.

Well, in time I came to realize that the army had seemed glorious to me only because it might have taken me to a place I had pictured so vividly in my imagination. Perhaps the memory of it might have faded even though a man's first boyish dream, like a first love, is longest and best remembered.

But from that day to this, there has been a series of events, rooted deep in the forces that touch on a man's sentiments, that have kept that memory alive; kept two words ringing in my mind like the tolling of a bell: Army... Philippines...

There was my first job. It was prosaic; quite different from the adventurous soldiering I once dreamed of. And yet, the two were tied together in my mind by one seemingly insignificant event. And this is how it came about:

My job was virtually that of a "flunky" in the office of a big corporation. Part of my duties was to post news pictures on a bulletin board maintained by the company for the interest of the workmen. One day I unfolded a new picture release that sent my thoughts leaping back over the years with a quickening heartbeat and tightening of the throat. The picture showed the sons of men who once were enemies—Aguinaldo and Funston. And now the sons were classmates at West Point.

Army... Philippines...

There was the wedding some years later a young Funston and a young lady I remembered as a little girl, and my favorite teacher's daughter.

Army... Philippines...

Big, gay lovable Bernie. Many were the times I visited at his home near the Presidio, this favorite boy-

hood friend of mine. His was a habit of laughingly pointing a finger at his temple and making a clicking sound with his tongue when confronted with a problem. Who would have thought he had a care in the world? But Bernie, the colonel's son, placed a pistol to his temple, they say, and died on the beach at Manila.

Army.... Philippines...

And Clyde, my strange, quiet, little-understood foster brother who could make you want to cry over him—and slap him—in the same breath. Clyde was born 100 years too late. He belonged to a breed like Boone and Clark and Carson. He liked to run away from home as a child, to explore and camp in the woods alone. Once, he was gone a week on an island in the river. Toys were not for him, but it gave him silent, mirthless pleasure to be able to come up behind one unseen and unheard. The kid never lived who could make Clyde wince or quiver a muscle in a tussle, though his arm were bent back till the bones would crack.

Clyde was a bad boy, the school

principal said, and ought to be in a reform school. He was with a gang of devilish boys when they got into trouble, and he wouldn't tell on them. But she would see about that.

So at 15, Clyde went into the army amid my mother's tears. Before the World War and through it he stayed. After, he came home for a while, but the wanderlust was in him. He disappeared, and we, with heavy hearts, never heard from him again.

After seven years, came one of those terse military despatches that told little of how soldier Clyde had died on a mountain road during a quick tropic storm while riding in a crashing truck belonging to the Army... in the Philippines...

Well, travel is not for those with short purse strings and anchors at home. Probably I shall never walk the hills of Luzon, but the feel of Pagsanjan's spray will always be fresh on my face, and I shall look upon the islands whenever I will—between the covers of my stamp album.

That is why I collect stamps of the Philippines.

WHY I COLLECT PHILIPPINE STAMPS

... by Mrs. Carolyn Depew Davis

Peekskill, New York

(Entry awarded a consolation prize)

In a beautiful tropical garden in the Pacific just north of Australia is situated the Philippine Islands. You are so far away from us that when it is 12 o'clock noon in New York, it is 1:03 a. m. "tomorrow" in Manila.

On all your larger islands your scenery is made beautiful by your high mountain ranges and your abundance of tropical vegetation. Your summers and winters are much alike and it is always warm except on your high mountain tops. You have some twelve million acres under cultivation, with rice as the principal crop. Your forests which contain hundreds of varieties of hardwood trees and lumbering promise to be an important industry in your Islands. Your principal crop for which the Philippines are known is the so-called Manila hemp, which is properly speaking not Hemp at all but the fiber of a wild plant, called the "Abaca", a

tree which resembles the Banana. Tobacco is another characteristic product, in quality among the best in the world. You have over 45,000,000 coconut palms on the Philippines and more copra (the dried meat of the coconut) is produced on your Islands than in any other country. Your country's principal products are corn, rice, Manila hemp, sugar cane, coconuts, copra, tobacco, coffee, cacao, manufactures of cigars and cigarettes, coconut oil, lumber, fish, cattle, some gold and other minerals. All these products go to make a prosperous country, and I am anxious to study about all these products from the Philippines, so I turn to your stamps for study and education.

On the Eucharistic Congress stamp of February 3, 1947, I see your Islands and Manila pointed out to me by a star. On your stamps, I see,

too, Fort Santiago, Manila Bay, Rice Planting, Rice Terraces, the Mayon Volcano, Baseball Players, Tennis Players, and the Carabao. Aside from these, I note the likeness of some of our Presidents and other noted men of history.

Among the many stamps issued, you have not forgotten to honor your President, Manuel L. Quezon; your aviators, and last but not least, the issue commemorating the Inauguration of the Philippine Commonwealth on November 15, 1935.

Your campaign for health is more of an education. Thousands of your young men and women attend our

colleges and universities, and the new industrial training replaces the old curriculum. Basket making, weaving, and carpentry are emphasized. To-day, you have baseball games in progress in Manila as in American cities of the same size. You speak English and your schools are on par with ours.

You are proud of your country as we are of ours. You have your President and a government elected by the people, which tell that you are the "America of the East," a beautiful country unfolded to the world by the study of the stamps of the Philippines.

WHY I COLLECT PHILIPPINE STAMPS

... by Mrs. H. S. Leighton

Boston, Massachusetts

(Entry awarded a consolation prize)

My first interest in Philippine stamps was aroused because of my interest in the Philippines. Its unique location, rare trees, and abundant vegetation. It is as if God smiled on the Philippines. I always read every item of news from the time the U. S. took over. And remember very well when it was all front page news.

The Philippines is like a glamorous half-sister, partly foreign, whom we think of with admiration. For over forty years, I lived on bleak Maine Coast. Alone, many of those years. In the winter the ocean was gray

and forbidding. Wind screamed around the house-tops. There were deep snow and terrible blizzards. Few people were about. But through my books and stamps I made a world for myself. Philippine stamps intrigued me. And stories of the Islands, too. Many of the stamps are of high value, which makes collecting stamps a thrilling treasure hunt. And always with the lure of far-off places, collecting Philippine stamps is not only instructive, but a gay adventure. And a splendid method of maintaining one's equilibrium.

WHY I COLLECT PHILIPPINE STAMPS

... by (Miss) Margaret A. Corrigan

Detroit, Michigan

(Entry awarded a consolation prize)

Collecting Philippine stamps interested me especially because your country, on the opposite side of the globe, is still close to my own, in feeling of oneness of aspiration and because your people seem to be part of our American family, though so far away.

When I wrote for some of your special commemorative issues some time ago, it was like travelling to a remote place where I felt that I was

as welcome as if going to visit a friend and the receipt of the stamps ordered and the accompanying letter was like a bit of a return visit of a friend.

A United States Naval officer, whom I once had as a boy in school added to my collection when he visited your country which brought an added interest in everything connected with your country's history and advancement.

WHY I COLLECT PHILIPPINE STAMPS

by Floro J. Policarpio

[Entry submitted not for competition]

As a Filipino, Philippine stamps are my first choice in the hobby of stamp collecting. I collect Philippine stamps because with them I can travel in the Islands without moving from an arm-chair.

Places of interest like Fort Santiago, Malacañan Palace, Legislative Palace, Barasoain Church, Manila Post Office Building, Pier 7, Magdalo (Pagsanjan) Falls, Baguio Zig-Zag, Rice Terraces, Salt Springs, Mayon Volcano, and Montalban Gorge, I can "visit" them thru the pages of my Philippine collection.

Of prominent people connected with the history of the Philippines, stamps of the Islands remind me of Dr. José Rizal, Queen Isabela, King Alfonso XIII, King Amadeo, Ferdinand Magellan, Miguel Lopez de Legazpi, Carriedo, President Manuel L. Quezon,

George Washington, Abraham Lincoln, Benjamin Franklin, William McKinley, Generals Lawton and Sampson, the Filipino Aviators Arnaiz and Calvo, the Spanish Aviators Gallarza and Loriga and Fernando Rein, the German Aviator von Gronau, and the English aviators of the London-Orient-Flight.

Then, there is the history and progress of the Islands illustrated on a number of stamps of the Philippines, as Magellan's Landing in the Islands; the Blood Compact; the Battle of Manila Bay; the Philippine Revolution; the Inauguration of the Commonwealth of the Philippines; the Thirty-Third Eucharistic Congress; the First Foreign Trade Week; the First Philippine Airmail Exhibition; the Far Eastern Championship Games; Rice Planting; and Pearl Fishing.

WHY I COLLECT PHILIPPINE STAMPS

... by Robert A. Bohlen

Pearl River, New York

(Entry awarded a consolation prize)

As an American I have been interested in the history and progress of the Philippine Islands. Collecting Philippine stamps has acquainted me with the Islands' history and progress from the time of Magellan's discovery, through Spanish dominion to the present Commonwealth. These colorful stamps portray the men, Spanish, American and Filipino, who shared in the history and development of the Islands. They depict the important historical events, the scenic wonders, and the principal products and occupations of the Islands, as well as the social and cultural development of the inhabitants. Several of the epic, pioneer flights

of aviation history are commemorated on Philippine stamps.

In conjunction with collecting these stamps I have clipped the stories behind them, from articles by philatelic authorities in newspapers and magazines. So, although my collection is still small, I look upon it as an illustrated history of the Philippine Islands.

Another reason why I collect Philippine stamps is that they are not as common as those of some countries, and therefore increase in value more rapidly.

Summarizing, I find that collecting Philippine stamps is educational and entertaining as well as a sound investment.

I collect Philippine stamps because they are a quantity of quality.—Helen King, Cranford, New Jersey, U.S.A.

STAMP ALBUM TRACES HISTORY OF BRASIL

The issuance of a philatelic album tracing the history of Brazil from its earliest discovery in 1500 to the establishment of "a new state" on November 10, 1937 has been announced by Dr. Armando Vidal, Commissioner General of the Brazilian Pavilion at the New York World's Fair. Accompanying the illustrated booklet is a series of twenty-four poster stamps each commemorating a particular historical event.

Published in Brazil in honor of the country's second year at the New York Exposition, the introductory pages depict, through the medium of text and illustration, the arrival of the caravels on the coast of Brazil on April 22, 1500 under the command of Pedro Alvarez Cabral, a Portuguese navigator. The discovered area was named Brazil after the famous dye-wood which constituted the chief export product of the early settler.

The introduction also pays philatelic tribute to the first landing spot of the band of pioneers who crossed the ocean in search of new lands. The initial mass on solid ground was held on May 1, 1500. A stamp, printed in deep orange, shows the landing group erecting a cross to dedicate the territory to king and country.

Also portrayed are the hardships of the pilgrims whose attempts to settle the new land were constantly hampered by hostile Indian tribes. The fight against the natives finally

ended in victory with the establishment of the city of Rio de Janeiro in 1567.

The seventeenth and eighteenth centuries saw Brazil's struggle for independence and two stamps mark the fight for freedom from foreign rule. The first stamp, printed in blue, honors Tirandetes, a martyr general whose efforts to free his adopted country ended in his execution. The second stamp, similarly colored, hails the completion of Brazil's independence which came on September 7, 1822.

The abolition of slavery in 1888 is the background for a historical stamp which was followed by another commemorating the proclamation of the republic on November 15, 1889.

The latter part of the album concerns itself with various personalities who contributed to Brazil's progress. Among them are Marshal Dedoro da Fonseca, founder of the Republic, Baron of Rio Bronco, supporter of the Monroe Doctrine, Ruy Barboza, a famous jurist and Getuillo Vargas, present President of the Republic.

The Brazilian Pavilion at the New York World's Fair features an extensive stamp collection of rare and current issues.

Stamp collectors may obtain a copy of this interesting album and colorful sheet of twenty-four poster stamps free of charge by addressing Walter Kanner "The Stamp Man" at station WWRL, Woodside, Long Island.

● The real wealth of the world is the accumulated ideas of the past.—H. M. STANSIFER.

320 DAYS—FROM NEW YORK TO MANILA VIA PONY EXPRESS AND PAN AMERICAN CLIPPER

Rife with memories of the faithful Pony Express and the air blazing trail of the China Clipper over the vast Pacific, was a letter sent by Mayor Fiorello La Guardia of New York City to President Manuel L. Quezon of the Philippine Commonwealth, the letter reaching Manila on September 20, 1940, after a journey of 320 days—from New York to California via the Pony Express of 1939, thence to Manila by the Pan American Clipper.

Mayor La Guardia's letter was an invitation for the Commonwealth to participate at the New York World's Fair of 1940. The letter was dated November 3, 1939, and the cover was rubber-stamped, November 6, at New York. The cover was franked with two U. S. stamps—a 3c Golden Gate International Exposition, and a 3c New York World's Fair 1939. It bears an oval cachet and the legend reads: "PONY EXPRESS—1939—NEW YORK TO SAN FRANCISCO."

Three designs are shown on the cover. They are: an outline of the United States with the Pony Express route from New York to San Francisco; a running horse with a Pony Express rider; and above a Clipper plane. The cover was autographed by Jack King, Pony Express rider of 1939.

Jack King carried the letter all the way from New York to San Francisco via the old Santa Fe Trail. Unlike the Clipper service the Pony Express did not experience any delay, due either to bad weather or mechanical trouble, it was learned. Notwithstanding it cast a horseshoe at Council Bluffs, Jack King rode on, and completed his cross-country journey in about ten months.

Arriving at California, Mayor La Guardia's letter was sealed in another cover by Jack King, who franked it with two 50c U. S. Clipper stamps. Posted at Los Angeles, it was flown to Manila via the California Clipper. The letter arrived in Manila on September 20, 1940, or a record time of 10 months and 11 days from New York to Manila. Thus it was postally transported, from New York to

Manila in 320 days, or 45 days less to complete a year. Mayor La Guardia's letter is of some interest. It reads as follows:

CITY OF NEW YORK

Office of the Mayor

November 3, 1939

Your Excellency:

The good-will ambassador, Mr. Jack King, who carried your letter of May eleventh on horseback all the way across the American continent after it had reached San Francisco from Manila via the Clipper, is leaving us today on his return trip to the Pacific Coast.

As it will be some time before this letter will reach you, I have already responded to your message by cable, but nevertheless I do not want to deprive Mr. King of the opportunity to carry back with his faithful horse a communication in the same spirit as the one which you sent to me.

Long before Mr. King has completed his journey I hope to have definite word from you that the Commonwealth of the Philippines will participate in our 1940 World's Fair. Here in the east is where your friends are. Here twenty-five or thirty million Americans or more will see your exhibit. It would give me a great personal satisfaction to see a Philippine exhibit here and to have an opportunity to welcome you again to New York in connection with it.

With kindest personal regards and renewed assurance of my respect and esteem, I am

Very sincerely yours,

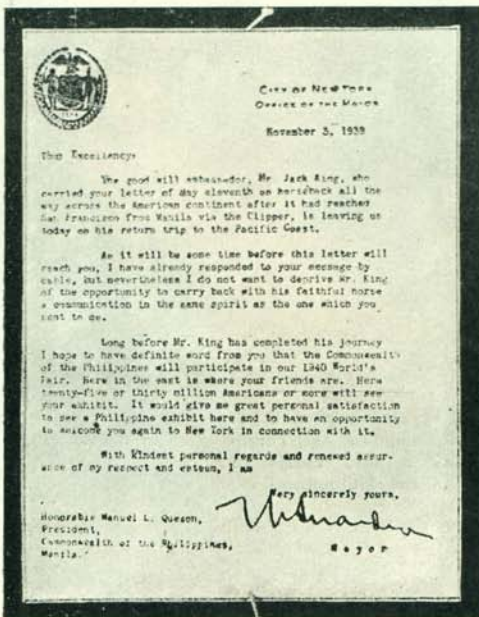
(Sgd.) F. LA GUARDIA
Mayor

Honorable Manuel L. Quezon
President
Commonwealth of the Philippines
Manila

The two covers in which the above letter was sealed are now two interesting additions in the collection of Miss Maria Aurora Quezon, 21 beautiful, and eldest daughter of the President of the Commonwealth.

(Continued on page 26)

- COVER carried by the Pony Express from New York to California.



- LETTER of Mayor Fiorello La Guardia of New York City to President Manuel L. Quezon

- COVER flown on the California Clipper from California to Manila.

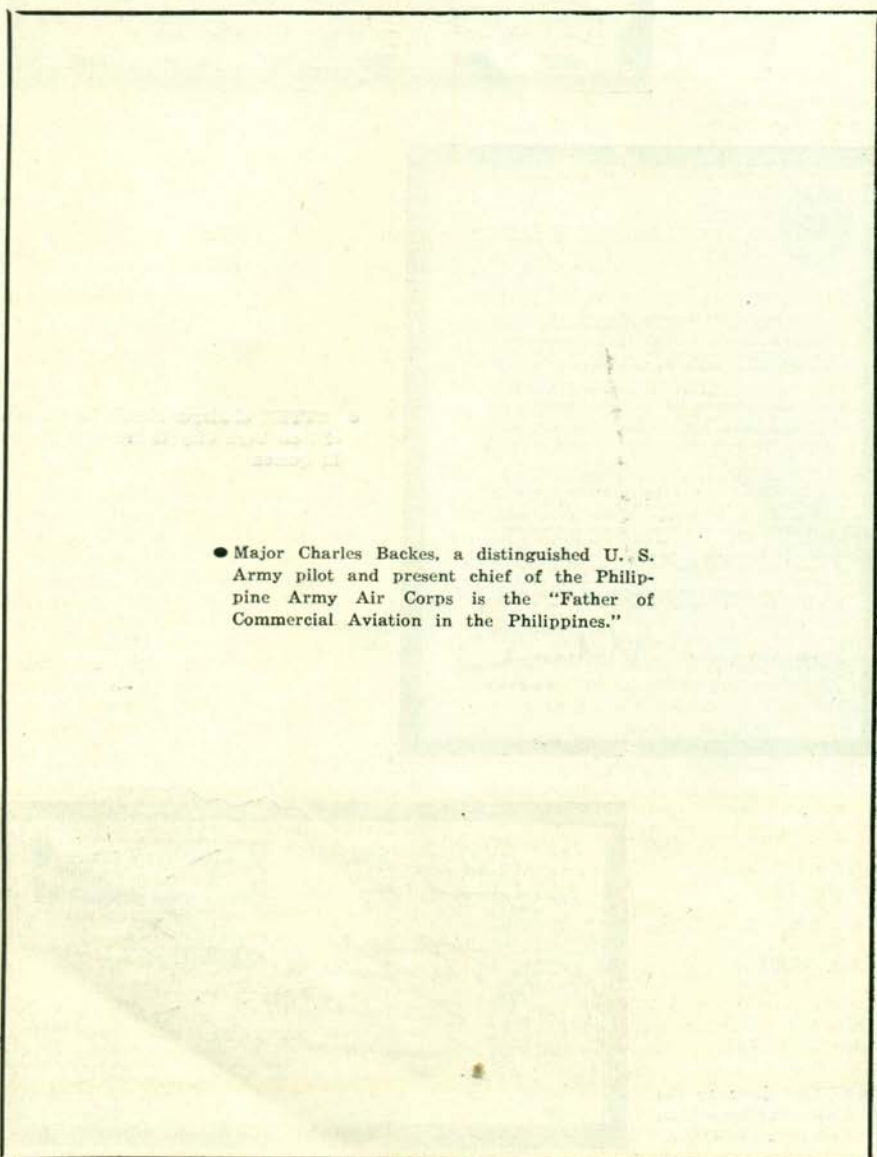


320 DAYS FROM NEW YORK... (Continued from page 24)

Incidentally, Maria Aurora is a general collector, and parenthetically, women in philately might be interested to know that her early ambition was to be a newspaperwoman! In point of fact, once she applied as a cub reporter at a local newspaper, but when President Quezon got wind about it, he sternly objected.

At any rate, to Maria Aurora, the

two covers carried by the combined speed of the Pony Express and the California Clipper will cherish many happy philatelic memories, for they came to her as if a "birthday gift", she having completed her twenty-first birthday, on September 22, or two days after the two covers were received, by her father, the President of the Philippine Commonwealth.

- 
- Major Charles Backes, a distinguished U. S. Army pilot and present chief of the Philippine Army Air Corps is the "Father of Commercial Aviation in the Philippines."

TWO PROJECTED NEW GUINEA AIR EXPEDITIONS IN 1913

... by Max Kronstein

New York City

Dr. Kronstein is one of the prominent collectors of the world, and his father was one of the co-builders of the Graf Zeppelin.—Ed.

(Written for the Elizalde Stamp Journal)

The air mail connections between the countries in the South Pacific are becoming of special interest day by day. Through recent press dispatches we learn a number of projected air services in that region in connection with the new United States Clipper flights to New Zealand, new projects of a Dutch air service from the Dutch East Indies to the Philippines, and a new air service from the Dutch East Indies to the Dutch territories in New Guinea.

With all these projects, to the aerophilatelists and to students of aviation history as well, perhaps the two projected New Guinea air expeditions in 1913 would be of some interest.

To begin with, the British and Australian protectorates of New Gui-

nea had already been opened to economical and industrial developments with the inauguration of air services since 1927, whereby important results had been achieved. But prior to 1927, it is most likely unknown that exploration of New Guinea was already one of the first problems in the early discussions among aeronautical circles in 1912 and 1913. During that time, no regular air service, however, was known at all, to serve as a factor in the economic life of the world, except the passenger flights of the Zeppelin airships in Central Europe, which were made according to some kind of schedule.

While aviation was still young at that time, there were three problems discussed in aero circles of the world: (1) The flights over the Atlantic



*AIR VIGNETTES issued by Germany to commemorate the German-British Airship Expedition for the Exploration of New Guinea in 1913.

from Lisbon via Azores and Bermuda to the United States; (2) The exploration of the polar regions; and (3) The flights over the interior points of New Guinea.

Since northeastern New Guinea was a German colony at that time, the latter projected flights were undertaken by Germany, but as the southern regions were of English possession, it became an international problem.

However, with the opening of the German-British Airship Expedition for the Exploration of New Guinea, two air vignettes were issued by Germany. These air vignettes were printed similar to the Mark stamps of the regular series of Germany and the values known are: 2-pfennig and 1-Mark. Inscription on both vignettes read: "Deutsche-Englische Luftschiffexpedition zur Erforschung von Neu Guinea" with the German and British flags. The accompanying illustrations with this article show their designs. These Zeppelin vignettes were issued as pioneer airmail souvenirs of the project of using a Zeppelin airship in New Guinea.

While the project was well-considered, there was the difficulty of transporting a Zeppelin airship to the distant and undeveloped country of New Guinea at that time. However, in 1913, Graf Zeppelin told in an interview that he believed that it might be possible for an airship to fly from Europe to the United States in about three days, but it seemed impossible at all to fly from Europe to New Guinea without any suitable landing facilities on his entire way.

Meanwhile, the Committee of the New York-Hudson-Fulton Festivals of 1909 had asked before for the participation of the Zeppelin, and the Graf proposed to bring his airship by steamer to New York, but he required special mounting facilities there, apart from the shelter for the big airship. The cost of such project was so extremely high that the New York Committee was not able to collect the necessary money. Moreover, there was the difficulty of making the necessary arrangements in New Guinea, where modern facilities were to be installed.

At any rate, another project showed up, which is almost forgotten today because no vignettes had been issued, but because of the difficulties for its practical performance were somewhat insignificant and by the outbreak of the war in 1914, this attempt was not carried.

During that period the airships were constructed in a rigid structure like the Zeppelin, so as to resist all the forces of wind and weather, and to be secured in the hands of the navigator, that is, they were more balloon-like or "half-rigid," constructed like most of the French airships and the "Parseval." This type of airship was not well-fitted for use in passenger service, but it was much easier to be transported, handled, and housed, and had therefore been proposed for the other pre-war New Guinea Air Expedition, according to the French aeronautical journal, *L'Aerophile* of September 1, 1913, published in Paris.

This proposal was planned by the First Lieutenant P. Graetz and the "Luftfahrzeug Gesellschaft" in Berlin. An airbase had to be constructed at Malu, New Guinea, since it had been the base of a New Guinea expedition for the exploration of the interior parts of that country before. It was also proposed to build up there a transportable balloon shed as well as in some other places of New Guinea. The airship was to arrive there without filling gas and the hydrogen gas should be produced in a small generator plant at Malu. The flight from Malu and all over New Guinea was supposed also to give the opportunity for a systematic photographic topographical survey of the country; and then there was the cost of £150,000 supposed to be needed for this expedition. However, due to the general aeronautic position and the political situation of New Guinea which had been entirely changed during the war, this projected flight was not carried, and moreover, the airplane has been so much improved as we are now witnessing today.

Nature spotted the Philippines
for an aviation cross-road.

—*Manila Daily Bulletin.*

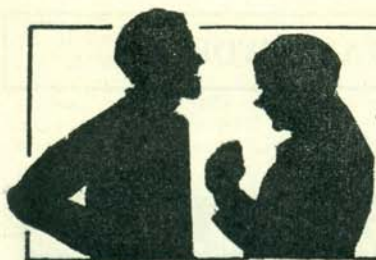
ODDITIES IN THE STAMP WORLD

● **CARTOON** on cover from America.



● **WAR FEVER** on cover from Africa.

ODD AS IT MAY SEEM, illustrated above are two covers from two continents—America and Africa. **FIRST COVER** was received from Leonard L. Borkowski, Sr., of Milwaukee, Wisconsin, an unknown admirer of our editor (our ed is blushing), Philippine Correspondent of the *International Stamp Review*, St. Joseph, Missouri. Mr. Borkowski's hobby aside from stamp collecting, is drawing caricatures on covers, according to him, and the above is one of the products of his "philatelic brush." **SECOND COVER** came from Park Smith, Esq., an aerophilatelic writer of South Africa. Mr. Smith though 62 years old, writes that he is "not yet out", and with the blitzkriegs jabbing left and the airkriegs upper-cutting right over war-torn Europe, Old Parky, a British 100% plus a keen sense of humor, and though living in distant Africa but keeps in contact with civilization, feels the war fever, and the above is a case in point.



JUST BETWEEN US...

by BARON DE POMPEILI

Coca-Cola and Cement

Call it coincidence but the resignation of Secretary of Public Works and Communications Mariano Jesus Cuenco, who used to stamp the big okay on every philatelic move of the boys at the P. O. became effective on August 31, the very same date when James A. Farley's resignation as PMG of the USA came into effect.

While ex-PMG JAF is now cavorting with Coca Cola soft drinks, ex-Secy. MCJ is hyphenated with cement, MJC being the present chairman of the board of directors of the Cebu Portland Cement Co., a semi-government firm.

* * *

Postal Service

Postal service in the PPhilippines was under the American military authorities from 1898 to 1899 and that accounts some American stamps with the overprint "PHILIPPINES." The local postal service was taken up by the civil authorities not until 1900.

* * *

Philatelic Tang

As these notes are being written (Oct. 16), evacuation of Americans in the Orient is the talk of Manila town. Some political observers interpret it as a measure of precaution just in case of an American-Japanese crisis.

Meanwhile, threatened by this international situation, some local skeptics entertain this question with a philatelic tang: "Shall we see Japanese stamps with the overprint PHILIPPINES?"

To which optimists volunteered the opinion that it remains for Uncle Sam, with the Big Berthas "mounted and hinged" on his Asiatic Fleet.

* * *

Customs Stamps

Split Customs Revenue stamps are

now issued by the Commonwealth Gov't. On September 23, the Bureau of Customs, released Customs Administrative Order No. 382, approved on September 16, 1940, which states in part: "... Customs documentary stamps now sold in all customs offices in the Philippines are perforated in the middle of each stamp, with the serial number of the stamp completely printed on both sides of the perforations mentioned. Only a few stamps of the old P200 denomination having no perforation in the middle and no left and right segments, each bearing the serial number of the stamp still remain unsold."

Local Customs Revenue stamps bear only one design—that of Pier 7—the same subject as portrayed on the 12c P. I. pictorial. Their size is 2-½ x 5-½ centimeters.

* * *

Unusual Occupation

Stamp dealing is an "unusual occupation," according to a screen short in technicolor ("Unusual Occupations"), which was exhibited in one of the local theatres during the second week of October.

* * *

Ripley Visits Stamp Region

Making spasmodic visits in the region of stamps, Ripley, in his "Believe It Or Not," published in the October 7 issue of *The Philippines Herald* introduced amusingly: "Whose picture has been printed more than anyone? DeWitt Clinton's. His picture is on millions of revenue stamps daily."

* * *

Found \$550

But believe it or not, our prexy, Eduardo Yrezabal, found in a packet of mixtures given by a friend, two used stamps of the first issue of Peru (1857), catalogued at \$150 and \$400.

'Arriba' Advocates

Arriba, a Spanish daily tabloid published in Madrid and received by us recently has a filler in bold face in one of its August issues which advocates: "SI ERAS F'ALANGISTA, PON EN TUS CARTAS EL SELLO DE JOSE ANTONIO."

* * *

Headaches

1,001 headaches with the different censors was the wholesale experience of a European collector, who has been residing in Manila for a long time. The collector in question (he prefers not to be quoted), told us that some of the censors were "getting his goat" by pulling off the valuable stamps from selections sent by his European friends and that whenever he writes to the censors regarding the missing adhesives, they give him the old story of "passing buck."

* * *

New Clipper

On October 3 the *American Clipper* arrived in Manila on her maiden voyage to the Orient, but air mail carried came in the usual routine.

* * *

Glossary of Terms

Enthusied maybe with philately's glossary of terms, a Manila collector who has two pets—a dog and a cat—calls them "STAMPY" and "CAM" (Contract Air Mail). Which reminds us of Ernest A. Kehr, stamp editor of the *New York Herald-Tribune*, when Ernie once attended a New York rodeo and christened a horse with the name "STAMPS"! (Pardon the guffaw, Ernie).

But, hold your horses. Ever heard of the county called MANILA in Alabama, Arkansas, Kentucky, Utah, and West Virginia?

* * *

Babies and Population

During the past ten years, many babies were born in the Philippines, and as of May 30, 1940, the population of the Islands chalked up to 16,000,303, and not 13,266,700 as given in the Scott Catalogue of 1941, a copy of which was received by us late in November.

Two million plus is a whale of difference, Mr. Clark, so if you need some help from the Islands, just howl.

* * *

Ersatz Catalogues

Apropos of catalogues, from the "leading reprint edition bookshop" in

Shanghai, an unsolicited price list was received by us on November 27, and among the reprints listed therein, are the Scott and Gibbons catalogues of 1941. Each catalogue is priced at 13-1/2 Shanghai dollars, or around 82 centavos in Philippine money.

With the invasion of the stamp market by this ersatz merchandise, wonder what the New York boys and the London intelligentsia would do about it.

* * *

Doctored Watermark

A watermark of Cuba (a five-point large star) doctored on a stamp of Ceylon (Scott No. 7) was a very cunning forgery produced by stamp racketeers. This ingenious forgery was shown to us by a Manila collector recently.

* * *

Chaplin and Chase

Charlie Chaplin, actor, director, and producer of the talkies, "The Great Dictator," has a postage-stamp mustach, according to a review of this film, published in a recent issue of the *Manila Tribune*.

Meanwhile, Charlie Chase, who had the leading male part in the "Frightful Bride," a screen short exhibited at a local movie recently, made a wild-goose chase of a supposed carrier-pigeon stamp in said talkies.

* * *

Miniature Books

A copy of the New Testament and the Holy Bible, both the size of a postage stamp are in the London Museum, as illustrated by M. J. Murray, in his "Strange But True," a syndicated pictorial column on little known facts for Catholics, as published in a recent issue of *The Philippine Commonwealth*. These miniature books, according to MJM, contain over 1,000 pages, and their size is 2 x 1-1/2 inches. Contents of both miniatures are readable, MJS also states.

* * *

SMB Fiftieth Anniversary

To commemorate its Fiftieth Anniversary, on October 4, a new meter slogan was used by the San Miguel Brewery. The slogan reads: "Golden Jubilee—1890-1940—San Miguel Brewery."

Incidentally, the SMB are owners and operators of the Meuhelebach Brewery Co., in Kansas City, Missouri, and the Lone Star Brewery, in

San Antonio, Texas. Mention of these breweries is hereby made, just in case you are collecting beer labels like Mrs. Bessie Ingraham, of Copersville, Michigan, or in the event you have a pendant for "bottled spirits" (Hic!).

* * *

New PI Stamps

Miss Elaine Rawlinson, of New York, prize-winner of the nation-wide contest of the U. S. Presidential stamp design series, is the designer of the new 2-centavo stamp of the Philippines, according Director of Posts Juan Ruiz.

Design submitted by Miss Rawlinson was among those which were received by the First National Stamp Design Contest conducted by the Asociacion Filatelica de Filipinas, in which a cash prize of P100 was offered by the A. F. F., the contest having closed last May 30. The design portrays a vignette of Dr. Jose Rizal, national hero of the Philippines, and a figure well identified on several issues of the Islands. It will be used for the new 2-centavo value and the color of the stamp will be light green.

In a letter dated November 28, received by us from the Director of Posts anent this new 2-centavo stamp, it says in part: "...as regards the new 2-centavo Rizal, this office has requested the Bureau of Engraving and Printing in Washington, D. C., to expedite the printing thereof so that the first shipment be received in Manila on or before the end of February, 1941."

Aside from the design submitted by Miss Rawlinson, two other designs were approved for the new postage stamp series of the Philippines, the Director of Posts said. The two other accepted designs were prepared by Oscar Espiritu, of Manila. One of Espiritu's designs show a bunch of Waling-Waling orchids, most expensive orchids in this country. The other design portrays a Moro vinta with a Clipper plane soaring above, which will be used for the new series of air mail stamps of the Islands.

* * *

New Coat of Arms

A new coat of arms emblematic of the Commonwealth, was approved by the Commonwealth Government on August 19, 1940. Bearing a new design, there's a possibility of its inclusion as one of the designs for the proposed new stamps of the Islands.

* * *

PAA Fifth Anniversary

Pan American Airways completed five years of transpacific air mail service on November 22, according to the PAA Manila Office. During this period, the PAA Clippers have flown 3,715,553 miles, carried 6,481 passengers, and 13,480,000 letters.

* * *

Manila-Singapore Clipper Extension

Plans for the extension of the PAA Clipper service from Manila to Singapore are under way, according to Colonel Clarence E. Young, manager of the Pacific division of the PAA, who arrived in Manila on December 1. In a statement to the press, Col. Young said that the Civil Aeronautics Authority has not yet set the date for a hearing on the application of the PAA for the Manila-Singapore extension but he expressed the hope that action would be taken soon. The PAA executive also said that the establishment of the Manila-Singapore extension would close the aerial gap between the Philippines and Malayasia, since from Singapore there are scheduled air lines to the Netherlands East Indies and neighboring areas. This gap has been called the last "missing link" in the United States-Orient-Australia air service.

Upon inquiry made from the PAA Manila Office as to whether or not they will service covers for this proposed Manila - Singapore extension flight, we were advised that for the present they are unable to offer any enlightening information. However, any further developments will be announced in this magazine.

Meanwhile, FELICES PASCUAS Y PROSPERO AÑO NUEVO, and don't forget the firecrackers.

* * *

"The Birth of A Philippine Stamp," written by Capt. A. C. Townsend, one of the best, philatelic, short-story writers of America, will appear in the next issue of The EJS. Don't miss it.

HOLIDAY GREETINGS

To All Readers

of the

ELIZALDE STAMP JOURNAL

UNSOLICITED COMMENTS ON THE ELIZALDE STAMP JOURNAL

During the first year of The ESJ, several unsolicited letters commenting on our little magazine were received by us, and feeling very appreciative on what they say, we quote hereunder excerpts from some of them:

"The Elizalde Stamp Journal is magnificent. The luxury of a multi-chrome cover... the excellence of coated stock... the worthwhile editorial contents... the fine illustrations... *ne plus ultra!* Congratulations."

—ERNEST A. KEHR, Stamp Editor
New York Herald-Tribune
New York City, N. Y.

"...attractive publication."

—Miss FELICIA PARKER, Stamp Editor
New York Mirror
New York City, N. Y.

"Am more curious than ever to see it again."

—EDWIN BROOKS, Stamp Editor
Chicago Herald-American
Chicago, Illinois.

"You are certainly to be congratulated for your fine magazine."

—SYDNEY E. GOLDIE, Stamp Editor
San Francisco Examiner
San Francisco, California.

"Congratulations on another fine paper. If the rest of the world got out stamp papers on the scale of quality, etc., that you do in the Islands, philately would be the No. 1 Hobby, and no one would question that."

—ROBERT W. RICHARDSON, Editor
Linn's Weekly Stamp News
Columbus, Ohio.

"I want to congratulate you upon the excellence of your publication."

—H. L. LINDQUIST, Publisher and Editor,
Stamps
New York City, N. Y.

"...a fine journal."

—A. O. CRANE, Editor
Stamp Magazine and World Stamp Digest
London, England.

"...a marvelous job."

—RAY PORTER, Department Editor
Australian Stamp Monthly
Victoria, Australia.

"The Elizalde Stamp Journal is a masterpiece, and I am certain it will become a big success."

—A. F. KERNECK, Publisher and Editor
Asia Stamp Journal
Shanghai, China.

"...a journal with a punch."

—Judge SIMEON GARCIA ROXAS, Man-
aging Editor
The Airmail Digest
Manila, Philippines.

"May we compliment you on the fine issue of the Elizalde Stamp Journal just received."

—COLLECTORS CLUB of NEW YORK
22 East 35th Street
New York City, N. Y.

"Your publication would be of material interest in our reference collection."

—H. M. LYDENBERG, Director
New York Public Library
New York City, N. Y.

"This library is planning to round out its collections on various subjects and hopes to include your magazine in its holdings."

—Miss ALICE B. WILDE, Serial Supervisor
Harvard College Library
Cambridge, Massachusetts.

"We are very much interested in your magazine."

—DOMINGO T. ZINGAPAN, Librarian
Philippine Law School Library
Manila, Philippines.

"Another credit for the Philippines in the stamp world."

—FELIPE R. HIDALGO, President
Philippine Air Mail Society
Manila, Philippines.

"...interesting."

—JESUS Z. VALENZUELA, Lawyer and
Journalist
P. O. Box 37
Manila, Philippines.

"...nice stamp journal which I have read and admired from A to Z."

—Rev. FRANCIS RUDIFERIA, Parish Priest
Tibiao, Antique
Philippines.

"It's a high-class magazine with a capital H."

—RICARDÓ G. SOMIS, Philatelist.

"Congratulations on your attractive magazine."

—ARTURO C. PLATA, President
Baguio Stamp Club
Baguio, Mountain Province.

"It's certainly beautiful."

—Mrs. WILLY E. SCHMELKES, Vice-
President
National Philatelic Units (P. I. Unit)
Manila, Philippines.

"...wonderful and extraordinary in appearance."

—Dr. MAX KRONSTEIN, Aerophilatelic
Writer
3900 Spytyn Duyvil Park
New York City, N. Y.

"...a fine publication with excellent material, some of which I am going to be delighted to use at the next meeting of our stamp club here."

—Capt. A. C. TOWNSEND, Philatelic Short-
Story Writer
Oklahoma City, Oklahoma.

"I cannot refrain from praising the make-up and general appearance of the Elizalde Stamp Journal. We have very few similar publications of its equal over here."

—C. C. LANCE, Philatelic Journalist
P. O. Box 927
Birmingham, Alabama.

"...a very classy publication."

—Dr. RALPH K. HAWLEY, Retired U. S.
Army Officer
New Richland, Minnesota.

"...very interesting stamp journal."

—Miss LEONA GRAVES, a "woiking goil"
Denver Dry Goods Co.
Denver, Colorado.

"...all the features are A-1"

—PARK SMITH, Vice-President
South African Philatelic Association
The Strand, Cape Province
South Africa.

(Continued on next page)

UNSOLICITED COMMENTS...

(Continuation page 35)

"We have read it with much interest."

—F. DE LA GUARDIA, President
Elizalde & Co Ltd.
599 Madison Avenue
New York City, N. Y.

"...and wish to add my humble congratulations to the very many you must have already received for its neat and interesting appearance."

—L. R. SCHINAZI, Manager
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45 Kiukiang Road
Shanghai, China.

"...we have perused it with interest."

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—NICOLA BOZZANO fu G
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Via Livorno, 12-8
Genoa, Italy.

"...have read carefully your journal."

—D. RAMA (Elizalde Agents)
P. O. Box 128
Port Louis, Mauritius.

"...and congratulate you on your achievement."

—P. J. W. WOOTTON
(Elizalde Agents)
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abates misery, by doubling our joy,
dividing our grief.—ADDISON.

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YCO Paints... best for
the tropics.

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... the prince of mixers.
- BLUE SEAL
... Scotch whisky.
- GOLDEN BULL
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it's good for every-
body.

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Philippines is in the
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MS "ANAKAN"
SS "VENUS"
SS "CHURRUCA".

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Elizalde Bldg.

Manila

- The volume of United States export and import trade with the Philippines for the year 1939 showed that U. S. exports to the Islands totalled to \$99,939,000, and imports from the Philippines were valued at \$91,927,000, according to official government figures released in Washington, D. C.

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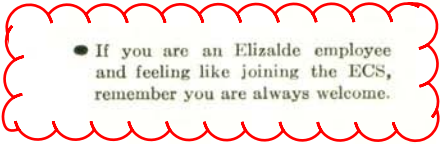
2362 Massachusetts Ave.

Washington, D. C.

Do you know that . . .

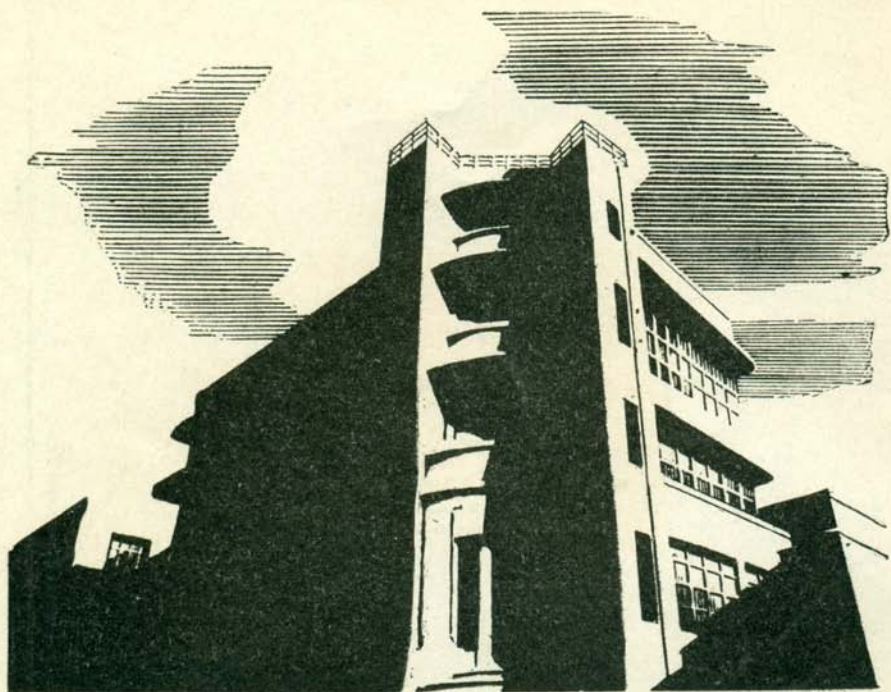
Deanna Durbin
Lily Pons
Kate Smith
Adolphe Menjou
Bela Lugosi
Jean Hersholt
Douglas Dumbrille
Lanny Ross, and
Vicent Lopez,

. . . are also stamp collectors?



- If you are an Elizalde employee and feeling like joining the ECS, remember you are always welcome.

There is a minor error here and in other journal inside back cover's. Can you spot it?



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