

## Tip 92 – Tell your viewers what they are seeing

Figure 92-1.

There are two ways in which exhibitors need to be able to tell viewers what they are seeing. The first way is in the background information that is presented. It is too common for an exhibit to address the postal history of a location and not to clearly indicate – other than buried in the text – where the city, island, region, or country is located or if the name has changed. Exhibitors need to ensure that viewers can understand what they are looking at and how it fits into the geographical world and in what time period it takes place.

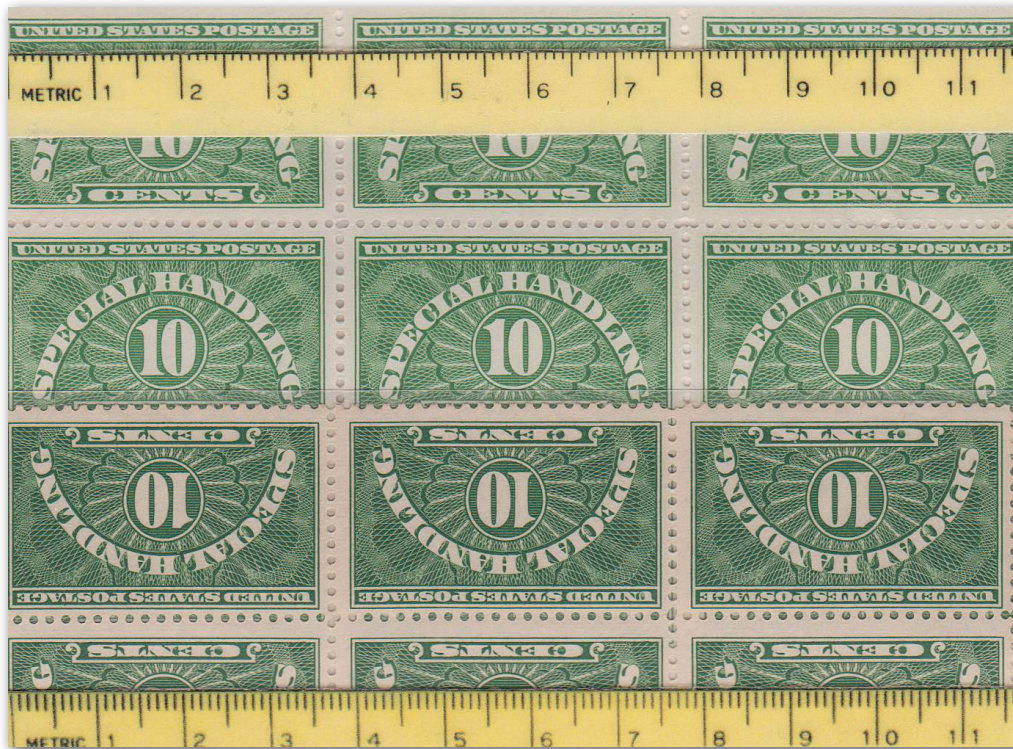
The second challenge, and one that is the primary subject of this column, is presenting information about philatelic material that makes the viewer understand your material and why it matters, all in a manner that is easily understood and easily interpretable. Exhibitors communicate the specifics of what they are showing in a variety of ways, including maps, enlargements, illustrations, contrasting colors, and other graphical techniques.

Some things are difficult to show – paper shrinkage, for example. Imagine two printings of a stamp in which the first printing had an image size between 35.7 and 36.3 millimeters wide and the second printing had an image 36.4 millimeters wide. How could you show the difference? How would you even be sure you identified them correctly? A difference of one-half a millimeter is only two-hundredths of an inch. Figure 92-1 shows how Grand Award winner Bob Rufe addressed (and solved!) this problem in his exhibit *U.S. Special Handling 1925-1959: The Stamps and the Service*.

Using a strip of three stamps magnifies the differences in width.

Granted, now we are only around a difference of six one-hundredths of an inch, but that is three times better. Bob wanted to show the measurement. What better way than to include an actual measuring device? He used a millimeter rule, with the measurements discussed at the side and at the bottom, to present these differences in stamp printings in a brilliant fashion. Figure 92-2 is a close up of the measuring rule against the stamps. It is not just the technique of measuring and describing that is useful on this page. What is so well done is the combination of the millimeter rule that allows all viewers to see the differences in stamp width with the description of what the differences in width are and why they matter.

Figure 92-2.



1955 PRINTINGS
EXPERIMENTAL "DRY" PAPERS

### Wet-Printing vs. Dry-Printing – Design Measurements

Experimental Printing on "Dry" Paper Provided Less Shrinkage of Design

- High pressure was needed to force ink into low-moisture ("dry") paper
- Drying ink did not "shrink" as much on "dry," as on "wet" paper
- Wet-print stamps were printed for ~ 30 years; dry-print only for ~ 5 days.

Wet-Print Stamps Superimposed on Dry-Print Stamps  
 10¢ Dry-Print On Top      10¢ Wet-Print On Bottom

**Table of Measurements – Wet-Print vs. Dry-Print Varieties:**

Measure the width of a single mint or used stamp, frame line to frame line  
 (Soaking stamps does not alter design dimensions)

- Wet-Printed stamps are "usually" 35.7 to 36.0 mm. wide
- Wet-Printed stamps are "sometimes" ≥ 36.0 to 36.3 mm. wide
- Dry-printed stamps are always 36.4 mm wide