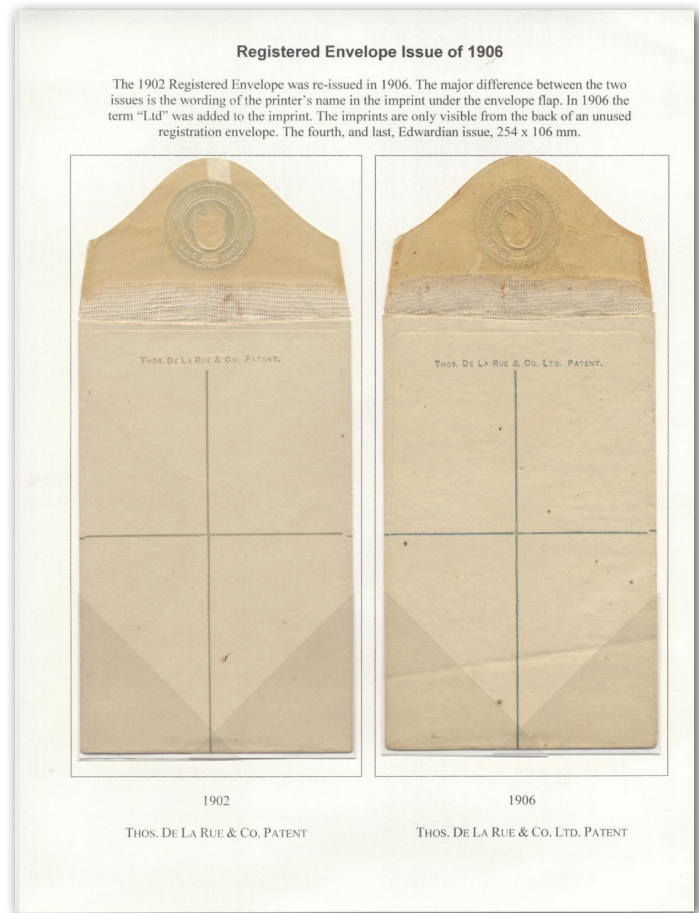## Tip 30 –
Address all aspects
of the stamps in your exhibit

Philatelic exhibits can include a number of elements beyond the obvious ones of design and denomination. Sometimes exhibits include information about, and examples of, paper types, printer's marks, perforation varieties, watermarks, and/or the type of gum applied to the stamps (if mint stamps are included.) Especially if the differences between varieties can be seen easily, showing these elements in your exhibit increases the range, makes it more interesting, and helps you tell a more complete story about your material. Figure 30-1 at right shows an exhibit page with the back side of stationery showing in order to highlight the differences in the printer's marks. These marks can be a key to identifying different printings. In this example the addition of the word "LTD" to the printer's name in the imprint is one of the ways of distinguishing one printing from another. If there is an aspect of your material that you pay attention to when looking at your material, it is likely that it should be part of your exhibit.

Figure 30-1.

Tip 31 –
Keep the emphasis on philatelic material

Exhibitors frequently obsess about the layout of their pages. We refine them endlessly, trying to get the right spacing, the ideal placement of text, and the perfect page layout. Although we assign a great value to making our pages look "right," we run the risk of over-emphasizing page layout decisions. When an exhibit receives a less-than-hoped-for award, it is more frequently the material or the treatment (the manner in which the exhibit is presented), rather than the page layout, which determined the award. In other words, the philatelic material is paramount; everything else is secondary.

Timur Kuran's exhibit *Postal Stationary of the Ottoman Empire* shows a subject that is not well known and can be difficult to understand. Many of us exhibit unusual and not well known areas. His gold medal exhibit focuses viewers' attention on the material; his detailed writeup is subordinate. Many of us fiddle with the spacing of descriptive text so that it falls directly beneath each of the items on the page. Timur has an attractive and pragmatic approach shown in Figure 31-1: he positions all the text at the bottom and uses the underlined headings "Top" and "Bottom" to clearly identify which portion of the writeup describes which item. I like it.

Figure 31-1.