

Tip 79 – Use the reverse of a philatelic item to enhance your presentation of philatelic information

Many of us include photocopies of the backs of covers or postcards to provide context or additional information for what we are showing. We are careful to make the images smaller than life size and to clearly state the image is a reduced size illustration of the original. Frequently we treat it as ‘secondary’ information. Sometimes, however, the back of the item is just as important as the front. How can it be treated appropriately? How can the importance of a copy be emphasized while making clear that it is a reproduction and does not have the same weight as an original?

Bob Rufe, in the same exhibit mentioned above, found a way to address this puzzle. Figures 42-1 and 42-2 show pages in which the full philatelic value of the reverse of the items on the page can be displayed and appreciated. Figure 42-1, with a C.O.D. Parcel Post Tag, can only be fully understood by seeing the postage paid on the reverse. What did Bob do? He framed the object and treated it as he did other philatelic objects. Because it is a copy it is reduced in size and in clear bold print it says “Reverse Side Photo Copy”. The item’s philatelic importance is highlighted, Bob’s knowledge is evident, and the conventions for using copies are honored. In Figure 42-2, Bob does it again: in order to gain the benefit of describing the rate paid and the handstamps used, Bob frames the copy in the same way he frames all his philatelic material. The importance is obvious; the back is as important as the front. On this copy he has included the same words “Reverse Side Photo Copy” in bigger print directly upon the photo copy. In Bob’s exhibits these photocopies are of high philatelic value in understanding the material. They are not relegated to a second class status.

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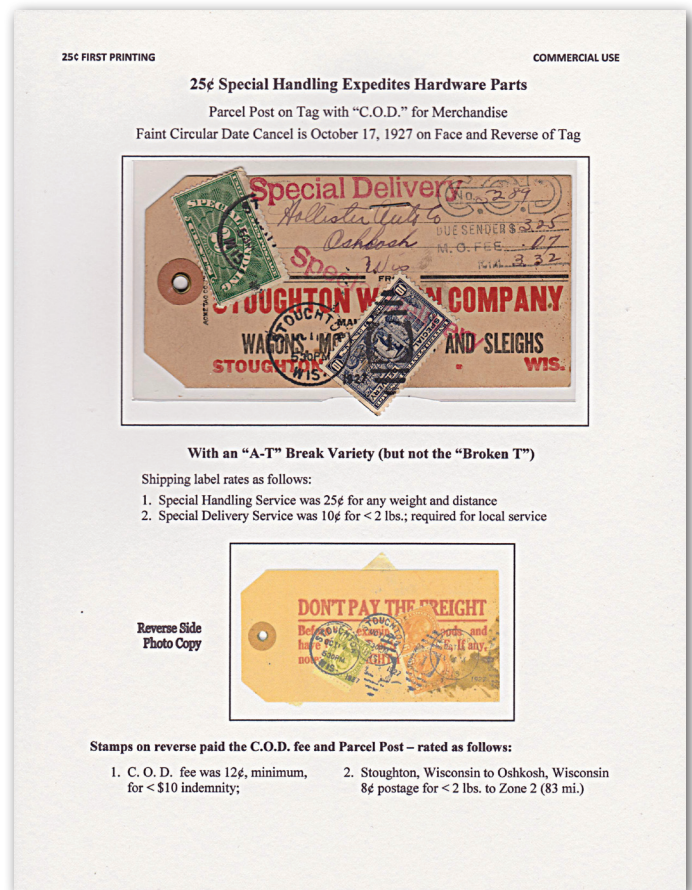


Figure 79-1.

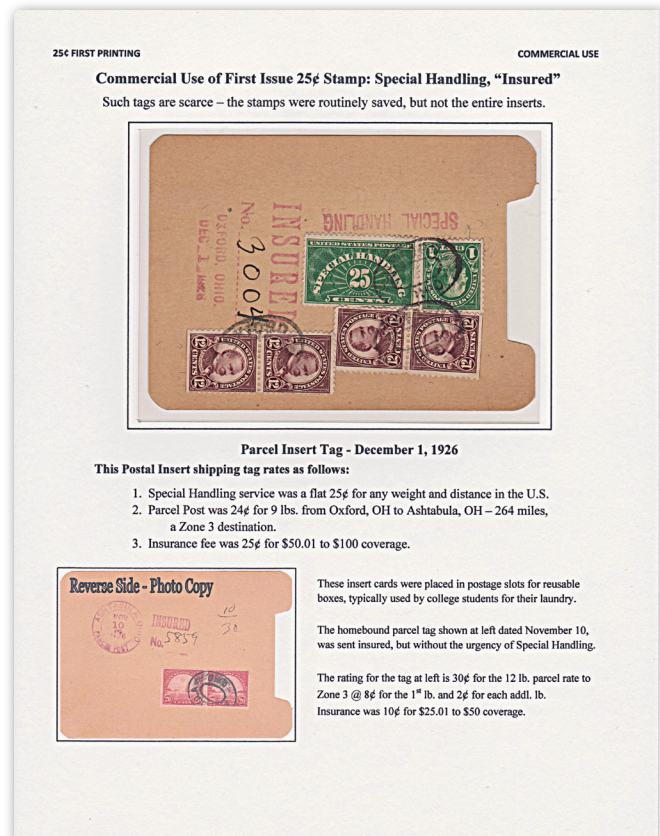


Figure 79-2.