

# ABOUT FOREIGN PERFINS CATALOGS — by Floyd A. Walker

Why doesn't the Perfins Club publish more foreign Perfins catalogs?

We'd like to, but the problem is that so far we've not had the material to publish.

A lot of work is being done, and the prospects for future foreign Perfins catalogs looks good, but putting together a catalog requires more than just slapping a few pictures and some identifications on a page and trotting off to the neighborhood print shop.

Now that the United States Catalog seems to be under control (at this writing, I've seen the first few pages and they really do look nice), it is time to turn our attention toward the Perfins of other countries. But in doing so, it is also time to make a few observations about foreign catalogs.

First of all, let it be understood that the Perfins Club is interested in publishing foreign catalogs. The Club's Executive Committee makes the final decision on any undertakings of this sort, of course, and they must have some basis on which to make their decision.

If you have been working on a catalog of Perfins of a given country or area and you'd like to see it published, the place to begin is with the Foreign Catalog Research Coordinator, Bob Schwerdt. You can write Bob at 9 Memory Lane, Poughkeepsie, NY 12603. But when you write him, be prepared to offer him some solid information about your work.

If you have done your research well and your work is as complete as can be expected, then the Club will very definitely entertain a motion to provide the funds and other work required to get the catalog into print and on the market for our members.

But there are some conditions that the Executive Committee will insist on.

1. The catalog must be backed by thorough research. That means you should have gone through a worksheet stage or at least checked all the known collectors of that country. A catalog based on your personal collection, even if it is a big collection, just isn't adequate. And there is nothing worse than a "catalog" which has to be followed by a stack of A&C sheets bigger than the original product.

2. Don't expect to make any money on your venture. If you're into the foreign Perfins catalog venture for anything other than personal satisfaction, then you'd probably be better off taking up another hobby. We can't remember when anybody has made money publishing Perfins catalogs. The Club hopefully will break even after it pays the printing bill and then buys the postage and packaging required to ship the catalogs. If there is money left over, it will be used to publish other catalogs, of course.

Don't forget, incidentally, that while the catalog you're working on may be "desperately needed," it won't sell like hotcakes. The market for Perfins catalogs is definitely limited (which explains why commercial publishers aren't beating down our

doors). Even the first edition of the Illustrated U. S. Catalog took more than 10 years to sell out.

This isn't meant to discourage, but rather to inject a dose of economic reality into the foreign Perfins catalog area.

However, the purpose of the Perfins Club is to encourage research into Perfins and we do stand ready to make use of the funds available to do precisely that. If you have a catalog project that needs help, contact Bob Schwerdt. He'll not only entertain proposals to publish catalogs, he'll help you with research too. Just ask.

And there is something else to consider.

The Perfins Club will gladly act as distributor for Perfins catalogs published by private individuals or other philatelic groups.

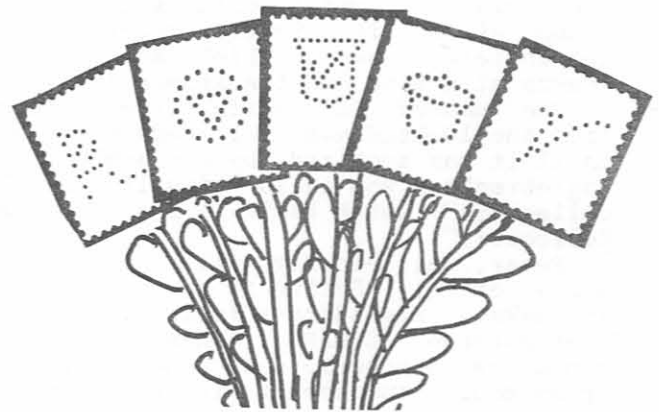
The secretary sends a list of available material to every new member and catalogs are offered in the Bulletin when they are available. The secretary functions as the distribution point for foreign catalogs and other literature.

If you'd like the Club to help distribute your privately published catalog, contact the Secretary for additional information. We'll ask for a review copy for the Library and we'll ask for a discount large enough to cover the expenses of distribution.

Foreign Perfins catalogs are needed. The Club will cooperate in every possible way to make them available to you.

Just let us know how we can help.

Floyd A. Walker  
Secretary/Librarian



HOW DOES YOUR GARDEN GROW?