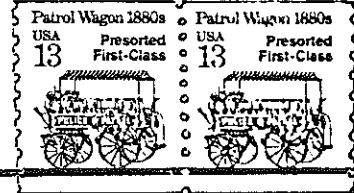
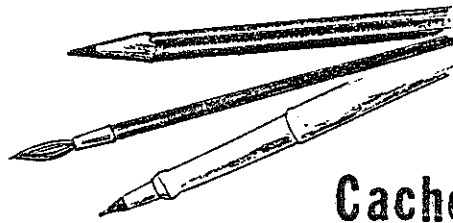


Left-Sider News



FIRST DAY OF ISSUE

Cachet Makers Association AFDCS Chapter 65

Volume 1 Number 6
June 1989

c/o Chptr. Rep. Cynthia Scott
P.O. Box 1085, Pine Grove, CA 95665

DO WE HAVE TIME?

Here's a thought -- one we've tossed around before, but not acted upon -- How about presenting a CMA exhibit to show at the convention?

It's a way to introduce everyone to our member cachet makers, show samples of their work, tell about their methods, history, etc.

We could each donate or loan one FDC of our own making and write a few words about ourselves and how we create our cachets.

Philatelically and for the sake of a better judged exhibit, it would make a bigger impact if we had FDCs with unusual cancels, stamp varieties, combos, UOs, etc. Also, it would be nice if we could all come up with FDCs relating to the same topic.

Since we don't all produce FDCs for every issue, one topic might be tough to do -- perhaps Love or Christmas are universal enough to have interested all of us at one time or another.

At one cover and cachet maker per page, we ought to be able to come up with at least three frames (48 pages).

If the idea is agreeable to all or most of the members, and we can get frames reserved, --- I (Cynthia Scott) am able and willing to put it all together. I have the space, time, and some exhibiting experience. There will be some expense for sheet protectors, paper, and frame fees.

Those who are interested could send me photocopies of a Love FDC and a Christmas FDC, along with some information about yourself and your cachet making methods.

When I see which topic I get the most of to work with, and if I get enough response to make it all happen, I can then write for the actual FDCs to go in the exhibit.

The extra information sent with the cover copies doesn't have to be polished. I can edit and re-word to fit exhibit standards and shortness.

Here's a chance for us to do some real CMA promoting. Are you ready?

ABOUT DONATIONS

Several members have sent money to pay for postage and newsletter expenses -- THANK YOU.

A slight problem: we do not have our own club bank account. I have been keeping records and running the checks through my Anon E. Mouse Cachets account. To avoid problems with the bank, I would ask that checks be made out to my name (Cynthia Scott).

This is a temporary situation, and we should be using our own account after a slate of officers is organized at the September convention.

Before the expenses for this edition of the LEFT-SIDER, our balance is \$112.19 ☐

NEWSLETTERS TO OUR NEWSLETTER

One easy way to send the Left-Sider information about cachet making, news about new production methods, special notes on new issues, or any interesting chatter -- is to send us your already produced customer newsletter.

Several cachet makers send their regular customers a newsletter. Julian Pugh's included an auction, a description of his Lou Gehrig FDC, all about a cancellation error on his Toscanini FDC, and some Steamboat stamps with errors.

This excerpt tells new customers some general information about how he produces his covers:

We produce only covers for issues of the U.S. They are sold only serviced and each is hand painted with the base art, most generally, an antique engraving that has been selected based on its applicability to the subject matter of the stamp, postal card or envelope that has been issued. There are times when we do original pen and ink sketches because an engraving that is suitable is simply too allusive.

Additionally, many of our covers have older stamps in combo when an adequate supply of truly appropriate stamps can be acquired. Often we go to great lengths to obtain UNofficial (UO) cancels in a city that is related to the subject matter, but is not the official first day city. Our regular buyers and subscribers seem to be pleased with the versatility of the product.

Whether it is a combo, UO, dual or whatever, we produce a cover for EVERY issue of the USPS (not only commemoratives and definitives, but postal cards, envelopes, "special" issues, Ducks, Express Mail, etc.)

Here's an idea Julian is promoting that some of us other cachet makers might like to try with our own buyers:

One of the really FUN things about this business is all the wonderful friends that we make all over the U.S. and Canada, most of which begin and grow through the mail. When we go to stamp shows, the convention or speak at a chapter meeting we get to meet face to face folks that we've known for sometime. Good friends, you wouldn't have recognized if you'd seen them out side on the street.

One thing I've done to help in this regard is that I'm going to more shows than in the past, and I continue to build (too slowly for my satisfaction) a composite in my studio of as many pictures as possible of buyers, subscribers, etc.

When Sharon and I recently did some remodeling in the studio we acquired a big cork bulletin board to put them on. Now we have the space for more and solicit your cooperation. When it's convenient we'd like very much for you to send us a snapshot, of you and/or you and your family, for inclusion.

It's not only more fun for me when I can connect a face to the many names I deal with so regularly, but it's also helpful motivation when I'm forced to work to the wee hours of the AM. Often I do stay up quite late either doing research for the stuffers, setting type, working on cover designs or just paint'n like there's no tomorrow. It does help to look up and see a group of you there looking down on me as if to say, "Don't get discouraged, we appreciate your efforts!"

Please keep it in mind and send one soon, if you've not already done so. THANKS!



Pugh

P.O. Box 8789
The Woodlands, Texas
77387 - 8789

In her May newsletter, Doris Gold announced the 12th anniversary of Doris Gold Cachets:

"Where has the time gone since a naive fledgeling grandmother expanded hobby into a min-business venture? Twelve gratifying years -- many new friends and shared experiences -- and I'm happy to say we are still moving forward. There has been a changeover to 100% cotton envelopes, unglued flaps, hand cancels and number/signed limited editions. This with my "touch of gold" on each cover adds to the prestige status of DORIS GOLD HAND COLOR (DGHC) cachet designs."



DORIS GOLD
PH. 619-589-5183
4849 WILLIAMSBURG, NO. 146
LA MESA, CA 92041

"A TOUCH OF GOLD WITH A TOUCH OF GLASS"

In a separate note to the Left-Sider, Doris said she had started many times to design logos for the CMA, but got side-tracked before finishing. (See next page.)

Doris also sent 6 of her FDCs to be saved for a CMA auction, or exhibit, or whatever we decide to do with a member-donated collection. (She is the first to do this; I have started a page of record keeping to account for these.)

Doris asks if we have considered inserting paid advertisements in our Left-Sider News, to help subsidize the costs. (I think this will probably happen when we get bigger and more sophisticated -- more than a few pages from a typewriter.) ☐

Recruiting Notes

Thank You Monte!

As AFDCS Membership Chairman, Monte Eiserman goes that "extra mile" for individual chapters when she signs up a new AFDCS member.

When she received an inquiry/subscription request for First Days from Russ Benning, who also asked about cachet making, Monte replied with a welcoming letter that steered Russ our way.

Excerpts from Monte's letter:

You expressed interest in producing hand painted cachets. This is the most popular area of FDC collecting these days, and there are some beautiful covers being produced. The AFDCS has a handbook "Handcrafted Cachets" which gives ideas for producing cachets. This handbook was so popular and has just been revised. It is \$8.95 for AFDCS members.

There is also an AFDCS Chapter, Cachet Makers Association that is comprised of many cachet makers. They produce a Newsletter, and it so happens I just received one today and I am sending it on to you. If you are interested in this group, write to Mrs Scott.

(At this point, Monte mentioned the "first cachet" column by Ruth Moore in First Days, and the Cachet Makers list compiled by Bernard Kroll.)

I would also suggest that you try to attend an AFDCS Convention sometime. The Cachet Makers are very active at this meeting. In addition to having their own meeting and discussing the problems (and fun) of producing cachets, they also have a bourse where these cachet makers exhibit, show, sell, etc. their own covers. It has proved to be very popular with both the cachet makers and the collectors. This years convention will be in Washington, DC, September 22, 23, 24th.

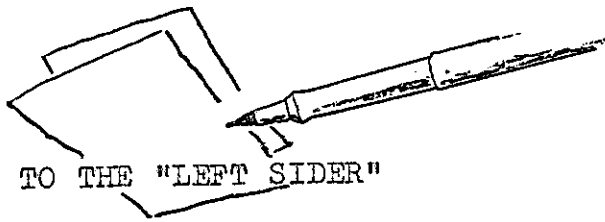
Good luck with your venture into producing cachets. I always envy people that have this knack---I am not that fortunate. I know many people that are now producing their own cachets---and what a nice bunch of people they are. I'm quite sure you could write any one of them and they would be willing to give you some advice in this area.

On top of this great PR blurb for the CMA, Monte also gave our chapter credit for sponsoring this new AFDCS member!

Tell Your Friends !

Kim Yarbrough, Sylvia Sabinsky and I have sent the recruiting flier on the other side of this page to about 170 cachet makers listed in the 1988 directory. Some are not listed. Don't worry about duplication -- get the word out.

Make copies of this flier and give them to cachet makers you know.



LETTERS TO THE "LEFT SIDER"

1

... How would you like a good, strong, distinctive logo designed for this chapter?

Corporate design is my field, so why shouldn't I direct my efforts towards the new chapter?

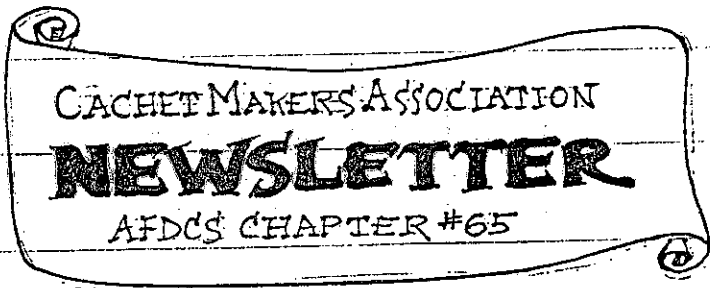
Hope new members are hopping on by the bus load -- or even a mini van.

Best Wishes,
Bernard Goldberg

Response:

The earliest members have already chosen a newsletter mast-head and a logo (two different items), but maybe we should consider them to be temporary. Perhaps, when the membership is bigger and we have organized more formally, the logo decision could be reviewed/revise. This would give more members a chance to contribute ideas and participate. Since we are all artists of one sort or another, we will probably all have a stronger feeling about the "right" design than folks belonging to other clubs.

Doris Gold sent in some ideas in rough draft form:



I will be glad to accept ideas from anyone else, and can keep them in a file until we are all ready to pick and choose the real thing.

I have assumed that a logo is a design used on letterheads, envelopes, pins, etc. to represent an organization.

The Left-Sider News masthead can be of a different design, can be made to change with the form of publication we produce. Of course, the logo can be a part of the masthead, if desired.

This is not a closed subject; send in opinions as long as you are interested or concerned.

2

June 20, 1989

Cynthia Scott
P.O. Box 1085
Pine Grove, CA
95665

Dear Cynthia,

Thank you very much for inviting me to join Chapter 65. Yes, I would like to become a member and would consider membership in the chapter to be an honor.

I only produce 2 or 3 cachets a year as I'm not an artist and my creative ideas for cachets is sorely lacking.

Cynthia, what was yhe first cachet, for a FDC that Chapter 65 produced? I assist Dick Monty in the project of trying to list the 1st cachet produced by any cachet and all cachet makers. Chapter 65 is not on our list even though a FDC shows on your stationery. I would like to buyseveral of your #1 for a few #1 collectors that contribute new finds consistently. Can you supply 6 or 8?

Best regards,

Bill Lloyd
Bill Lloyd

Response:

Sorry Bill, we don't have a first cachet yet. The design at the top of our newsletter is just a masthead. We used the FDOI cancel shown because that was the date of our charter CMA meeting -- we formed on the same day the Police Patrol Wagon stamp was issued.

We need to start thinking about when and how we will produce our first cachet.

June 1989

Dear Cachet Maker -

Here is your invitation to join the Cachet Makers Association, — a new chapter (#65) of the American First Day Cover Society. The *CMA* came into being at the last AFDCS convention, held in Anaheim, California on October 29, 1989.

As yet, we do not have officers, a treasury, or by-laws, and we do not collect dues. These signs of formal organization will probably appear after our meeting at the coming AFDCS convention, to be held at McLean, Virginia in September.

In the meantime, we do have a newsletter! By joining now, you can contribute ideas and share news with other cachet makers via the "Left-Sider News."



In the five issues preceding this invitation, we have had articles concerning:

- * "Spot Light" biographies of fellow cachet makers
- * cachet production methods
- * adventures in obtaining UO cancellations
- * selection of our newsletter masthead and name
- * announcements or requests from the AFDCS

In addition to contributed articles, members have written letters to the editor in order to share ideas about what the CMA should do to promote FDC collecting:

--Create and maintain a traveling FDC exhibit to introduce the hobby to new audiences.

--Compile and produce a modern FDC cachet catalog, adding supplements yearly.

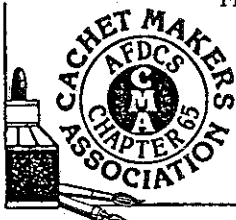
--A swap service column for local pictorial or UO cancels.

--Offer a special list of c-makers to collectors who may be searching for certain FDCs by issue, topic, or type of art/production method.

Sometimes the Left-Sider News can act as a survey vehicle and provide a group voice, or LOBBY POWER, in order to push for changes in AFDCS policy. For example -- our voices influenced a Graebner Chapter decision concerning the Cachet Makers Bourse:

At the next AFDCS convention, the Cachet Makers Bourse will take place during the DAY!

To get your name on the Left-Sider News mailing list, simply write to: Cynthia Scott, P.O. Box 1085, Pine Grove, CA 95665.



Early Results —

Recruiting Flier Works Fast! In the 10 days since the first invitations went out, FOURTEEN people have said "count me in." Some have written to suggest ideas already, too. We welcome all correspondence -- can't have a newsletter without news!

Welcome our new members:

George Thomas
GCT Cachets
15 Harding Ave.
Moorestown, NJ 08057

Joe R. Ramos
JORAM PN COVERS
1929 Millis Street
Montebello, CA 90640

Stan Longnecker
NATSCO/NATSPORT/GWMSC
P.O. Box 7244
Lancaster, PA 17604-7244

Sidney L. Rich
RICH CACHETS
P.O. Box 450045
Atlanta, GA 30345-0045

William "Bill" Lloyd
WHL Cachets
P.O. Box 602
Villa Park, IL 60181

Barry Keane
KEANE CACHETS
13255 Reliance St.
Arleta, CA 91331

Richard E. Ellis
ANIMATED COVERS
23404 74th Ave. West
Edmonds, WA 98020

Alfred Boerger
ABC Cachets
2949 N.E. First Ave.
Fort Lauderdale, FL 33334-1006

Jay W. Lounsbury
JWL CACHETS
P.O. Box 700
Dunkirk, MD 20754

LAMBDA Stamps, Inc.
P.O. Box 5968
Philadelphia, PA 19137-0968

Robert W. Everett, Jr.
TROLLEY INK
6511 General Diaz
New Orleans, LA 70124

Nick Nikolaidis
RFD #1, Box 720
Bethel, VA 05032

Wm. Roy Rice
RICE COVERS
773 Lower Donnally Road
Charleston, W. VA 25304

Leo August
The Washington Press
Two Vreeland Road
Florham Park, NJ 07932

21 June, 1989

Cynthia Scott
Left-Sider News
P. O. Box 1085
Pine Grove, CA 95665

Dear Cynthia Scott:

Considering your recent invitation - which I appreciate - please include me on the Mailing List for Left-Sider News.

I have only been at Cachet Making, in any quantity, since 1977. From my outside envelope, my medium is linoleum block prints in oil base inks, more recently with some hand-colors added when it adds to the image. Usually my volume is confined to less than twenty (20) per issue and I do not attempt to keep up with all issues. I also carry on a limited number of trades, hopefully on the same issues.

I am a practicing attorney with a specialty in coal, oil and gas in West Virginia.

Times Past, I did a cachet for use from Left Hand, W. Va. An example is enclosed for your collection and in Thanks. I did notice that your flyer was addressed from CA, but mailed from NY. Intriguing how you might have accomplished that! One day, Left-Sider might want to try a mailing from Left Hand, if it remains in service and could handle your anticipated volume.

Best Wishes to you for success in your endeavor!

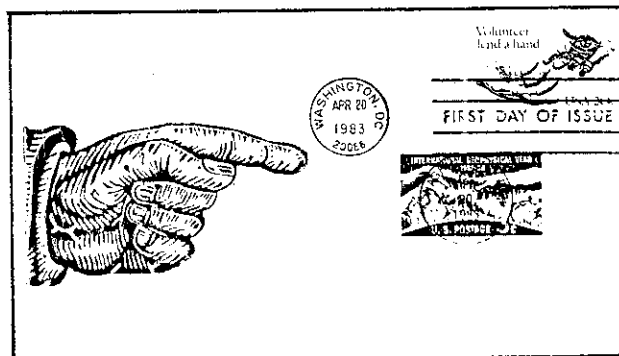
Sincerely,



Wm. Roy Rice
AFDCS #16852

WM. ROY RICE
773 Lower Donnally Rd.
Charleston, W. Va.

Roy Rice sent a sample of his cachet work, done with linoleum block printing.



This 50%-of-actual photocopy shows an appropriate left hand for our LEFT-SIDER NEWS.