

October 2005

Whole Number 33

SOS Signal

Stamps On Stamps Collectors Club



Inside This Issue

The Pioneer Stamp on Stamp Issues—Brazil 1938	1
A New Zealand Spectacular!	4
The Virtual Stamp Album	5
SOSCC News	6
Washington 2006 Update	7
New Issues	7-10

The Pioneer Stamp On Stamp Issues : Brazil 1938

By Lou Guadagno



A little more than four years after issuing her first stamp on stamp, Brazil produced another, which, although almost totally unheralded, was the first in many stamp on stamp categories: the first sheetlet, the first to be created in an artistic competition, the first to picture Sir Rowland Hill, the first to show an essay, and the first to show the stamps of two countries.

On October 22, 1938 Brazil issued a sheetlet of 10 stamps for the Brazilian International Philatelic Exposition (BRAPEX, for short), held in Rio De Janeiro from October 22 thru 28.

This was the first international stamp show to be held in Brazil and the organizing committee wanted to produce a special stamp for the occasion, and so, called for an open design

competition from among the commercial artists of Brazil.

The winning design came about after a chance meeting between Antonio Buono, Jr., a magazine illustrator and Hugo Fraccaroli, a leading Brazilian philatelist. The artist was interested in competing, but not being a stamp collector, he asked for suggestions regarding potential designs.

Sr. Fraccaroli agreed to help, and that evening while glancing thru his library, he came upon a French edition of a book on the first stamps of Great Britain by Frederick Melville. He came up with the idea of honoring Sir Rowland Hill and the Penny Black. With the book as a reference, he and Buono, Jr. came up with a design adding the first stamp of Brazil to the other components—combining the first issues of the first and second countries to produce stamps. Interestingly, instead of showing an actual representation of the Penny Black as they did the Brazilian “Bull’s-eye” design, they chose to use an illustration from the book which showed a watercolor essay of the stamp, in the mistaken belief that Hill himself had created the artwork. For some reason, the drawing of the essay is not a very accurate reproduction—perhaps, Buono, Jr. did not have the reference book in hand and drew the stamp from memory.

(Continued on page 2)



The original winning artwork (from *The London Philatelist*, October, 1940)



The source of the "Penny Black" essay: from water color sketch in the National Philatelic Museum (G.B)



The revised design as issued—note cross added to essay and name added below portrait.

The Pioneer Stamp On Stamp Issues : Brazil 1938 By Lou Guadagno

One of twelve national artists who competed, Buono, Jr. submitted two different drawings under the pseudonym, ABEJOTA, and one, with some changes by the Mint, was the winning design. The original artwork showed a perforated stamp, but it was decided that the new stamps should be imperforate like the two first issues reproduced on them. It was also decided that "ROWLAND HILL" should be inserted, as his portrait would not be easily recognized by many Brazilians, even the collectors at the Exposition. This could be considered a design error, as they did not include his formal British title, and the proper inscription should have read "Sir Rowland Hill". Another change was done by the Mint engraver, Mario D'Oglio, who felt he could improve the symmetry of the essay stamp by adding a matching Maltese cross to the empty lower left corner where none should exist.

Srs. Fraccaroli and Buono, Jr. made another contribution to the design of the sheetlet by suggesting that the layout would be improved if the official Brapex emblem was incorporated at the top, framed by two stamps with the other eight stamps in a block below.

This was approved and the stamps quickly went into production. There is some question as to whether one or two plates were created and if there were four or six blocks (sheetlets) to the plate. In any case, their make-up proved that the Mint intended the

sheetlets to be used for postal purposes and not just as a souvenir, for prominent guide lines were created around all the stamps so that they could be separated neatly. Similar guide lines and a series of dots aided the Mint in cutting down the full plate sheets, however, many of these can still be seen on the individual sheets.

Printed in a deep green on paper watermarked CORREIO BRASIL, most of the sheetlets have tinting, smudges or offsets of the plate surface, and naturally, no two are alike. I have sheetlets with normal and reversed watermarks.

One very rare variety is the inclusion of the printed signature of the Director of the Mint, "M. Bernardi" above the Brapex emblem. This was added once on the top of every plate sheet, but most were cut off in separation, and supposedly only about twenty are said to exist. Some sheetlets exist with a very partial signature.

On the last day of the Exposition, the Postmaster-General of Brazil made a distribution to officials and exhibitors of 100 proof sheetlets, printed in blue on ungummed cardboard stock. These are also rarely seen; I bought mine over 30 years ago and only saw one other for sale since at almost \$400.00.

The sheetlets were only sold at the site of the Exposition, and supposedly only one to every entrant—however, admission was free and many took advantage by leaving and returning again and again to

(Continued on page 3)

The Pioneer Stamp On Stamp Issues : Brazil 1938

By Lou Guadagno



Three multicolor Brapex cachets—
typical hand stamp quality



The Brapex date stamp—First Day of Issue

get additional sheetlets. In any case, the printing of 50,000 (or possibly 56,000) was quickly sold out.

Many sheetlets were cut up and used on the commemorative envelopes and cards sold at the Exposition, using the unique cancellation and several multi-color rubber stamp cachets which had been specially produced.

The cancel, used only at the Exposition, was modeled on the Brazilian flag and consisted of a diamond enclosing a ring reading EXP.FILATELICA INTERNACIONAL-RIO with a changeable three line date in the center.

The cachets were colorful and interesting, but the rubber stamps did not produce clear, fully inked impressions, so really good ones are hard to find.

One in green, blue and red shows the Exposition building; another has a red airplane, train, boat and letter in a blue octagonal frame. The most unusual cachet shows the green star emblem of the invented language Esperanto; most of the inscriptions are in that language which had a great following in the years between the world wars.

For all the sheetlets used, the Brazilian collectors managed to save some to commemorate the actual Penny Black stamp centenary in 1940 and their own stamp centenary in 1943.

As popular as the stamp was in Brazil, it was not warmly received in Great Britain. Many philatelic writers were upset that Brazil had “jumped the gun” and honored Sir

Rowland Hill and the Penny Black before they would in 1940. There also were complaints about a poorly drawn Penny Black with the depiction of Queen Victoria with a big nose and long neck, and the substitution of a cross for the corner check letter. It appears no one was aware that the “stamp” was actually an essay.

Today, the sheetlets are not too hard to find, and prices range from 60% to almost full Scott catalog at \$12.00. Any covers of the sheetlet are rarely offered, and even covers with cut-out singles and pairs are not as common as they once were. That said, I found one in a bargain box just a few weeks ago for \$1.00!

Sr. Fraccaroli had published an article on the creation of the Brapex stamp, “The First Philatelic Homage Paid to Sir Rowland Hill”, in *The London Philatelist* in October, 1940, and I only came across it by accident while reading thru various bound periodicals from the early '40s at the Collectors Club in New York. I wrote an article about my discovery in the *SOS Signal*, Apr-June 1980 issue. Another 25 years has passed, and I guess it is now time to tell the story again.



A gutter pair with the commemorative
Stamp Centenary cancel, 1 August 1940

A New Zealand Spectacular! By Lou Guadagno

Recently in the philatelic press there was an announcement by the New Zealand Post that they would commemorate 150 Years of Stamps by producing a “collector’s edition” 80 page bound book containing special presentations of the three issues of five stamps released earlier this year. These issues spanned the periods 1855-1905, 1905-1955 and 1955-2005 and reproduced stamps from those years showing the philatelic history of the nation.

Intrigued by the idea of new and special stamps on stamps, I went to the New Zealand Post philatelic web site: www.nzstamps.co.nz/, and clicked on to the listing for the book. Two facts were quickly noted: there was to be a limited edition of 4000 numbered books for sale worldwide, and the cost was NZ \$ 295.00 + 10.00 s/h (about \$ 213.00)!! After about two minutes of rapid breathing, and another five minutes considering the sure decimation of my stamp buying budget, I ordered the book, and it arrived within the week.

I have reproduced groups of the tiny illustrations from the web site onto this page, but they do not do justice to the actual product!

Opening the carton I found a black cloth slip case which matched the binding of the book inside, and both had embossed silver and red foil titles: NEW ZEALAND COLLECTION 150 YEARS. A matching red satin ribbon allowed me to easily lift out the book, and after going thru the colorful introduction, I dove into the contents:

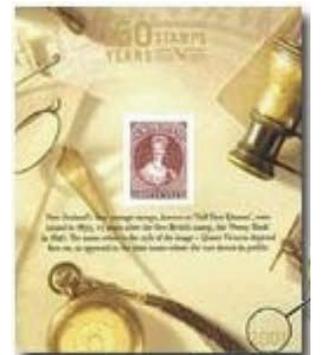
Each of the three 50 year sections begins with a special edition first day cover of the five stamps with gold cachets and gold ink cancellations; then, all of the original stamps in the series get a two page write up, followed by the special sheetlet of 10 of the stamp on stamp that reproduces it.

To me, the best of the special presentations is that of all 15 stamps in the series on one sheetlet, in three se-tenant rows of five; this format allowed the philatelic history of the 150 years to be shown from the beginning to the present without interruption.

On the last page of the book is a memento sheet with an intaglio reproduction of the first stamp of 1855 — as close to the real thing as you can get.

All the sheets and covers are numbered to match that of the hand written number on the fly sheet in the front of the book, and all are placed in plastic mounts on matte black pages with protective interleaving.

Just gorgeous! If you can, don't pass up the opportunity to own this book yourself.



The Virtual Stamp On Stamp Album—Page 3.

Ukraine: 4th National Stamp Exhibition, Cherkassy

May 17, 1997



Sc # 265



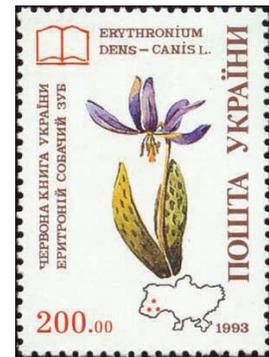
1.



2.



4.



5.



3.



6.

Left to right on stamp: 1.—Sc # 235 (1996), 2.—Sc # 205 (1995), 3.—Sc # 137 (1992), 4.—Sc # 188 (1993), 5.—Sc # 192 (1993), 6.—Sc # 168 [on end, changed color] (1993)

This is a virtual stamp album page. It was created after downloading images of the issue and the reproduced stamps from the Ukraine site on the internet. Try it, it's fun!

SOSCC News

By Alf Jordan, Secretary-Treasurer

The big news from here is, of course the assumption of the printing duties by our capable Vice-President, Michael Merritt. Michael now has a new printer, and we have had the initial transfer of data and methodology, so things are off to a good start, as evidenced by the fact you are holding this issue in your hands!

DELINQENT DUES: With Michael now tending to the printing, I can now pay a little more attention to Club matters, the first of which is that of the chronic lapsed dues situation. Nine members are delinquent in their 2005 dues; as these are loyal, long-standing members, we are sure that the delinquency is just a mere oversight. If you are one of them, you will find a reminder notice on the front of this newsletter. Please pay so that we can balance the books and move on into a new and well-organized year. We will probably make this the last issue for delinquent members.

GRATIS DISTRIBUTION: That being said, we have a nice little token of appreciation for our paid-up members. The enclosed is a donation by an anonymous European member who wants to express his appreciation of the Club and its paid-up members. Thank you very much, Anonymous Donor!

ISCAA: We are saddened to officially report the death of Arthur De Bolle, and of the apparent demise of the International Stamp Centenaries And Anniversaries Association, the organization he ran so well. We have had several inquiries as to future plans for the ISCAA, and have been unable to ascertain any. If anyone out there has any information as to a potential resurrection of this group, please let us know and we will pass it on.

MEMBERSHIP: We are also very sorry to report the passing of long-time member, Faith Sagar. Her last *Signal* was returned, marked “Deceased”—with no further details provided or readily available. (Ed note: Faith Sagar was one of our charter members who joined the then Stamp on Stamp Unit in early 1960, and was quoted in the January, 1961 SOS Signal!)

NEW MEMBERS: Since our last report, we have had four new members join the Club—a warm welcome to each of them! We look forward to a long and mutually profitable relationship and hopefully, we will be able to provide a brief biographical note in a future issue:

Jacob Joosten, Rijseijk, The Netherlands
James Ryan, Calgary, Alberta, Canada
Stephan Salniker, Dover, New Hampshire
Franco Frescura, Westview, South Africa

LISTINGS: We are planning to have a full listing of member names, addresses and email info in the next issue. This is something that the Club has not done for many years, and which is rather important for an active and vibrant group. If, for any reason you wish to remain relatively anonymous, just let me know, and we will list your name and general location only. The list will have a limited distribution to the paid-up membership only.

ELECTIONS: This is an off-year for our elections, so don't worry about doing anything right now—BUT—*tempus fugit*, so it is not too early to start thinking about some new officers. Gaston has expressed his desire to retire after this term. I will continue on for a year or two as Secretary-Treasurer, but then I also need to move on. So, if there is any chance that you would be willing to serve as a future officer of the Club, please contact me to place your name in the pool. Previous experience as an officer does not exempt you from this pool, in fact, it makes you all the more desirable with good, solid experience. We have a full year to work on these nominations, and I expect a little support and input from the membership.

FINANCES: I'm happy to say we are in the black! I will have a full report with numbers and everything in the next issue.

Until then, best wishes, and don't forget the dues if you owe them, and your nominations for president and vice-president.

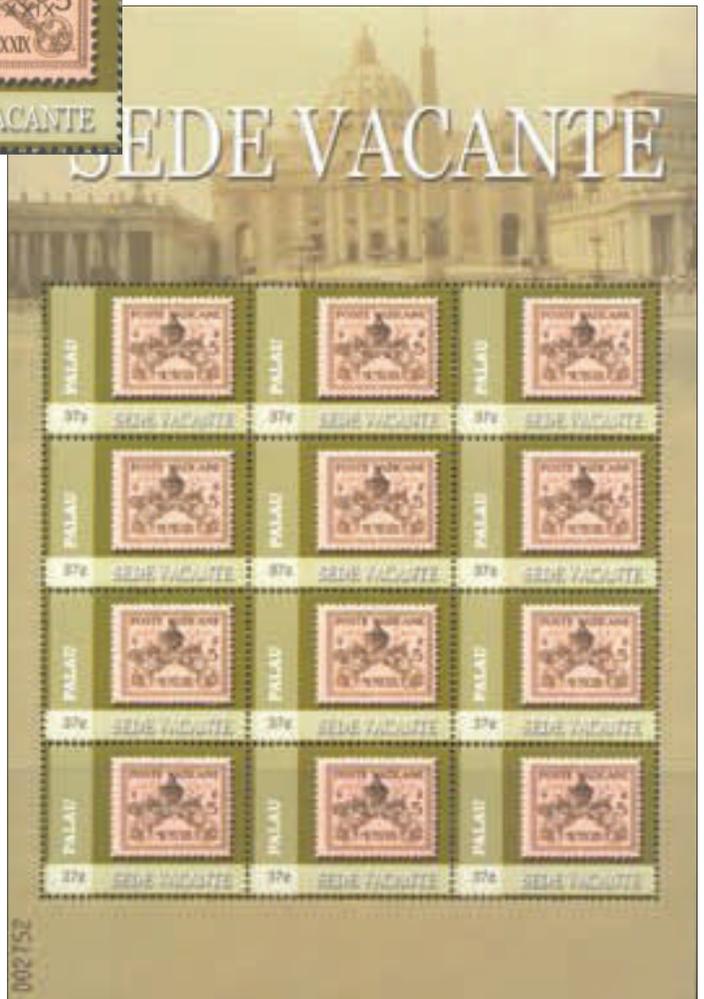
SOSCC News Post Script

By Alf Jordan, Secretary-Treasurer

WASHINGTON 2006 UPDATE: We have also had several inquiries about any sort of Club activity in conjunction with the big World Philatelic Exhibition being held in Washington, D.C. next spring. It now seems as though we may have broken with the asocial tradition of our group with our rump meeting in New York last fall, so we are announcing a possible, tentative informal gathering over coffee and/or a meal at the Exhibition.

Due to some prior commitments, the mornings of Wednesday and Thursday — the 31st and 1st — are occupied and not available — however, the rest of the Exhibition dates from May 27th to June 2nd (for us), are unstructured and available for SOSCC activities. If you will be attending, and have any interest in having a meeting — or, in just saying hello, and putting a face to the name — just let me know, and we will be glad to arrange something.

More New Issues By Lou Guadagno



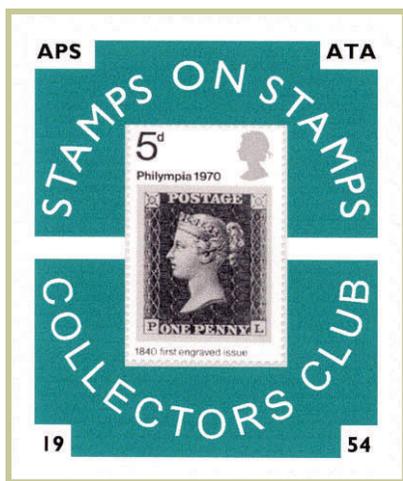
New Issues By Lou Guadagno (new on list = *)

<u>Date</u>	<u>Country</u>	<u>Values</u>	<u>Stamp Reproduced</u>	<u>Reason for Issue</u>	<u>Scott #</u>
05 09 06	Australia	* A\$ 5.00	Australia—New So. Wales # 86	From The Archives II (s/s)	Pending
05 08 15	Canada	* \$.50	Canada # 176	250th Ann'y Acadian Deportation	Pending
05 04 24	Cuba	* 15-65-75 c	Cuba # 1-2-3	150th Ann'y First Stamps of Cuba (3 v)	Pending
05 01 18	Czech Republic	6.50 k	Czechoslovakia # 975	Traditions of Czech Stamp Production (1 v)	3259
05 01 18	Czech Republic	8 x 6.50 k	As above	As above: (booklet— 8 v + 4 tabs)	3259a
05 00 00	Dominica	* 3 x \$ 3.00	German Dem. Rep. # 241-43	200th Ann'y Death, F.von Schiller (s/s-3 v)	Pending
04 12 08	Dominican Rep,	\$P 7.00	Dominican Rep # 489, 596	Exfilna 2004	1405
05 07 22	Ecuador	* 2 x \$.90	Argentina # 1, Venezuela # 1	Bolivar, San Martin Meeting (2 v se-tenant)	Pending
05 00 00	Gambia	* 3 x 35 D	Israel # 117(with tab)	50th Ann'y Death of A. Einstein (s/s-3v-1 sos)	Pending
05 07 12	Gambia	* 3 x 35 D	Hungary, Monaco, France stamps	Death Centenary Jules Verne (s/s-3v)	Pending
05 00 00	Guyana	* \$ 400	Netherlands # 277	60th Ann'y V-E Day (s/s-1 v)	Pending
05 05 25	Hungary	5 x 100 ft	Hungary # 386a (error), vignette die	Tourism in Budapest (5 v + 5 tabs—1 sos)	3942(b)
05 05 02	Marshall Islands	4 x \$.37	U..S. , Marshall Is FDCs	Stamp Day/50th Ann'y AFDCS (4 v se-tenant)	856 a-d
05 00 00	Micronesia	* \$.37	Vatican City # 67	Sede Vacante (1 v , sheetlet -9 v)	Pending
05 00 00	Moldova	* 1.50, 15L	Italy # 715— w/o value, inscriptions	50th Ann'y Europa Stamps (2 v , s/s-2v-1 sos ea)	Pending
05 00 00	Nevis	* \$.90	Vatican City # 66	Sede Vacante (1 v , sheetlet -9 v)	Pending
05 04 06	New Zealand	\$.45, .90	N. Z. #123a (error),B3	150 Years of Stamps— II (self adh.-se-tenant pair)	2014a
05 04 21	New Zealand	2 x \$ 2.00	N.Z. # 99, 301 (correction)	Pacific Explorer 2005 Exhibition (S/S—2 v)	Pending
05 06 01	New Zealand	\$.45-2.00	N.Z. # 369, 918, 989, 1210, 1878	150 Years of Stamps-III (5v)	Pending
05 06 01	New Zealand	\$.45-2.00	N. Z.—as above	150 Years of Stamps- III (s/s—5 v)	Pending
05 00 00	Palau	* \$.37	Vatican City # 61	Sede Vacante (1 v , sheetlet -9 v)	Pending
05 00 00	St. Vincent	* 70 ¢	Vatican City # 63	Sede Vacante (1 v , sheetlet -9 v)	Pending
05 00 00	St. Vnct-Union I.	* 70 ¢	Vatican City # 64	Sede Vacante (1 v , sheetlet -9 v)	Pending
05 00 00	St. Vnct-Bequia	* 70 ¢	Vatican City # 64	Sede Vacante (1 v , sheetlet -9 v)	Pending
05 02 10	Serbia-Mont.	€ 0,50	Serbia-Montenegro # 240, 242, 264	Definitives (4v—1 sos)	Pending
05 20 05	Slovenia	4 x 60 t	Slovenia # 495, 285, 349, 195	50 Years of Europa Stamps (4 v + s/s—4 v)	Pending
05 05 16	Solomon Islands	2 x \$1-15.00	12 Europa stamps—tbi	50 Years of Europa Stamps (12 v—6 se-tenant)	Pending
05 05 16	Solomon Islands	2 x \$1-15.00	12 Europa stamps— as above	As above (6 S/S—12v —6 se-tenant pairs)	Pending
03 12 01	Suriname	2 x 3500 F	As Suriname # 928-29	Provisional Revalues (2 v tete-beche)	1303a-b
05 05 26	Sweden	8 x NVI	Sweden # 940, 430, 250, 1490, 2, 1	150th Ann'y Stamps (Bkit: 2 panes—6 sos)	Pending
05 05 26	Sweden	9 x NVI	Sweden # 2	150th Ann'y Stamps (S/S—9 v sos)	Pending
05 08 11	Uruguay	* \$P 16, 37	Spain # 1263, 1126	50 Years of Europa Stamps (2 v)	Pending

Stamps On Stamps Collectors Club

Lou Guadagno, Editor
 1772 East 51st Street
 Brooklyn, New York 11234
 USA

Email: soserlou@optonline.net



SOSCC was founded in 1954. It is a non-profit philatelic organization serving a worldwide membership and is open to persons interested in stamp on stamp designs, stamp anniversaries and related topics. Dues are \$15 per year for members residing in North America and \$18 elsewhere.

Officers serve without compensation and are reimbursed only for expenses incurred on behalf of the Club. You are cordially invited to associate with us. Please contact the Secretary Treasurer or use our website for more information and to become a member.

President	Gaston Barrette	403-2765 Chemin Sainte-Foy Sainte-Foy, Quebec G1V 4S4 Canada
Vice President	Michael Merritt	73 Mountainside Road Mendham, NJ 07945
Secretary/ Treasurer	Alf Jordan	156 West Elm Street Yarmouth, ME 04096
European Representative	Martin Hirschbühl	Gerlisbrunnenstr. 31 CH-8121 Bogen Schweiz-Switzerland

Email addresses may be found on the SOSCC website:
www.stampsonstamps.org

More New Issues By Lou Guadagno

TIMBRES THEMES
 (Topical Stamps)

55 Greve Fatima CP 969, Trois-Pistoles, Québec Canada G0L 4K0,

**WANT LISTS,
 TOPICAL APPROVALS
 INTERNET STAMP SHOP**

A 10% discount will be given to
 SOSCC members

MasterCard, Visa, PayPal

Tel: 418-857-2268

Email:

janiced@topicstamps.com

Internet:

<http://www.topicstamps.com>

