

## News from the ATA Central Office



October 18, 2004

### **ATA OFFERS INCENTIVES TO TOPICAL EXHIBITORS**

The American Topical Association has announced that as an aid to stamp clubs and other societies holding exhibitions, the ATA will furnish an award to all novice topical exhibitors as well as a free gift to any exhibitor of a topical collection who has not yet received a Vermeil or a Gold Award at any World Series of Philately show. Both the Novice Award and the gift will be a full color copy of the 96 page handbook *Adventures in Topical Stamp Collecting* by George Griffenhagen, editor of *Topical Time* magazine, and Jerry Husak, founder of the ATA. Both men are currently elected directors of that organization. Recipients can win this book only one time regardless of how many times they exhibit.

This book has a normal price of \$22.00 and is a valuable aid to those who want to either learn how to exhibit thematic collections or who want to improve their current exhibits. The wealth of information inside starts with describing, "What is Topical Collecting?" It then follows up with an explanation of the difference between Topical and Thematic collecting and what topics are collected. The heart of topical collecting, according to this book, is the selecting of a topic followed by the gathering of philatelic information. Acquiring stamps, deciding what to include, completeness, philatelic elements and definitions of various types of stamps follows.

Covers, postal stationary, cancels, meters and auxiliary markings then acquaint the reader with other topical choices for a collection. The page layout and write-up and other factors in exhibiting are described and illustrated in full color. Within the realm of presentation, information on the Title, the Title Page, the Plan Page, Philatelic Elements, along with the Exhibit itself give new and potential exhibitors everything they need to know to start creating award-winning exhibits.

For the clubs and organizations to whom these books will be made available, this free handbook should be a very helpful means of getting more members to create exhibits for the club's shows.

For individuals who don't really know how to start putting together an exhibit, the book may be purchased. The price of the book has been marked down to \$14 postpaid to U.S. addresses, \$15 to Canadian and Mexican addresses and \$16 elsewhere in conjunction with this special offer.

Clubs and other societies who wish to award one or more free copies of this book at their next show should write to the ATA and advise the name of the show along with the location and date for which this will be given. Redemption cards will be given to each club to hand or mail to each Topical Novice winner or to each exhibitor who has not ever won a Vermeil or Gold Award at a

WSP show. They, in turn, will complete the card and send it to the ATA to receive their free book.

Individuals who desire to buy this book may send the payment listed above as a check, or by Visa, MasterCard or PayPal. In either case, send requests to American Topical Association – PO Box 57 – Arlington, TX 76004-0057.

**For additional information on the American Topical Association** contact the ATA Central Office, PO Box 57, Arlington, Texas 76004-0057 (telephone 817-274-1181; fax 817-274-1184; email [americantopical@msn.com](mailto:americantopical@msn.com), or visit their website at [www.americantopicalassn.org](http://www.americantopicalassn.org).