

Slusser Library

2014-2015

Library Usage

- How did people contact the library?
 - 44 emails (31 last year)
 - 113 walk-ins (130 last year)
 - 46 phone calls (16 last year)
 - 2 letters (2 last year)
- 39 books checked out compared to 107 last year – whoa!
 - Maybe because of loan policy change to members only allowed to check out books?

Reference Questions

- 128 reference questions
- 52 of those by volunteers or members
- Topics included:
 - Swiss soldier stamps
 - French Cinderellas
 - German occupation of Romania
 - 1902 Great Britain postcard regulations
 - Color

Reference Questions

- Sample topics, continued:
 - New Zealand duck stamps
 - French AMG
 - Turkish specialized
 - Histories of these post offices/towns: Berado, Feldman, Benson, Clifton, Morenci, Tempe, Crest Park (CA), Light (x3!), Phoenix, Bolada/Prescott, Crittenden, Marana, Agua Caliente, and Calabasas.

Two Large Donations

- Meter Stamp Society's Library
 - Approximately 12 banker boxes of books, periodicals, and ephemera
 - Many one-of-a-kind publications
 - A variety of countries represented in the literature
 - Only a portion processed
- William Longacre's Civil War collection
 - 11 banker boxes of books, periodicals, and ephemera
 - Many were books we did not have
 - Only a portion processed

Facebook

- 145 people “like” us on Facebook
- Typical post is a “This Day in History” thing
 - Usually upbeat things
 - Combination of U.S., foreign, and covers
 - Each post garners 5-7 “Likes” and reaches about 20 people
 - Tell friends and family to like and support, please
 - Some examples:

February 9, 2015

- 34 people reached
- Nobody “liked” it

 **Postal History Foundation**
Posted by Hootsuite [?] · February 19 · 🌐

Happy 542nd birthday to the father of modern astronomy, Nicolaus Copernicus.



34 people reached [Boost Post](#)

Like · Comment · Share 

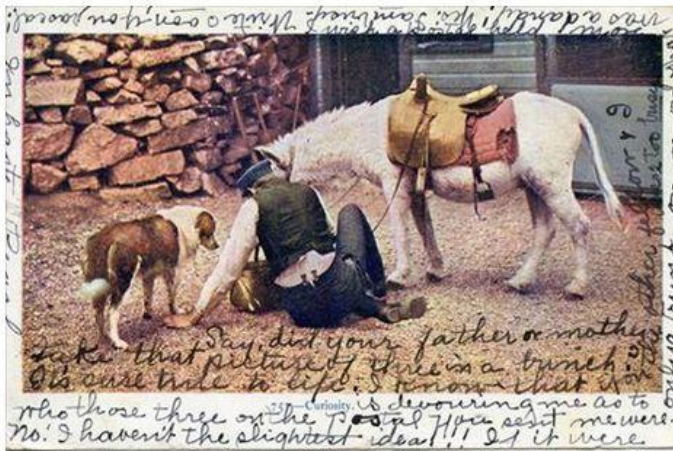
February 10, 2015



Postal History Foundation

Posted by Hootsuite [?] · February 10 ·

From our Mining & the Mail exhibit. A man & two helpers looking in a bag
1907 postcard.



35 people reached

Boost Post

Like · Comment · Share

Charlene Kittell, Eusebio Kino and 2 others like this.

[Redacted] would like to have both the burro and the dog! Just kidding
I will admire them in the picture! They are cute!
Unlike · Reply · 1 · February 11 at 9:58am



Write a comment..



- 35 people reached
- 4 Likes
- 1 comment

December 5, 2014

 **Postal History Foundation** shared Kristi's Kids's photo.
Posted by Valerie Kittell [?] · December 5, 2014 ·

Hope to see you here!



Write a Letter to Santa!

Where:
Postal History Foundation
420 N. First Ave.
Tucson, Az. 85719
623-6652

When: December 1st - 23rd
Monday - Friday 10am - 2pm

We have everything you need to write a letter to Santa.

All you need to bring is 49¢ for a stamp to mail your letter in our post office.



Santa checks his mailbox for letters every day!

Kristi's Kids
Parents, have your kidos written to Santa yet?

26 people reached [Boost Post](#)

Like · Comment · Share

 Charlene Kittell, Andrea Shelor, Fanny Molina and 2 others like this.

 Write a comment...  

- 26 people reached
- 5 Likes

September 24, 2014

 **Postal History Foundation**
Posted by Hootsuite [?] · September 26, 2014 ·

Just for fun...

Can you spot the difference?



My cat Penny



U.S. stamp Scott #2325

11 people reached [Boost Post](#)

Like · Comment · Share

 Charlene Kittell, Andrea Shelor and Daniel Acuña like this.

 Write a comment...  

- 11 people reached
- 3 Likes

March 13, 2015

- 29 people reached
- 5 Likes
- 1 share

 **Postal History Foundation**
Posted by Hootsuite [?] · March 13 at 9:10am · 🌐

And in this installment of "they'll make a cachet for anything, good or bad," here's an Andrew Johnson impeachment 100th anniversary cachet! On this date in 1868, after he was impeached, his Senate trial started. He was found not guilty



29 people reached [Boost Post](#)

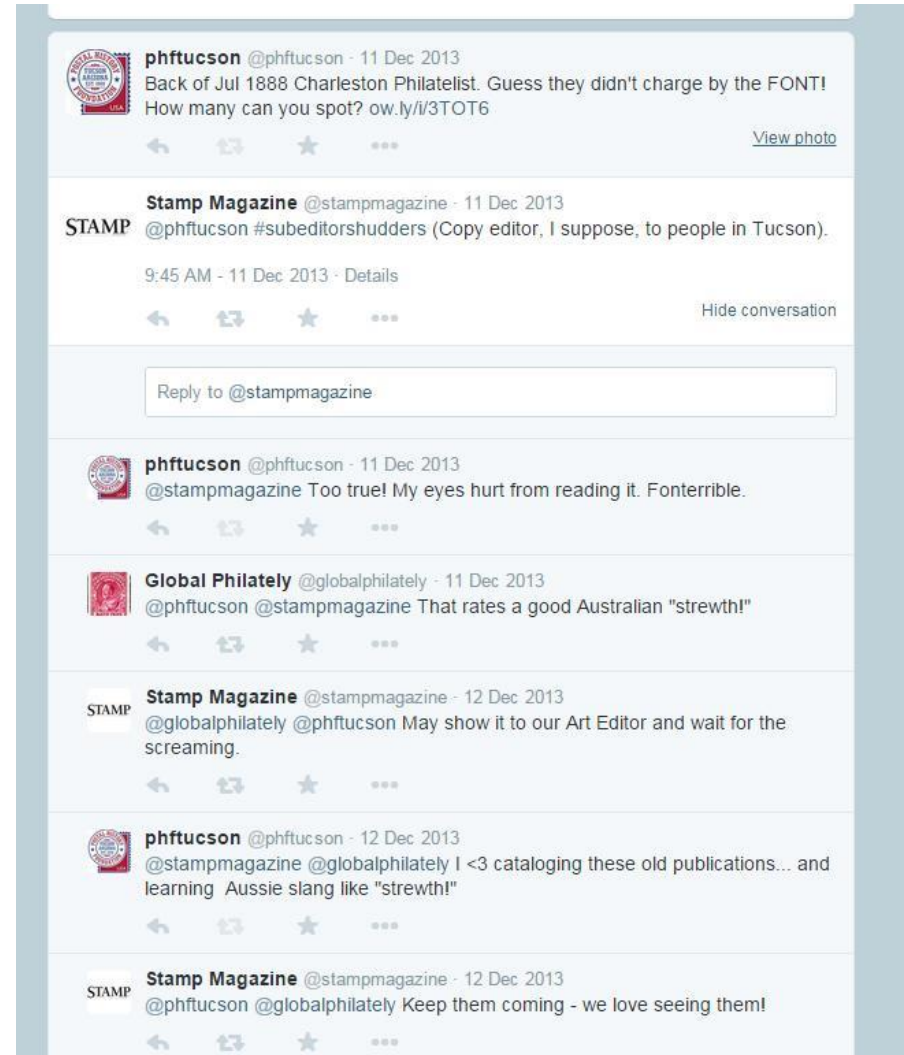
Like · Comment · Share 

👍 Charlene Kittell, Andrea Shelor, Richard Prouty and 2 others like this.

➦ 1 share

Twitter

- Same posts as Facebook, shorter if needed
- More international interaction
- 207 “Followers”



The screenshot shows a Twitter thread with the following content:

- phftucson** @phftucson · 11 Dec 2013
Back of Jul 1888 Charleston Philatelist. Guess they didn't charge by the FONT!
How many can you spot? ow.ly/i/3TOT6 [View photo](#)
- Stamp Magazine** @stampmagazine · 11 Dec 2013
STAMP @phftucson #subeditorshudders (Copy editor, I suppose, to people in Tucson).
9:45 AM · 11 Dec 2013 · Details [Hide conversation](#)
- phftucson** @phftucson · 11 Dec 2013
@stampmagazine Too true! My eyes hurt from reading it. Fonterrible.
- Global Philately** @globalphilately · 11 Dec 2013
@phftucson @stampmagazine That rates a good Australian "strewth!"
- Stamp Magazine** @stampmagazine · 12 Dec 2013
STAMP @globalphilately @phftucson May show it to our Art Editor and wait for the screaming.
- phftucson** @phftucson · 12 Dec 2013
@stampmagazine @globalphilately I <3 cataloging these old publications... and learning Aussie slang like "strewth!"
- Stamp Magazine** @stampmagazine · 12 Dec 2013
STAMP @phftucson @globalphilately Keep them coming - we love seeing them!

Return on Investment?

- Usually prepare a week's worth of posts at a time and schedule them
 - Go to FB and Twitter to interact with people if they comment
- Takes about 1 hour, depending on the historical event, what we have to represent it, and how difficult it is to scan, manipulate, etc.
- Indirect benefit – word of mouth
- Help us make it more beneficial: Like, Follow, and tell friends and family!

Slusser Exhibits

- A Star Is Born: the Stamp Design Process of Artist Robert McCall
 - March-June
 - Joint exhibit with the University of Arizona's Museum of Art

Postage stamp design is part ART, part SCIENCE, part POLITICS, & a lot of HARD WORK.

1. The Stamp Advisory Committee recommends a subject.

For example, U.S. space programs.

3. The committee may make suggestions to the artist.

As in Donahos discussing "twin" stamp design with McCall or XXXXX.



2. The Design Coordinator finds an artist appropriate for the subject.

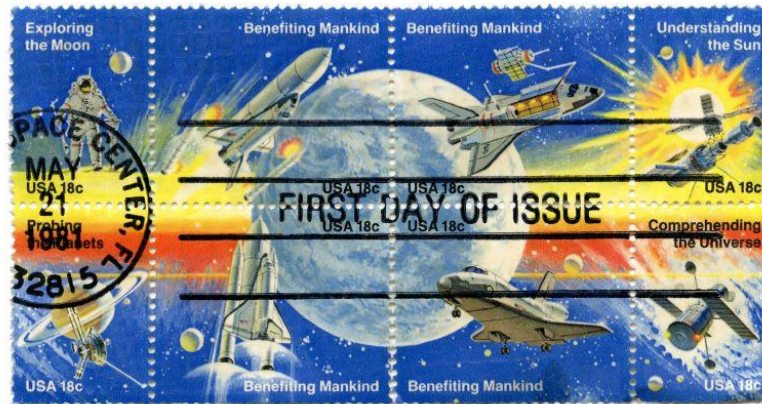
Such as Steve Dohanos or Don McDowell contacting Robert McCall.

4. The artist creates one or more concepts for the postage stamp design.

McCall sketched in pencil, drew black and white, and experimented with color. Several theme ideas are jotted down next to images.

5. The committee reviews the concepts, possibly making changes. They then approve a design.

Even artists as respected and well-known as McCall are asked to make changes. It is a normal part of the process.



6. The artist creates artwork exactly five times bigger than the actual stamp.

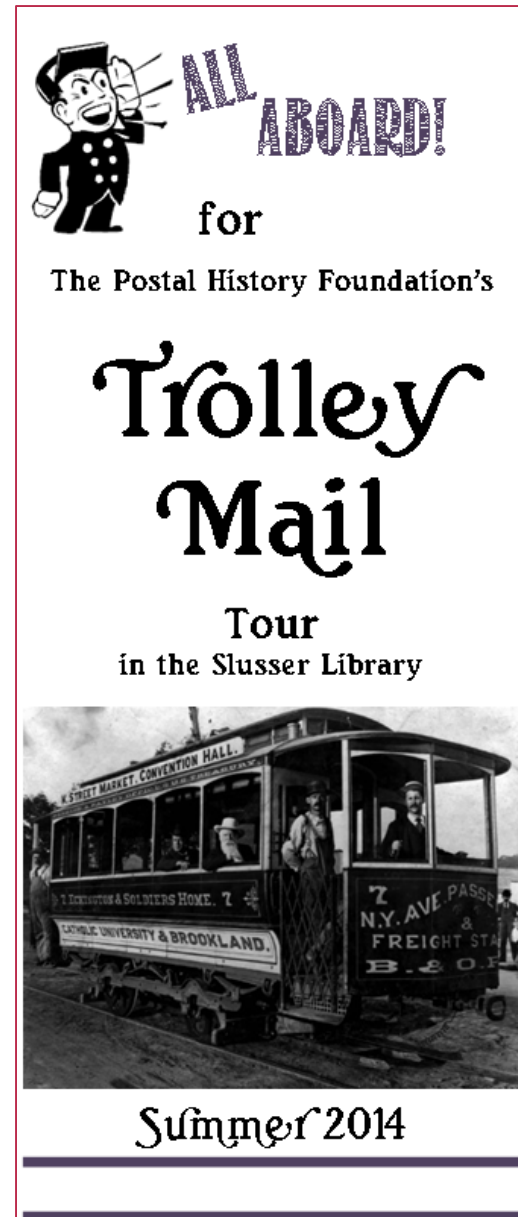
Design, color, and detail must be "shrinkable" to fit appealingly on a postage stamp. The artist will also keep the printing method in mind when selecting color and type and mount of detail in the design.

7. The finished artwork is approved by the committee.

As a famous artist, and because space exploration is popular, McCall was often included in publicity of first day issue.

Slusser Exhibits

- *Trolley Mail*
 - June-August
 - Timed with Sun Link inaugural trip and
 - PHF Sun Link cachet sales




The poster features a cartoon conductor in a black uniform and cap, shouting "ALL ABOARD!" in a stylized font. Below this, the text reads "for The Postal History Foundation's Trolley Mail Tour in the Slusser Library". A black and white photograph of a vintage trolley is shown, with various station names visible on its side, including "STREET MARKET, CONVENTION HALL.", "7 E. BROADWAY & SOLDIERS HOME. 7", "LAWRENCE UNIVERSITY & BROOKLAND.", "7 N.Y. AVE. PASSENGER & FREIGHT STATION B. & O.R.", and "7 N.Y. AVE. PASSENGER & FREIGHT STATION B. & O.R.". The bottom of the poster is a white banner with the text "Summer 2014".

ALL ABOARD!

for
The Postal History Foundation's

**Trolley
Mail**

Tour
in the Slusser Library



STREET MARKET, CONVENTION HALL.
7 E. BROADWAY & SOLDIERS HOME. 7
LAWRENCE UNIVERSITY & BROOKLAND.
7 N.Y. AVE. PASSENGER & FREIGHT STATION B. & O.R.
7 N.Y. AVE. PASSENGER & FREIGHT STATION B. & O.R.

Summer 2014

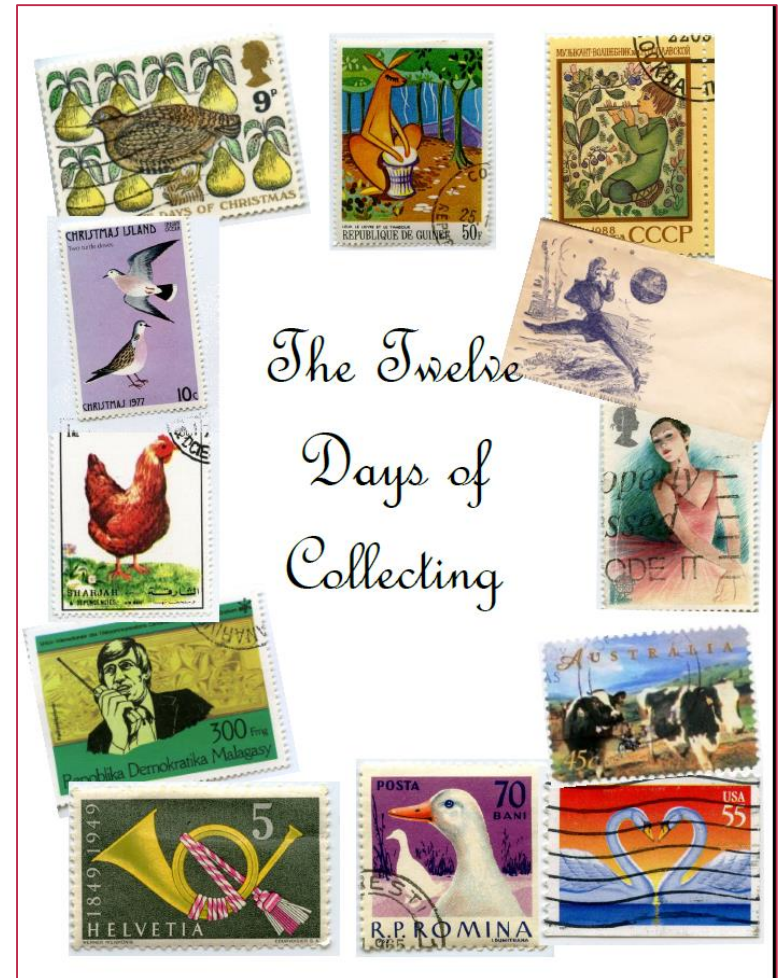
Slusser Exhibits

- *Fantastically Frightening Philately*
 - September-October
 - New items added
 - Philatelic Chamber of Horrors
 - Dead Letter Office
 - Haunted Post Office at the Murder Castle in Chicago



Slusser Exhibits

- *The Twelve Days of Collecting*
 - November-December
 - New stamps added




Slusser Exhibits

- *Mining and the Mail:
How the early miners in
the American Wild West
got their mail*
 - January-February
 - New material added
 - Timed with Tucson's
Gem Show

The Postal History Foundation
PRESENTS

MINING AND THE
MAIL

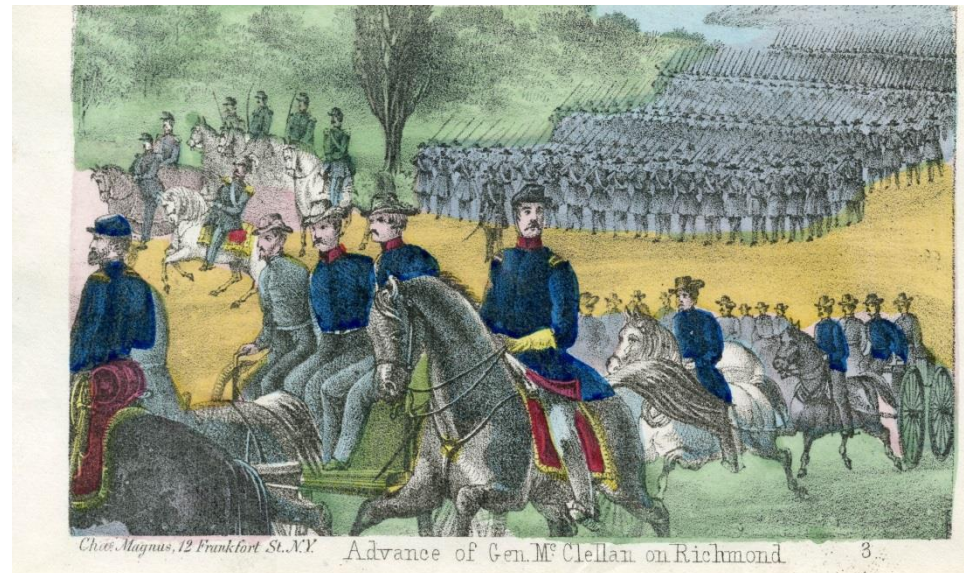
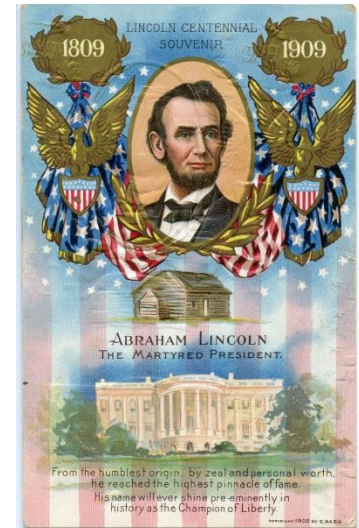
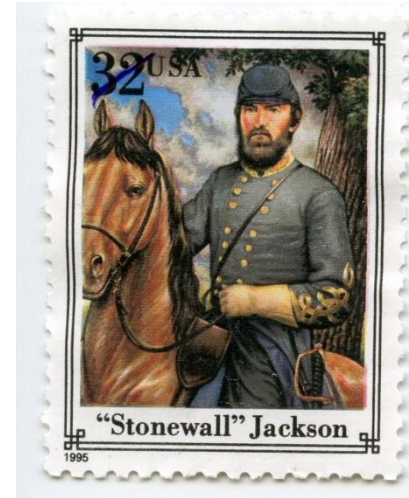


★ How the early ★
miners in the American Wild
West got their mail

THROUGH FEBRUARY
AT SLUSSER LIBRARY

Slusser exhibits

- *Oh What a Price to Pay!*
 - April-August
 - Sesquicentennial anniversary of the ending of the Civil War
 - Battle timeline
 - Philatelic items
 - Patriotic covers
 - USPS souvenir sheets
 - Stamps
 - Historical objects



THANK YOU!

- I'm grateful for volunteers who help me in the library:
 - Cosette Hutton
 - Cindy Konst
 - John Wynns
 - Charlene Kittell (MOM!)
- You help me keep this place in good shape.

And so...

- Follow us on Facebook & Twitter
 - If you do that sort of thing
 - And if you don't, tell people who do
- Thanks, PHF volunteers & staff, for your philatelic help
- And thanks again, library volunteers for all you do
- See you at the Slusser!