



The  
POST HORN

OFFICIAL PUBLICATION OF THE  
SCANDINAVIAN COLLECTORS CLUB

Vol. 26, No. 4

December 1969

Whole No. 102

SOJEX — FOR THE 34th TIME

Atlantic City, N. J. Show is Site of Second SCC Convention

With this issue you will find the official SOJEX Prospectus, and we suggest that you make every effort to take part—both as an exhibitor and a visitor.

As usual, the South Jersey Chapter (No. 8) is our host, and from past experiences we know that we are in for a number of pleasant and rewarding events. In addition to the traditional Scandinavian class for (individual) competitive exhibits, there will also be a class for SCC chapters, competing for the newly established SCC Chapter Award.

Since it is possible that this prospectus will reach you in the 11th hour (the deadline for submitting your entry is March 1st), send them in anyway, and the Exhibition Committee will make every effort to have your entry included, in the program as well as in the competition.

Because of the early staging of SOJEX, we also suggest you make your hotel reservation in good time—with all its conventions and meetings, Atlantic City is usually short on hotel rooms all year around.

See you at SOJEX!

\* S \* C \* C \*

NEW PLASTIC MEMBERSHIP CARDS—AND YOUR 1970 DUES

As decided last year, all members will soon receive a new type of membership card, made of plastic and meant to last for many years. They will be distributed in the beginning of the new year. To convert to the new system requires a lot of time and effort on the part of our Treasurer, and at the moment, the time-consuming sending out of notices for the 1970 dues may be done away with.

To make it easy all around, you are asked to cooperate by sending in your 1970 dues—\$3.00—directly to the Treasurer, Robert W. Lang, 23 The Horseshoe, Newark, Delaware 19711, without waiting for a “bill.” By doing this, you will save Bob a lot of time, which he can put to much better use on the new system. Thank you!

### NEW MEMBERSHIP DIRECTORY

As a supplement to this issue of THE POSTHORN you are receiving the new SCC Membership Directory. We hope you will like it, and with more information and data than any directory of the past, we trust that it will be useful—for quite some time to come.

In this connection, we ask all members to check the different listings, and if there are errors or omissions, please notify the Editor as soon as possible, so that such errors may be corrected in the Club files, and be properly included in the next directory. This is particularly important in connection with the mailing of THE POSTHORN, since under Second Class Permit, incorrectly addressed copies are NOT forwarded or returned. In these cases, we are notified of the non-delivery, and the sending of ANOTHER copy drains our supply of file copies as well as costs us needless money in first class postage. Your cooperation is urgently solicited in keeping the mailings of THE POSTHORN as smooth as possible.

#### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

Date of filing: October 4, 1969

Title of Publication: THE POSTHORN

Frequency of issue: bi-monthly

Location of known office of publication: 2904 North 22nd St., Arlington, Va. 22201

Location of general business office: Same

Publisher: Scandinavian Collectors Club

Editor: Reidar Norby, 2904 North 22nd Street, Arlington, Va. 22201

Managing editor: Same

Owner: Scandinavian Collectors Club

Known bondholders, mortgage, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

	Ave. No. copies prec. 12 months	Single issue nearest filing
--	------------------------------------	--------------------------------

Total number copies printed .....	800	800
Paid circulation, sales .....	0	0
Paid circulation, subscription .....	670	664
Total paid circulation .....	670	664
Free distribution .....	50	42
Total distribution .....	720	706
Office use, left-over .....	80	94
Total .....	800	800

I certify that the statements made by me above are correct. Reidar Norby, Editor

## THE POSTHORN

Official Publication of the  
SCANDINAVIAN COLLECTORS CLUB

Published bi-monthly

50c per copy or \$3.00 per year

December 1969, Vol. 26, No. 4, Whole No. 102

Second Class postage paid at Arlington, Virginia  
and additional mailing offices

Office of Publication: Arlington, Va. 22201

Advertising rates on request

Editor: R. Norby, Box 175, Ben Franklin Sta., Washington, D. C. 20044

to whom all material and communications concerning

The Posthorn should be sent.



# OFFICIAL PROSPECTUS

## SOJEX - 1970 Stamp Exhibition

Sponsored by  
**The Association of South Jersey Stamp Clubs, Inc.**

To Be Held At  
**The Traymore Hotel, Boardwalk & Illinois Ave., Atlantic City, N. J.**

**MARCH 20-21-22, 1970**

President and Exhibition Chairman

**ALFRED R. BEW**

29 So. South Carolina Ave., Atlantic City, N. J. 08401

Co-Chairman

Carl Herr  
109 Oak Ave.

Bellmawr, N. J. 08030

Co-Chairman

Allison Smith  
10 Oak Lane

Vineland, N. J. 08360

Entries and Exhibit Chairman

John and Alice Ludwick  
61 Pressey St.

Hammonton, N. J. 08037

Cachet Chairman

Mrs. Ethel Swift  
Garrison Rd.

Vineland, N. J. 08360

### Participating Societies

Scandinavian Collectors Club  
(International Meeting)

War Cover Club  
(Annual Meeting)

First Day Cover Society  
(Annual Meeting)

Canal Zone Study Group  
(Annual Meeting)

Australasian Society  
(Annual Meeting)

Sports Philatelists International  
(Annual Meeting)

## RULES AND REGULATIONS FOR EXHIBITORS

The exhibit is open to all collectors, regardless of Society affiliation. Exhibits must be the property of the Exhibitor. Entries by an individual is Not limited, each Exhibit requires an entry form, request number of forms needed. An Exhibit may be entered under a pseudonym, but complete, correct name and address of Exhibitor must be recorded with Entries Chairman.

The FRAMES—36 inches wide and 48 inches high, hold 16 pages (8½x11) or 12 pages (9x12). 400 frames are available—fee \$4.00 per frame. Junior Fee \$2.00 per frame. Juniors Classed as 12 to 18 years of age.

Exhibits having won Grand Award or Trophy in previous SOJEX shows must have a 50% change of content, or in case of highly specialized entry, a fair percentage added or change, agreed to by the Directing Committee. This Committee reserves the right to reject any exhibit, in whole or part, at its discretion. All fees will be refunded in the event of a rejection.

All Exhibits must be clearly described on the Official Entry Form, which is to be completely filled out. One entry (or exhibit) on each form. MARCH 1, 1970 is the last date for filing Entries. Should space be available, late entries will be accepted, but in all probability will not make listing in Program. They will be mounted, judged and will be eligible for awards, provided they have properly completed the Entry Form.

EXHIBITS should be sent to the TRAYMORE HOTEL BEFORE and NOT LATER than MARCH 18, 1970. Every precaution will be taken to safeguard all exhibits against loss or damage while in storage, being mounted. Experienced handlers of Philatelic Material will do the mounting.

Frames will be set up Thursday, March 19th, those wishing to mount their own may do so Thursday between the hours of        p.m. and        p.m. Also Friday morning from        a.m. to        a.m. March 20th.

Late arrival of entry, causing non-judging, will not in itself be a basis for refund.

No Exhibits will be taken down until the Exhibit Floor is clear of all Visitors and Exhibitors. This will be 5:30 p.m. Sunday, March 22nd. Exhibitor will get a white card from Entry Chairman, then proceed with a member of Directing Committee to the entry, for Glass removal and dismounting. Exhibitor satisfied that he has his entry, signs white card, HAS the accompanying Committeeman also SIGN white card which the Exhibitor then returns to Exhibit Room Chairman at the door. ALL Exhibits not picked up by owners, or having instructions and payment for return, will then be returned via Parcel Post, C.O.D. insured for \$100 in same wrapper as received. It is to YOUR ADVANTAGE to WRAP EXHIBITS CAREFULLY AND SECURELY.

Exhibits will be insured at the rate of \$100 per frame. Additional insurance may be purchased at the rate of 30 cents per \$100. Exhibitors are urged to carry insurance on their own Exhibits. The Committee will assist in arranging for insurance if requested.

No Responsibility shall be attached to The Traymore Hotel, the Association of South Jersey Stamp Clubs, Inc. and/or any other participating organization or individual, except as covered by regular insurance.

UNIFORMED GUARDS PROTECT ALL EXHIBITS AROUND THE CLOCK.

A panel of qualified Judges, with wide experience, is being sought by the Directing Committee. All decisions of the Judges will be final.

Exhibitors take Note: Counterfeits, forgeries or bogus material in any exhibit MUST BE CLEARLY SO DESIGNATED or entire entry shall be disqualified.

The Secretary of the Judges will summarize the determinations of the Judges. Official Report of the Award Winners will be announced by the Chairman of the Judges at the Banquet, Saturday, March 21st, 7:00 p.m.

The Directing Committee will place at the disposal of the Judges a sufficient number of awards.

Special Awards will be listed in Program.



## CLASSIFICATION OF EXHIBITS

### Championship Class

Open to Winners of Grand Awards

- |                                    |                            |
|------------------------------------|----------------------------|
| #1 United States & Possessions     | #6 Balance of the World    |
| a—Canal Zone                       | #7 Postal History          |
| #2 Essays & Proofs                 | #8 First Day Covers        |
| #3 British Commonwealth of Nations | #9 Topicals                |
| #4 Europe and Colonies             | #10 Printed Album Pages    |
| a—Scandinavia                      | #11 Specialties            |
| #5 War Covers                      | #12 Junior (Ages 12 to 18) |

The above classifications will be subdivided or grouped together as competition warrants. There must be at least three entries qualified under SOJEX regulations in each classification in order to be judged and merit an award.

### OFFICIAL ENTRY FORM — SOJEX 1970

John & Alice Ludwick, Entries Chmn.  
61 Pressey St.  
Hammonton, N. J. 08037

Please enter the following exhibit subject to the instructions to exhibitors which I have read carefully, understand and will fully comply with including removal time 5:30 p. m., Sunday, March 22, 1970.

Name -----

Address -----

Zip -----

Title of Exhibit -----

Brief Description -----

-----  
-----

No. Pages -----

Classification -----

My Entry Requires ---- Frames ---

Extra Ins. (30c per \$100) -----

Return via ----- Fee -----

Entry value \$-----

Total enclosed -----

Signed -----

Date -----

Separate entry form required for each entry.

Make checks payable to "SOJEX-1970."

## Members' Bulletin Board

Have something to sell your fellow-members? Something you would like to buy? Information you'd like to secure? Or anything else you'd like to tell the membership?

Then our **MEMBERS' BULLETIN BOARD** is the place! **THE POSTHORN** will accept ads of limited size, and for SCC members only, for \$1 per ad per insertion. These "boxes" have a text area of about 2x7/8" and are limited to 6 lines (fewer lines with heavier type).

### NEW ISSUE SERVICE

Scandinavia — Western Europe  
Back issues available

**WALTER H. HINZ**

5 No. 6th St.  
Vineland, N. J. 08360

### EXCHANGE SCANDINAVIA

Medium and low values  
Basis Scott or Facit

**S. G. Frierson (320)**

3041 N. 44th St., Space C-48  
Phoenix, Arizona 85018

### NORWAY "BYPOST" WANTED

on cards or envelopes  
Buy or swap for skilling stamps

**B. Roed**

5612 California Ave. S. W.  
Seattle, Wash. 98116

### LOOKING FOR PEN FRIENDS

All Scandinavian countries.

**Mrs. Helen Rocco**

405 North 8th Street  
Vineland, N. J. 08360, USA

### WANTED SWEDEN MIXTURES

On or off paper, all large, 1964  
to date, 100 or a pound, will  
swap or buy. Write

**Milne Ramsey**, 710-10th Ave.  
San Francisco, Calif. 94118

### Denmark—Iceland—Greenland

Pricelist (air+10c) mint  
Greenland p. p. cancels, Iceland  
covers, etc. List on request.

**Torben Hjørne**

Fortevej 62, 8240 Risskov,  
Denmark

### APS SPRING MEETING — "MEMPHEX 70" AUCTION

... will be our Sale 36, our most important ever!

Write today for free\* catalog! SALE DATE: March 21!

Prospectus for exhibits free as well—just ask!

### MIDLAND STAMP COMPANY

ASDA-PTS-APS-SCC

Box 11,425-SC, Memphis, Tenn. 38111, USA

\*=Overseas, include 60c equivalent mint stamps for airmail—  
otherwise catalog cannot reach you in time!

SWEDEN'S

1970

*Facit*

**The Specialized Catalog of Scandinavian Stamps**

The 1970 Edition — best yet!      In Swedish AND ENGLISH!!

Beginner or advanced—you need FACIT!

Secure your copy without delay—at only \$4.00 postpaid.



**FRIMÆRKEKATALOG**

**1970**

Still only \$2.00, postpaid

The 1970 AFA Scandinavia Catalog brings you all the information you have come to expect from it—plus a new section on the Danish postal stationery issues.

**Scandinavian Philatelic Literature Service**

Box 175, Ben Franklin Sta., Washington, D. C. 20044