

## APS RULES FOR MAXIMAPHILY EXHIBITS

Introduction by George Constantourakis

Main text based on the '*Introducing the Illustrated Mail Division*'

by J. Klugg, American Philatelist Journal, Sept. & Oct. 2001

A year ago - in the Jan./Feb./Mar. 2001 journal - we reported on the recent changes in the exhibiting classes which now include three new Divisions i.e. Display Division, Cinderella Division, and Illustrated Mail Division. For the first time in North America, Maximaphily was included in these changes, but only as a sub-division of the Illustrated Mail Division. Maximaphily is a class by itself in International Exhibiting, thus these changes were not met with our complete satisfaction. However, these changes are a step in the right direction, as they mean that Maximaphily Exhibits in any local or national shows in the United States and Canada, can now be judged according to specific Maximaphily rules, as adapted from the F.I.P. International rules. Our president Dan Olsen and me offered detailed suggestions to APS in formulating these rules, but we only managed to affect a limited number clarifications.

In this article we present first the general criteria for the Illustrated Mail Division, and second how these criteria apply to Maximaphily Exhibits based on a two part article in the American Philatelist Journal of Sept. & Oct. 2001, by Janet Klug, APS Vice President.

### GENERAL CRITERIA FOR 'ILLUSTRATED MAIL DIVISION':

#### **Treatment ( 30 points )**

Degree of development, organization, balance, and completeness; both in material presented and the story it tells.

#### **Focus on Concordance ( 25 points )**

*Note: This criterion is used exclusively for Maximaphily Exhibits.*

Degree of concordance between view card, stamp(s), and postmark.

(See description in this section for additional information.)

#### **Knowledge of Subject ( 20 points )**

Correct identification and analysis of the material being presented. Exhibit should be rewarded if new discoveries, conclusions, or facts are presented.

#### **Difficulty of Acquisition ( 15 points )**

Material goes beyond that which is easiest to acquire.

#### **Condition ( 5 points )**

The material is in the best possible condition known to exist for the period or type being exhibited.

#### **Presentation ( 5 points )**

Exhibit is neat, clean, pleasing to the eye, and concisely written.

## APPLYING THE CRITERIA TO MAXIMAPHILY EXHIBITS:

### **Treatment Criterion:**

Maximaphily Exhibits may be formed thematically, by country or group of countries, or as a special study. The maximaphily exhibit should contain a plan that is set out clearly and fully developed. The exhibit should contain only maximum cards and no other accompanying or collateral material.

### **Focus on Concordance Criterion:**

A maximum card is a picture postcard to which a stamp has been affixed to the view side of the card, and then cancelled. There should be a maximum concordance (harmony) between these three elements.

The specifications for maximum cards are precise. The dimensions of the maximum cards must conform to UPU standards and should not be larger than continental size. At least 75 percent of its area should be used for the picture or view. Cards that reproduce the design of the stamp (such as PHQ cards issued by Great Britain) are not permitted, nor are paste-ups, cut-outs, or privately produced photographs.

The cancellation must be readable and bear the name of the post office and date. It should tie the stamp to the postcard and demonstrate the three basic concordances: of subject, of place, and of time. A cancellation with a special relevant text or a particularly harmonious illustration completes the unity of the stamp to the card. The concordance of place requires a connection between the name of the place or locality of the postmark and the subject of the stamp and card. The concordance of time is defined by the date of the postmark in the period of postal validity of the stamp.

### **Knowledge of Subject Criterion:**

In maximum card exhibits, knowledge of maximaphily is shown by careful selection of maximum cards that display the greatest concordance. A judge should pay special attention to the cancel to be sure that it bears a direct relationship, both in date and place, to the postcard and postage stamp.

### **Difficulty of Acquisition Criterion:**

In recent years, many postal administrations have begun creating maximum cards for sale to collectors. These are produced in large quantities and do nothing to increase the difficulty of acquisition in a maximum card exhibit. Any one of the individual elements can increase the difficulty of acquisition. Should a scarce stamp be combined with a scarce cancel and picture postcard, the rarity increases exponentially.

### **Condition and Presentation Criterion:**

As described earlier.