SESCAL 2013, the 69th annual show sponsored by the Federated Philatelic Clubs of Southern California, will be Friday-Sunday, Oct. 4-6, at the Hilton Los Angeles Airport Hotel, 5711 W. Century Blvd., Los Angeles.

The theme of the show is the U.S. Presidential series (Prexies) of 1938. A pictorial cancel and cachet are expected. Admission to the show is free; parking will be available at the hotel for $8 with validation, which can be obtained at registration desk.

Thirty dealers and 125 frames of exhibits are expected.

As it has for the past several years, Regency-Superior will conduct a SESCAL auction on Thursday-Sunday, Oct. 3-6. The schedule for the sessions follows:

Session I (SPACE • AUTOGRAPH • COINS): Thursday. Web bidding ends 10 a.m. (PT). Live Online Auction starts at 11 a.m. (PT).

Session II (USA STAMPS): Friday. Web bidding ends 3 p.m. (PT). Live Floor Auction starts at 4 p.m. (PT).

Session III (BRITISH STAMPS): Saturday. Web bidding ends 10 a.m. (PT). Live Floor Auction starts 11 a.m. (PT).

Session IV (FOREIGN STAMPS, COVERS & COLLECTIONS): Sunday. Web bidding ends 10 a.m. (PT). Live Floor Auction starts 11 a.m. (PT).

The catalog may be viewed at http://www.regencystamps.com/catalog.aspx.

Hotel officials have assured us that the difficulties faced last year because of a second large convention at the hotel will not be repeated this year. Federation and show officials thank the hotel for its assistance and the dealers and collectors who are giving us another chance this year. We encourage all the members of all the Federation clubs to support SESCAL both as attendees and volunteers.

APS educational course

The APS Educational Course will be “The Visible Postal System: A Postal History Course,” by Diane DeBlois and Robert Dalton Harris.

The two-day course will be immediately prior to the show on Wednesday and Thursday, Oct. 2 and 3. The exact location in the show hotel will be announced.

Harris and DeBlois, of West Sand Lake, N.Y., are independent scholars who, for 25 years have bought and sold, appraised, researched and written about historic documents and ephemera. Harris’ background is physics; DeBlois’ is English literature and drama. They are currently co-editors of The Postal History Journal, members of the American Philatelic Society since 1961, of the Ephemera Society since 1975 (and the (Continued on page 2)
About us

The Philatelic Review is published irregularly by The Federated Philatelic Clubs of Southern California.

The SESCAL Web site, which also includes information about the Federation and a list of member clubs, is at www.sescal.org.

News about Federation or club events and other articles should be sent to the editor, John Weigle, at P.O. Box 6536, Ventura, CA 93006-6536 or, by e-mail, to jweigle@vcnet.com.

Officers:

President
John Weigle
P.O. Box 6536
Ventura, Calif. 93006
(805) 485-7121
jweigle@vcnet.com

President elect
Vacant

Vice President
Kenneth Weber
Ventura, Calif.
ken_weber@att.net

Secretary
Betty Green

Treasurer
Lois M. Evans-de Violini
Oxnard, Calif.
evanslm@roadrunner.com

Immediate past president
Jerome Kasper
Clovis, Calif.

SESCAL chairman
Carl Shaff II
c2shaff@aol.com

More on SESCAL ...

(Continued from page 1)

(Continued on page 3)

Book signings

This year we will have a special event with two authors available to sign their new books. Both authors will be available at a booth in the Plaza Ballroom on Saturday afternoon. The authors are:

- Oscar Melton Thomas, the author of “The Western Express Companies, 1850 to 1890.” For more information visit http://www.sescal.org/Gregory/Meet%20the%20Author%20Oscar1.pdf.

Societies

Although there is no national convention at this year’s SESCAL, we expect several regional meetings. Details were not available as of this issue’s deadlines, so keep checking the website for the latest details.

Postal administrations

Both the U.S. Postal Service and the United Nations Postal Administration have confirmed their attendance at the show.

(Continued on page 3)
The Prexies

Popular stamps carried the U.S. mail for years

By W.S. Miller
SESCAL publicity chair

The Presidential issue, nicknamed the Prexies, is the series of definitive postage stamps issued by the United States in 1938, featuring all 29 U.S. presidents who were in office between 1789 and 1928, from George Washington to Calvin Coolidge.

The presidents appear as small profile busts printed in solid-color designs through 50 cents, and then as black on white images surrounded by colored lettering and ornamentation for $1, $2, and $5 values. Additional stamps in fractional-cent denominations offer busts of Benjamin Franklin and Martha Washington, as well as an engraving of the White House. With its total of 32 stamps, this was the largest definitive series yet issued by the U.S. Post Office.

In 1933, President Franklin D. Roosevelt, himself a serious stamp collector, fostered the idea of a set of stamps honoring all the deceased past presidents of the United States. A national contest was held in 1937 to choose a designer for the first stamp of the series, the 1-cent George Washington issue. More than 1,100 hundred entries were submitted, some from famous artists. An artist from New York, Elaine Rawlinson, won the contest. Her design for the 1-cent stamp showed Washington in profile, modeled after a bust by the famous sculptor Jean-Antoine Houdon, and became the template for the new definitive series issued in 1938.

The stamps

The models for the engravings used in the printing of the various issues were obtained from a number of different sources, from paintings to sculptures to bronze statues, all reproduced in a relatively uniform intaglio style on steel dies. The overall stamp design incorporates a solid background of color. On the values up to 50 cents, the name of each subject appears in capital letters to the right of the bust, with the years of his presidential tenure beneath it (no dates are provided for the non-presidents, Franklin and Martha Washington). On denominations from 10 cents through 19 cents a single-line border is added, while a double-line border surrounds the values from 20 to 50 cents. The $1, $2 and $5 values have their own design, which places colored columns and stars on either side of the black-and-white presidential portrait and displays the president’s name and the dates of his tenure beneath his image.

Design competition

On June 22, 1937, the Treasury Department announced a national design competition for a new regular series of postage stamps, with a submission deadline of Sept. 15, 1937, offering prizes of $500, $300 and $200 for the three top entrants. The panel of judges included philatelic specialists and art experts. Several eliminations took place for the more than 1,100 submitted designs, and the remaining entries were scored on a grading scale. From these the first prize went to Rawlinson, the second to Charles Bauer of West Orange, N.J., and third to Edwin Hoyt Austin of Delmar, N.Y. The winning design is reported to not have been voted in first place by any of the judges.

Some entrants submitted multiple designs, among them J.S. Stevenson, an employee of the American Banknote Company (two designs) and Thomas F. Morris Jr., son of the Bureau of Engraving and Printing’s first chief of the engraving division (four designs).

Stamps issued

The issued stamps conform to the prize-winning design by Rawlinson with, as already noted, some modifications in bordering on higher denominations; these, however, are unobtrusive enough so that an impression of overall uniformity is preserved. Values from one-half cent through 50 cents were printed in sheets on a rotary press, while the two-color $1, $2 and $5 stamps required flat-plate printing. Beyond honoring the presidents, the series, in effect, cunningly encoded the historical position of each in a visual mnemonic: the first 22 presidents appear on the single cent values in the order of their accession, with George Washington, the first president, on the 1-cent, James Knox Polk, the eleventh president, on the 11-cent and Grover Cleveland, the twenty-second president, on the 22-cent stamp. Cleveland’s two non-consecutive presidencies disrupt the series, as he stood as both the twenty-second and twenty-fourth president. In strict order, a 24-cent stamp should have been excluded from the Prexies — but to eliminate this denomination, which had many postal applications, while including the useless 23-cent value, would have been perverse. Thus the twenty-third president, Benjamin Harrison, appears on the 24-cent stamp, and president number 25, William McKinley, restores the alignment on the 25-cent denomination. The higher values thereafter part company with the numerical list of presidencies, beginning with Theodore Roosevelt (number 26) on the 30-cent denomination. Of the 29 presidents in the series, 12 had never before appeared on a United States postage stamp. The Prexies also presented four denominations not found on any previous U.S. stamps: 18 cents, 19 cents, 21 cents and 22 cents. These and some other values had been included solely for the educational purpose of placing the presidents in proper numerical order; they did not correspond to any current postal rate. As aforesaid, the non-presidential images of Benjamin Franklin, Martha Washington and the White

(Continued on page 4)
President’s corner

As some of you know, we came close to canceling SESCAL this year because of bourse issues. Fortunately, Fred Gregory, who had volunteered to help at SESCAL, agreed to take one of the most important jobs in the show: bourse chairman.

We all know that many collectors attend stamp shows primarily to visit the dealers. Certainly, the exhibits, society meetings and the chance to meet — and meet with — others who share our interests are important, but all of us spend a large amount of time in the bourse, seeking things to buy and possibly trying to find someone to buy material we want to sell.

Fred is the author of “Hawaii Foreign Mail to 1897” and will be available on Saturday afternoon to discuss and, we hope, sell his book.

The three-volume book won the grand award and gold medal for literature at StampShow 2012; The Ashbrook Cup, awarded by the United States Philatelic Classics Society, 2012-2013; and a large gold medal at World Stamp Expo 2013 in Melbourne, Australia.

I feel honored to be in the same room with Fred, let alone on the same committee.

The Federation also owes more thanks than we can ever deliver to immediate past president Jerry Kasper, whose resignation took effect at SANDICAL.

Despite moving to Northern California and suffering from a variety of health problems, including some that affected his vision, he remained in the president’s office long after his term should have ended because no one was willing to step forward to seek the presidency. He was also the Federation’s webmaster, which became a more and more difficult job because of his vision problems.

Thanks, Fred and Jerry, and everyone else who make the Federation and SESCAL possible.

More on Prexies ...

(Continued from page 3)

House were used, respectively, on the one-half cent, ½ cent and 4½ cent values. Apparently, it was not originally planned to match the presidents with their numerical positions, for James Monroe was initially announced as the subject of the 4½-cent stamp.

Iironically, given the historical concept behind the series, the Prexies departed from tradition in several significant ways. It was the first definitive series of postage stamps since 1870 in which George Washington did NOT appear on the normal letter rate, for numerical order placed Thomas Jefferson on the 3-cent value required for letters in 1938. Washington, instead, satisfied the post-card rate on the 1-cent stamp — and this, too, broke with tradition, which had almost invariably presented Franklin on that value. Franklin did, however, as on many previous definitive issues, begin the series, appearing on the one-half-cent stamp, which, in effect, informally honored him as the “halffish” president.

It may be said that several aspects of the Prexies series — its concept as a painless public history lesson and its egalitarian treatment of all presidents irrespective of their differing achievements — are very much in accord with the New Deal ethos of the administration that issued the stamps.

Coil Issues

On Jan. 20, 1939, nine values were issued in coil form, consisting of all low values from 1 cent to 6 cents, and the 10 cent, all perforated 10 vertically. On Jan. 27, the four values from 1 cent to 3 cents were also issued in vertical coil form, perforated 10 horizontally.

Anomalous watermark

A reprinting of the $1 Wilson denomination in 1950 or ‘51 resulted — by accident — in the first watermarked U.S. postage stamp issued since 1916. For this printing run, the technicians inadvertently used a batch of revenue-stamp paper rather than normal postage stamp paper, and, as a result, these Wilson sheets emerged covered with copies of the watermark “U S I R” in double-line letters. While examples of the watermarked $1 stamp are not inordinately rare, they still command some 30 times the price of normal unwatermarked copies (U S I R watermarks had last accidentally appeared on U.S. postage stamps in 1895, when revenue paper had been used for some sheets of 6-cent and 8-cent stamps of the definitive issue then current.)

The presidential issue was long-lived among United States definitive postal series. It was only after 16 years, in 1954, that the Postal Service began to supersede its denominations, gradually replacing them with stamps of the so-called Liberty series over the next several years.

16-cent Prexie

Abraham Lincoln (1809-1865), the sixteenth president of the United States (1861-1865), appears on the 16-cent stamp of the 1938 Presidential Series. The likeness of Lincoln comes from a bust on view in the Senate Gallery in Washington, D.C.

Much has been written about the life of the legendary Lincoln, from his birth in a log cabin in Kentucky to his assassination at the beginning of his second term as president in 1865. Lincoln has been considered a symbol of the United States and has, in that capacity, appeared on hundreds of stamps world-wide.

This 16-cent value was printed in black, and only in sheet form. The stamp was issued on Oct. 20, 1938.

No single rate ever existed for this 16-cent stamp, but it can be found in use with other stamps to pay a variety of postal rates. In addition, a solo 16-cent stamp would pay for a variety of domestic combination rates. When the stamp was issued, the 16-cent stamp would prepay two times the 3-cent domestic first-class rate and the 10-cent special delivery. This combination was in effect July 6, 1932, through Oct. 31, 1944.

Also, at the time of the stamp’s issue, the 16-cent stamp would pay the 6-cent one ounce domestic air mail rate plus 10 cents for special delivery. This combination was in effect July 1, 1934, through Oct. 31, 1944.

The 6-cents-per-ounce military air mail rate created another opportunity for solo usage, when added to the existing 10-cent special delivery fee. This combination was in effect Dec. 25, 1941, through Oct. 31, 1944.

(Continued on page 5)
Minutes of the Feb. 9, 2013, Federation and SESCAL meetings

The Federation had a very productive meeting at SANDICAL this past Feb. 9, 2013. What follows are the formal minutes of this meeting.

Meeting was chaired by Bill O’Connor and opened at 2:10 p.m. Those present included Les Lanphere, John Weigle, Lois Evans, Wallace Craig, Gerry Farrelly and Bill O’Connor.

A quorum was determined by the chair.

A quorum was determined by the chair.

The main business included the selection of a new president of the Federation. The former President, Jerry Kasper, was praised for his tremendous efforts in keeping the Federation and SESCAL functioning. John Weigle was selected for the position of president by a unanimous vote. His suggestion of Ken Weber as vice president was also accepted with a unanimous vote. A committee chaired by Wallace Craig was selected to coordinate funding for SESCAL. A discussion followed concerning the future of the Federation. Input from all interested collectors is needed. A discussion concerning the SESCAL bourse followed. The need for information to be sent out to all prospective dealers was indicated. The theme concerning the anniversary of President Nixon’s historic visit to China was also discussed (additional information will follow this report). The formal date for SESCAL 2013 was given as Oct. 4-6.

The meeting was held at SANDICAL and the Federation extends its thanks to Linda Mabin, SANDICAL chairperson; Tony Price, SANDICAL bourse chairperson; and the entire SANDICAL family.

Submitted by Bill O’Connor

Philatelic news and notes ...

We need club contacts

One of Vice President Ken Weber’s first duties was to try to update the club contacts information that appears in the SESCAL program and on the website. The response was overwhelming.

The website and program can serve as recruiting tools for Federation clubs, but only if the information is correct.

Please check your club’s listing and be sure that the name, meeting time and place, contact information, website and email address are correct. Please send Weber an email at ken_weber@att.net with any needed corrections or to confirm that everything is correct.

Webmaster wanted

Jerry Kasper’s resignation as president left the Federation with two open positions: president and webmaster.

While John Weigle has assumed the presidency and he and Lois Evans are sharing web duties, the Federation needs someone with time and skills to take over the webmaster job. Weigle is learning HTML and CSS but basically is copying and pasting to perform his updating. Evans has the skills but has many other things on her plate and does not have time to take the job on.

If you have the skills and willingness to do the job, please let Weigle know at jweigle@vcnet.com.

Please send your newsletters

John Weigle, federation president and newsletter editor, would like to receive the newsletters of Federation clubs.

“1’d like to learn about clubs’ activities so we can report them in the newsletter,” he said. “1’d especially like to be able to report on successful activities that might give other clubs some useful ideas.”

Weigle can be reached by postal mail at P.O. Box 6536, Ventura, Calif. 93006-6536 or by email at jweigle@vcnet.com.

Program wins vermeil

The SESCAL 2012 program won a vermeil award in the APS Chapter Activities Committee Show Program Competition.

What dealers expect

The American Philatelic Society held a stamp show summit in Milwaukee to develop suggestions about what makes a successful stamp show. As this is written, no summary has been announced, but one of our dealers at this year’s SESCAL — Stephen Taylor — submitted these comments (printed here with some minor editing):

“OK, some positive things I’ve see at successful shows in the U.S. and/or Europe:

“1) Treat dealers as equal partners in success of the show, not just the main source of revenue, and make them feel welcome/appreciated with...”

More on Prexies ...

(Continued from page 4)

1944.

When the special delivery rate was raised to 13 cents on Nov. 1, 1944, the 16-cent value could still be used, but this time on a one-ounce 3-cent domestic letter. This combination rate was valid until Dec. 31, 1948.

When the domestic air mail rate was raised to 8 cents an ounce on March 26, 1944, a 16-cent stamp could pay double the rate. This rate lasted until Sept. 30, 1946.

Sources

The Prexie collector is fortunate to have fine written sources to support his hobby.

The bible is The Prexies by Roland Rustad, edited by Leonard Piszkiewicz, available from the United States Stamp Society.

Another fine reference is Richard Helbock’s Prexie Postal History, a collection of essays on different aspects of collecting Prexie covers.

Tony Wawрукiewicz’s books on U.S. postal rates are essential for the Prexie postal history collector.

Finally the bulletin of the Prexie Era Study Group provides an on-going variety of stimulation for all types of Prexie collectors.

(Continued on page 6)
“2) Pro- active advertising and well-designed website: make it easy for collectors to find the show, lots of details in advance so they can plan, list of dealers and their specialties with email and web addresses, advertising in Linn’s, AP, etc.

“3) Have a decent venue; doesn’t have to be 5 stars, but Garfield Perry is good example: decrepit Masonic Hall in a rough neighborhood far from airport with parking problems vs. spacious venue near the airport

“4) Provide good, solid, 30” wide tables, front and 24” backing table and availability of solid and secure locking cabinets for rent.

“5) 24/7 well-trained security and enforce a no-one-without-a-dealer-badge on the floor before and after show opens/closes to public with clear procedures what to do in case of a theft, suspicious activity, etc. (cell phone number to call?) and name badges for each booth holder (some shows don’t have them!) and quick removal of non-badge holders.

“6) Well-planned medical assistance: every show will have doctors in attendance, but there needs to be a plan — have seen too many medical emergencies but no action plan in place on how to deal with one, i.e. is there a defib machine on the premises and someone who knows how to use it? Is there a designated first aider (or someone at the hotel, venue, etc.?) and do dealers know how to contact that person (cell number?)

“7) At least two hours before show opens each morning for booth holders only to deal amongst themselves (as I do shows on my own, this isn’t possible when open to the public).

“8) A short (15–20 minutes) ‘show review’ with all booth holders invited plus show organizers for an open Q&A or suggestions/recommendations — doughnuts boost attendance of course.

“9) A ‘next of kin’ contact form for booth holders in case of medical emergency or worse during the show

“10) Out of hours’ exhibit viewing for booth holders — difficult to view during public hours if on your own.

“11) Shows that have a ‘minimal’ dress code standard, i.e. no shorts, T-shirts, sandals, etc.

“12) Good lighting, ventilation, room temperature, etc. so majority are comfortable.

“13) If show needs more booth holders, offering a rebate on next year’s fee for every new dealer brought in.

“14) Have a designated dealer liaison with show and/or dealing experience who’s good at follow-up, quick to reply, etc.

“15) Some not-so-positive:

“1) Websites that haven’t been updated in months.

“2) No advertising.

“3) Admission fees (charge each dealer a bit more; better than losing visitors ‘out of principle’ even if they can afford to pay).”

“4) Lack of and/or poor security, and not clearing the floor of non-booth holders as soon as the show ends each day.

“5) Lack of food and drinks to keep collectors on the premises as long as possible.

“6) Restrooms which don’t get cleaned and resupplied during the show.

“7) Staying open past 6 p.m. on first few days or 3 p.m. on Sundays (not much happens between 3 p.m. and 4 p.m. on Sundays, and dealers need that extra hour to get to the airport or hit the road).

“8) Allowing non-booth holders to sell to collectors on show premises or worse, no exhibits.

“9) Putting exhibits at the front entrance, or a different room (rather than at the back of the main room, which ensures traffic past the dealer booths) or worse, no exhibits.”

(Continued from page 5)

little things that don’t cost much: a freebie (coffee, candy, drinks reception, etc.), Christmas card, a certificate of appreciation after 10/25 years, etc.

Seeking young collectors

Two Ventura County clubs offer annual events to attract new youngsters to the hobby and to help those who are already taking part.

The Goebel Senior Center Stamp Club presents its Youth Stamp Day in May. This year, 50 youngsters attended.

The Ventura County Philatelic Society presents its Youth Stamp Fair — for the young and the young at heart — in October, National Stamp Collecting Month.

The Claude C. Ries Chapter of the American First Day Cover Society has donated much material in the past several years.

The Ventura County society has also had a table at the Ventura County Fair to promote the hobby in general and to help publicize the Youth Stamp Fair.

SANDICAL 2013 palmares

This is the first issue since SANDICAL in February, so here is the palmares.

Court of Honor

John M. Hotchner, World Rarities and Uniquities

Non-Competitive

Bob Markovits, Cheapskates

One-Frame Exhibits

Bronze

Dennis Hassler, Fight Night

SILVER

Fran Adams, Eskimo

Mike Mahler, The CB&Q

Find

Bob Markovits, The 5¢ New York Airmail, sc. 38

Gold

Rick Miggins, Philippines, 1947 Postage Due Stamps — From Model to Final Die

George Krieger, German East Africa During Ww1

H. James Maxwell, Nationalist China’s Last Commemoratives

Fran Adams. Eskimo

(Continued on page 7)
Multiple-Frame Exhibits

Silver
Jim Busse, German Horse-shoe Cancel
Alan Klein, Macon Crash Covers
Jim Bowman, A Special Study of the First 70 Years of Privately Printed Pictorial Postal Stationery of Germany
Bob Markovits, Mexico, Special Delivery, the Early Years

Vermeil
Dennis Hassler, California Express Companies 1849-1895
Bill Woytowich, The Librarian Conspiracy, The “flim-flam” that Changed Stamp Collecting
Jerry Moore, Swedish Perfins and Their International Connections
Alan Klein, The Philatelic History of U.S. Macon

Gold
Art Bunc, AQ Letter-sheets of the Republic of Venice, and their Watermarks, 1608-1797
Hugh Lawrence, Postal Rates During the Gold Yuan Era: The Chinese Hyperinflation of 1948-49
H. James Maxwell, Rates During the Post-War Chinese National Currency Era
Akthem Al-Manaseer, The Forgotten War, IEF ‘D’ and the War in Mesopotamia, 1914-1918
Art Bunc, Japanese Occupation of Sarawak, 1942-1945
Bill Mooz, The 1895 Newspaper and Periodical Issue
Matt Kewriga, The United States 2¢ Jackson Regular Issue, 1870-1879
Mike Mahler, Stamp Taxes in Nevada, a Historical and Geographical Analysis
Mike Mahler, California Gold Rush Revenues, 1857-72, a Fiscal History
Paul Phillips, Reform of the British Overseas Mail System, 1840-56
Rick Miggins, Philippines, The Surcharge Era, 1881-1889
Marian Bowman, Here I Stand … Martin Luther and his Place in the Reformation
Bob Markovits, U.S. Special Delivery

American Association of Philatelic Exhibitors Excellence in Exhibiting — Creativity Award: Bill Woytowich, The Librarian Conspiracy, The “flim-flam” that Changed Stamp Collecting
American Association of Philatelic Exhibitors Excellence in Exhibiting — Gold Awards of Honor (2): Jerry Moore, Swedish Perfins and Their International Connections; and Mike Mahler, The CB&Q Find

American Association of Philatelic Exhibitors Excellence in Exhibiting — Title Page: Art Bunc AQ Letter-sheets of the Republic of Venice, and their Watermarks, 1608-1797
American Philatelic Congress Award: Akthem Al-Manaseer, The Forgotten War, IEF ‘D’ and the War in Mesopotamia, 1914-1918
American Philatelic Society Medal of Excellence, Pre-1900: Rick Miggins, Philippines, The Surcharge Era, 1881-1889
American Philatelic Society Medal of Excellence, 1900-1940: Bob Markovits U.S. Special Delivery

American Philatelic Society Research Award: Mike Mahler, Stamp Taxes in Nevada, a Historical and Geographical Analysis

American Topical Association First Place Medal: Marian Bowman Here I Stand … Martin Luther and his Place in the Reformation
Collector’s Club of Chicago Philatelic Exhibitor’s Award: Art Bunc, Japanese Occupation of Sarawak, 1942-1945

Germany Philatelic Society Special Prize: George Krieger, German East Africa During WWI

This cover prepared by Tom Peluso for last year’s SESCAL, won second place in the Event Covers category in the American First Day Cover Society 2012 Cachetmakers Contest. Winners were announced Aug. 16. The details are on the Virtual Stamp Club website at http://virtualstampclub.com/afdcwin2012_2.html.

Please attend SESCAL and patronize the dealers who make the show possible.