

HAROLD L. ORAM, INC.

PUBLIC RELATIONS & FUND RAISING

8 WEST 40TH STREET • NEW YORK 18, N. Y.

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HAROLD L. ORAM
President

September 30, 1959

GILBERT JONAS

Vice President

ANNA C. FRANK

Secretary

EVE S. BATES

Treasurer

Mr. Wesley Fishel
Vietnam Project
Michigan State University
East Lansing, Michigan

Dear Wes:

TERRY BERL
ANJIN M. ENSHER
ELIZABETH HICKS
SANKY MEHLMAN
JOHN W. MURRAY
JULIUS RODMAN
HOWARD A. RUSK JR.

Enclosed is my stamp memo to Nguyen Khac Tham, with two carbons. It is written for his eyes although you may have to translate it. As you will see, I did not mention the Embassy at all but he should know that they never consulted me. He should be advised that he need not worry about them but to send it directly to me, as I had originally requested. Otherwise the memo covers everything we will need (unless he wants to send me a sheet of every new issue too!)

In any event, ask him to send several sets of each of the new issues since last January for our use. We already have most of the earlier ones.

For my own personal use I am trying to get mint copies of the following:

<u>Scott number</u>	<u>year</u>	<u>denomination</u>	<u>color</u>	<u>subject</u>
#4	1951	50¢	red	Saigon temple
#7	1951	1.20\$	brown-yellow	Bao Dai
#9	1951	3.00\$	dull blue	Bao Dai
#13	1951	30.00\$	blue-green	Bao Dai
#14-16	1952	30¢, 50¢, 1.50\$	multi	Nam Phuong
#B1	1952	1.50 + .50	multi	semi-postal
#19	1952	1.50\$	rose-violet	Bao Dai & gate
#20-26	1952	40¢, 70¢, 80¢, 90¢, 20\$, 50\$, 100\$		Prince Bao Long
#36-38	1956	60¢, 90¢, 3\$	green, violet, brown	National Bank (without overprint)

As I told you, some of the above are very valuable if we could obtain them in quantity. Most valuable are complete sets of the 1952 seven-denomination

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series on Prince Bao Long. The complete set lists for about \$70. We could probably sell them for forty or more. The highest three values are the bulk of this price. Also of high value is the Bao Dai 30\$ (No. 13) of 1951, which lists for \$12.00. The 1952 Nam Phuong set of three lists for \$1.60, the 1952 semi-postal (B-1) sells for \$2.50, and the 1952 Bao Dai single (No. 19) for \$1.00. Any of these available in quantity could be sold for good prices here. See what you can work out.

I hope we can hear from Tham soon. I would need to know who has already contacted him and what terms were offered. Copies of all such correspondence would be very useful. If he can get somebody in the Presidency or the cabinet to give him the go-ahead to write to me directly, so much the better. But this is not vital. Tell him I had been waiting to hear from him for months.

Look forward to hearing from you soon.

Best,



Gil Jonas

GJ:ch
enc.

MEMORANDUM

September 30, 1959

TO: Wes Fishel

FROM: Gil Jonas

RE: Promotion of Vietnam's Stamps in the U.S.

1. During my visit to Vietnam in April, I had the opportunity to discuss the possibilities of Vietnam's stamps being sold and promoted in the United States with Mr. Nguyen Khac Tham, Director General of the Post Office. Mr. Tham expressed the Government's great interest in these prospects and asked me if I would agree to find him an American wholesaler. I agreed, stating that it would be necessary to have a letter from him directed to me authorizing me to act on his behalf and specifying the terms he would prefer (the maximum terms) and the terms he would settle for (the minimum terms). This would involve, in the main, a percentage discount from the face value, and an exclusive arrangement for North America, and hopefully for South America and Europe. I ought to have copies of all correspondence with American wholesale stamp dealers to date.

2. I then stated that upon receipt of the letter I would survey the reputable stamp wholesalers and come up with the best arrangement available for Vietnam. I agreed to help promote these stamps as an extra part of our public relations activities for the Government of Vietnam. I would require as far in advance as possible (hopefully six weeks before date of issue) the following information:

1. the denominations for the new issue; category (e.g., general issue, air mail, commemorative, semi-postal, etc.)
2. a description of the design(s); subject matter of each stamp
3. the colors of each denomination
4. the printer of the stamps; method of printing (e.g., engraved lithographed, photoengraved, etc.)
5. kind of paper; whether watermarked; perforation size
6. the amount of each denomination to be issued (i.e., the total volume of each denomination)
7. date and place of issue
8. background material on the purpose of the issue--history of the event commemorated, etc.
9. six black and white photographs of the actual design(s). The photographs should be glossy, black and white and not less than five inches by seven inches in size.
10. six mint sets of each of the new issues for display purposes

Upon receipt of this information and photographs, each time a new issue takes place we shall prepare a press release and additional photos to distribute to all American stamp publications and stamp columns of newspapers and magazines.

3. We shall also prepare exhibition displays of Vietnamese stamps with photographs of the related projects, such as land reform, resettlement, health, human rights, for showing in the various exhibits and conventions that are appropriate.

4. To enhance the stamp collectors' interest in Vietnamese stamps, the Government should bear in mind that it is extremely unwise and self-defeating to issue too many stamps during a given year. The present policy followed by the Government of Vietnam is apparently one of enlightened self-restraint and, unless I hear to the contrary from stamp dealers in the future, it should be continued. I believe about six or seven issues a year are forthcoming (one issue may have as many as ten or fifteen stamps). What we must avoid is the temptation to issue ten or twenty issues a year, thereby reducing the philatelic value of and interest in the entire Vietnamese stamp production.

5. It will be necessary to follow a policy of limiting the number of stamps produced in the highest values of each new set. Most serious collectors here purchase only complete sets. If a relatively equal amount of stamps is printed in every denomination, the sets are not considered desirable, unless only a small printing is forthcoming. The best policy is to set up a ratio, for example of six million in the low values and only 500,000 in the highest values. The exact ratio would be suggested by the wholesaler involved. The important point now is to have the Government examine this policy and accept it in principle with the details to be worked out later.

6. There is some talk in stamp circles here that stamps printed in France are of lesser value than those printed elsewhere because it is alleged that French printers produce large extra quantities which find their way on the black market, thereby subverting the value of the entire issue. This should be looked into by the Government. We shall try to check it out further here. Similar rumors have been voiced in regard to Japan also.

7. Consideration ought to be given to producing a few hundred souvenir folders of each new issue to distribute as public relations gifts to friendly Americans. This will involve practically no cost because it only requires a small folder to which the stamps could be attached with an acetate tube to protect them. We would distribute them with a brief summary of the stamps' background prepared here.

8. Ultimately Vietnam should issue a small booklet on all the stamps it has produced since 1954. The easiest way to produce this is to use the series on Vietnam's stamps which appeared over the past six months in the Times of Vietnam. This would have to be edited more carefully in English and the photographs should be improved in quality but otherwise it would serve the purpose very well. The printing of such a pamphlet should be of good quality too.

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9. I believe there is an excellent market for Vietnamese stamps here. I am not sure now of what the overall potential is yet, but many countries earn from \$500,000 to several million dollars annually. This comes after a period of development, of course, but it is almost pure profit to the recipient country. In addition, intelligent promotion of these stamps can provide substantial public relations benefits, tangible and intangible, in familiarizing Americans with Vietnam over the long run. In the short run, the stamps often convey ideas and messages that assist in building Vietnam's image, e.g., Vietnam is progressive because it has a land reform program, etc. As soon as I get a written authorization from Mr. Tham, I shall move ahead on this.