

CHAPTER EIGHTEEN

Self Publishing Has Been Quite An Adventure

In the Spring of 2008 I decided to become my own publisher and use the print-on-demand software of Lulu.com. Three years earlier, I had signed up with this Internet vanity publisher. I had briefly looked at some of their FAQ. Now, I Googled “print-on-demand” and had confirmed, what I thought myself, that Lulu was considered the best and probably the largest Internet publisher of this specialty.

To start, you select your title and check off the *content* format; b&w or color, page size and enter a page count. They tell you what one copy will cost and when you BUY your first copy, the shipping choices you have; UPS or USPS media mail.

Next, you upload to Lulu.com the *content* of the book in pdf (Acrobat) format as one large file. In my case, it was 51.2 MB and took about 64 minutes over my DSL connection at that time. The first time I uploaded the file, everything stopped after one hour, incomplete. This turned out to be as a result of my laptop going into hibernation after one hour. A quick modification of the POWER settings in the control panel fixed the problem. But, don't forget to turn hibernation back on after you get a successful upload.

Lulu checks the *content* as uploaded for embedded fonts. I had one problem, an unknown symbol font. It took quite some ingenuity to locate it and correct the font. I uploaded separately each of the 101 chapters in pdf. Each file was ok until I got to the United States. Now, I needed to find out on what page there was a non-embedded font. To do this, I separated the file of 21 pages into 21 files of one page each. These were uploaded ok, until I got to page 17, which had the problem. I still could not see it until I noticed that the coins listed had arrows at the date. The arrows

are from a symbol font set. Replacing the arrows however did not fix the font, until I realized there was a space between the date and the arrows. Checking this, I found that one of the “spaces” was from an old font set that was not embedded. Great detective work corrected everything and the entire *content* was uploaded to Lulu.

Next, you step through a Lulu.com program to design the cover. I will not go into the details, as you can do it over and over until you get it to your liking. I used a template to start, selected a picture of myself for the back cover and wrote a short autobiography.

The cover came out perfect on the first draft. The 600 pages came out just as they were showing in Acrobat on my PC. Black and grays in the grayscale pictures were fine. You do not have any selection of paper, but this has to be acceptable, considering the production costs. If you desire better quality, a short run regular printer would be superior, but I am sure, would require a larger original investment.

At this point in the project, you have designed the cover, uploaded your text which had all fonts embedded, pictures placed in the text, blank pages at the beginning and end and the page count must be divisible by 4, or extra blank pages will be added at the end.

I learned by reading a copy of the *Chicago Manual of Style* book that the first page in front of the title page should have a one-line title. Interestingly, they call this page the *bastard title page*.

These pages are numbered with small roman numerals. A copyright page follows the title page, then a dedication page header as “To: your dedication.” These pages can then have one or more pages of “introduction”, which tells the reader about the contents, abbreviations used and other formatting and style descriptions.

The first print-on-demand copy was a proof

I ordered my first proof copy on May 16th 2008 and received it in less than two weeks. The cover was perfect, contents looked good (until we started checking for typos) and in one chapter there was some kind of computer translation problem that left short heavy vertical lines on a dozen pages. The computer program PageMaker exported to Acrobat caused the heavy line problem. It was corrected by moving the project from my old PC with Acrobat 5.0 to my new laptop PC and a later version of Acrobat 7.0

The big re-edit job

Correcting the typos required the help of a good friend who looked at each page and e-mailed me notes on the words or sentences that needed fixing. He certainly earned the first good copy that I gave him as a gift. Thanks Steve! Even the page numbering had a problem, but was soon corrected. Then the corrected files had to be assembled in Acrobat and a new master file uploaded again to Lulu.com.

The next printed copy with cover different

Everything looked good; covers, contents... order another copy. It arrived again in less than two weeks. However, something went wrong on the back cover (font and color of ink had changed from white to black). My fault, as I skipped the step of downloading the cover file, back to my PC and printing out a *proof copy*. As I later learned, their software retrogresses from time to time and you have to go in and correct the font and color selections. This is all part of the learning curve on any software, until you become proficient. On this order that was again shipped by USPS media mail, minor damage of the book was detected, as a bumped corner. The packing and shipping box was the same, but the handling may have been less careful.

The final perfect copy was printed

Correcting the cover errors was now easy for me; I used the same contents file 51.2mb by copying from the Lulu archives files to the new project. Each major change requires a new project

number. So, the third single copy was ordered. This time, it would cost more as I had it sent by UPS. It arrived in about the same time as the first two copies, but in perfect condition. UPS handles the book much better, so, I would recommend use of UPS. The *Encyclopedia Small Silver Coins* was presented to my numismatic friend, Richard, who was the first to order a pre-publication copy.

Selling pre-publication copies to my friends

Now that Lulu.com had a perfect copy, it was able to take a dozen orders from my coin friends. Lulu took about the same time to produce and ship the order of ten copies, via UPS. They arrived in great condition in two large heavy-duty boxes. The books were identical to the first good copy.

The Internet soon has several references to my book

The best way to see an image of the book and a summary is to click on www.lulu.com. In the search box at the top of the page type 'Roger Lane' as the author.

On the Internet listing the book for sale

The first dozen copies were set up as a private account. Lulu reduces their per copy charges for an order of ten copies or more. In addition shipping was much more reasonable. This allowed me to set a special pre-publication price for my first sales. I made enough royalties to pay to have an ISBN number ordered for a softcover edition which will be offered for sale via the internet and retail book shops around the world.

Adding the ISBN number to the paperback edition

The ISBN number is all handled via Lulu and the order form you fill out on the Internet. So, for \$99.95 and about four days, Lulu sends you the ISBN number, which you must add to the copyright page, re-upload the modified file and set up a new project open to the public. Lulu will add the number and the bar code to the back cover of the book. Again, be careful of the cover design. The procedure worked like clockwork. Then they require the purchase of another *proof copy*. If all goes well, you are now a pub-

lished author with your book for sale both via the Internet and at your favorite bookshop. Lulu gives you a personal page featuring your book, listing a short description you type in to their software and the price. Google immediately picks up this page.

Issuing a press release to numismatic publications

The author – Roger deWardt Lane, has published *Encyclopedia of Small Silver Coins* – in two-printed versions, hardbound and soft cover. This anthology and catalog of *Modern Dime Size Silver Coins of the World with Footnotes to History* has been in preparation for many years. This publication has expanded many details of the limited series of small silver coins of the world from Queen Victoria to 1970. There are interesting small stories, to place these miniature pieces of art into historical context. Over 1000 coin illustrations have been enlarged four times for ease of viewing. These coins had a monetary value of less than ten cents, when the value of silver was for a hundred years about fifty cents to the ounce. Many empires and nations issued on an annual basis millions of these little miniature silver pieces as subsidiary coinage for their population. Except during times of crisis or war, when species stopped being struck or were hoarded, everywhere people traveled they received these coins in change. Many found their way to the States, only to be saved as mementos or souvenirs of the trip and miss the melting pot. Some eventually reached the numismatic market place. These factors have combined to make these coins available in our time at reasonable prices, rare types excepted. When this work was first started, the only date listings originally available were in national coin catalogs of the major countries - United States, England and British Colonies, France, Austria, Russia and China and a few others. Around the time of the first drafts, many small country listings and catalogs were issued. In the early 1960-70's, they became the date checklist for the coins added to the collection of the author. It took many years to research, to transcribe the inscriptions, to translate the initials of names, titles, mintmarks, assay initials or marks, and foreign legends, then to find their English translations and expand the text with historical footnotes. Coin prices are not included, since world economic and political conditions as well as collector interest constantly change the values. The easiest way to find a value of a coin in several condition grades is to make use of the Standard Catalog Series, issued by Krause Publications. In the mid-1960's computer technology became available on small PC's; so the coin images were scanned in grayscale [looks like silver] with the files stored on removable disks. The software used, progressed from Apple to IBM, WordStar to MSword. The early printed pages were produced in Adobe PageMaker, later to be exported to Acrobat, which has been uploaded to the printer for these editions. This current version, 600 pages, b & w, organized in 101 country chapters has over a thousand coin pictures and a like number of century old clip art taken from original history and travel books, which fill the pages with related photos, from Afghanistan to Yemen. As the old saying goes, ***a picture is worth a thousand words***, look at the preview pages offered on the publisher's site - www.lulu.com and remember the other famous numismatic quote – ***Buy the book before the coin***. Both editions are available thru the Internet and the softcover edition may be ordered through Amazon or your local favorite bookshop. Roger deWardt Lane, Hollywood, Florida.

The timeline of becoming a published author.

In writing this article, I started from the most recent, about four months ago – May to August 2008. Now, I need to tell you how the manuscript was written and the research that went into this ***labor of love***.

The first collection

About forty years ago, I first became interested in collecting coins, after buying a few modern mint sets for my children. I had been at Cobol Computer programming school for two weeks, in Dayton, Ohio. They had a large department store in Dayton near the hotel. After adding a gold charm for my wife's bracelet, I noticed they had a Coin & Stamp department. My daughter & I had collected stamps as young people. Coins were totally new to us.

So, on my return to Florida, a weekly routine started. Saturday afternoons, I would take the children around to different coin shops to look for foreign coins. My first collection was 100 VG crowns, as a dealer told me, "Be careful you do not get a counterfeit. But if you buy a circulated coin, it will not be a counterfeit."

Did I have a lot to learn!

The Dime Size type set

My six-year-old son was adding to his collection from the junk box at ten cents each. My ten-year-old daughter with limited allowance found that she could collect small silver coins for about a quarter each. Thus started the *Dime Size Silver Type Set of the World*. After about a year the kids gave up the hobby, although my son did exhibit at the ANA convention when it was held near us and won a Second Prize Medal.

Creating a date check list

Well, the childrens' collecting interest soon waned. But Dad was hooked on coin collecting. He also was interested in becoming a numismatist. Reaching out for a sponsor, he applied for membership in the *American Numismatic Society* and the *Royal Numismatic Society* (London), and at the time joined the *American Numismatic Association* and *Florida United Numismatists*, plus his local coin club – *Gold Coast Coin Club*, Hollywood, Florida. By attending the club meetings, he soon learned about grading and the often-quoted saying, "***Buy the book before the coin.***" So, he started his numismatic library, by sending for many new books, as they were published from all around the world. Years later, he

had acquired over a thousand titles. Since he had taken over his daughter's ***Dime World Collection***, one summer, he sorted out all the duplicates. To his amazement, most were of different dates. Turning to the national catalogs in his numismatic library, he was able to find date listings. This was forty years ago, long before the Standard World Catalogs.

Starting the hand written manuscript

Once a type coin (dime size silver) was identified, a page of three ring binder paper became the first draft of what was to become a nearly lifetime endeavor. Using a 16-power magnification loop, the portrait, inscriptions and legends were detailed. Date listings were added. The mint identified, usually from the national catalogs along with the mintmark. The edges were identified; as plain, reeded and sometimes with the unusual "safety edge."

Designers and engravers identification were listed. This was almost a never-ending project. So, for nearly fifteen years this cataloging continued with pen and ink. It was re-copied until it filled four binders. Quite often the pages had to be updated, as additional data was discovered and from continually adding to the basic collection of facts from magazines and coin newspaper articles.

Adding the Historical Footnotes

Next came a very interesting research task. In the next few years, I purchased several turn of the century (c.1850-1900) old encyclopedia sets. The price was just a few dollars as bindings were in very poor condition. I would look at or read each page for stories or information, contemporary with the coins from a country or mint city. The listing of short paragraphs or small stories, were called *Footnotes*. Over a dozen of these American or British encyclopedias were used for this part of the anthology. Then, old travel, geography and history books were consulted to add to the *Footnotes* and old clip art for illustrations of the people, cities or countries later to be scanned.

The first drafts in a computer

My profession as an accountant was very much involved with early computers. First I had an Apple 64k PC and a year later my first IBM PC. By this time, I had transcribed 300 pages in the Apple PC, of what later turned out to be a 900 page first draft. A genius young student, using our company mini on a weekend, converted the first part from Applewriter II to WordStar for me, by writing a custom program. It took me another year to transcribe the final pages.

The scanning of the coins

The first two scanners I used were hand-held. Did you ever try to hold a “pen” steady enough to take a picture? Finally, I purchased the HP11c an \$850 brand new flat bed scanner. Using Corel (Toronto) software, I produced 600 dpi grayscale tiff scans of most all the major type coins to illustrate the dime size pieces.

The never ending upgrades of equipment & software

For the next dozen years, the document was upgraded from one new computer to the next; IBM AT 64k, my first home PC - Taiwanese IBM clone 286, Compaq 386 PC upgraded to 256k with removable discs and Windows 3.1. Then a Compaq NT-4, again with removable discs. By year 2000, I purchased a DELL workstation, still 256k. I still use this computer for this project, now with a replacement HD, networked and connected to the Internet by DSL. For backup I use an 80gb external HD. All the latest files are now placed on a 2006 Toshiba notebook, XP and recently upgraded to 2mb RAM.

Just like the frequent upgrades of the equipment, the software changed just as fast. The first drafts were in DOS. In 1990, I purchased Aldus PageMaker 3.0 and used it for my manuscript. Then in 1994, Adobe merged with Aldus. The PageMaker program went through many versions 5.0, 6.0, 6.5 (which did not work well), then, 7.0 in which Adobe got it right. I still use this version on two of my computers.

My first editor - Thank you Dr. Craig

About this time, I solicited the help of a long time friend. He is a numismatist, author of numismatic books and was a Professor at Florida Atlantic University. His name is Alan Craig. I printed out the first 100 or more pages and passed them on to him, at one of our coin shows, where he was a regular dealer. Alan was quick to get the papers back to me, like any good professor, correcting them for a student. This was all he did, but the questions and suggestions he presented, gave me new direction. He got me thinking more clearly on how to continue this project. From then on, I would use the spell checker and grammar checker of the word processor.

Re-formatting to two columns

Another significant contribution Alan made to the formatting of my book was when he remarked, "*It's too long.*" Definitely agreeing, I set out to change the page layout to two columns. Then take out all extra blank lines and white spaces. This decision turned out to be very important and the final published book ended with just 600 pages.

The first printed book in Adobe PageMaker

The leader in desktop publishing at the time was Aldus using the Apple/Mac equipment. For business however, the Microsoft/Intel was the defacto standard and after my first Apple PC, I only used Microsoft Windows programs on IBM and Compaq computers. I purchased PageMaker and converted the doc files to pmd.

Adobe acquired the PageMaker program with a merger with Aldus. Changing to the two-column format lent itself perfectly to placing the coin images at the head of many pages. The pictures could be stretched to just fit the 4 inch plus column space. I finished this exercise by printing on my HP laser printer, two copies of the now completed manuscript. It gave me great pleasure in presenting one copy to the American Numismatic Society in New York in 1997.

At first it was cost prohibitive to issue a CD-rom of the book

I wanted very much to produce the book on a CD-rom, however the cost seemed prohibited. One established numismatic software firm offered to burn 1,000 discs for an initial up front cost of \$7,000. So, I passed on this plan. My manuscript was finished and all six hundred pages edited in Adobe Pagemaker, stored on a half dozen removable discs. I had a copy on my hard drive for personal reference. Adobe added the ability to export the files to Adobe Acrobat. I was able to save the Acrobat files on my hard drive too. A breakthrough came, when, a new Compaq computer was purchased in year 2000 with two CD drives, one able to burn CD-rom data discs.

Another five years to produce the CD-rom

The first books printed were in 1997 in PageMaker. By year 2000 the pages were exported to Adobe Acrobat and placed on my Dell Workstation. This was followed in year 2002 with the first self-published CD-rom discs. Disc 0001 was sold at the club auction for \$40 and a few others were presented to the ANS, ANA & NI. A good friend numismatist and computer expert, helped me with a menu, autoloader and I made a few corrections to the data. The result of this revision was Edition Two a much better CD-rom.

Several copies of the 2003 edition were again sold locally and on eBay for about \$10 each. These discs had a 64 coin slide show with music - ***Brother Can you spare A Dime?*** with the 1932 recording by Rudy Vallée.

A price guide was also included with the author's indication of rare or scarce coins.

Giving the book away on the Internet

I talked with several author friends about publishing a hard copy of the book. Everyone thought the subject was too specialized. One made an important suggestion – ‘Change the title.’ In October 2008, I was reading the e-mail *Alert* from the *New York Times* - which was titled “*The day the music industry died.*” An

idea popped into my head. Since I was in the twilight of my numismatic hobby years, why not give the contents of my book to the numismatic hobby as a gift to coin collectors around the world via the Internet. Before the day, was over all 101 chapters in Adobe Acrobat were posted on my web site [printer restricted]. Within the first week, over a thousand hits were posted from dozens of countries around the world. In the next six month, this total exceeded 15,000 hits and over fifty countries.

Lulu.com allowed me to become my own publisher

In August 2008, the forty-year project was completed. My numismatic library contains; the four hand written manuscripts of the first draft, the 1997 two very large binders with the first copy of the First Edition of ***Brother Can You Spare A Dime?*** (The original title), a couple of master CD-roms of the Second Edition, a hardbound copy of ***Encyclopedia Small Silver Coins*** (New title-Third Edition) and a softcover edition of the same.

Over the same period, I have built the only date collection of all dime size silver coins of the world [from mid-1850-1970]. It is not complete and I am not sure it ever could be completed. The collection contains somewhat over half of all specimens, excluding U.S., with many key coins as depicted in the book. It has long been my desire to see the collection go to a numismatic museum. I think I would need a benefactor or grant to fulfill this wish.

Thanks again, to my numismatic friends, especially the ones who encouraged me along the way. Many are named in this article or the book introduction, but two were overlooked in the earlier acknowledgements; Chet Krause and Cliff Mishler, both of them joined me years ago, on separate occasions, at the resort hotel where I was the Treasurer, during AINA conventions for an enjoyable private dinner and numismatic discussion. Thanks Chet and Cliff.

To Clifford Mishler, I wish to acknowledge with thanks the kind review he sent me, which follows:

ENCYCLOPEDIA OF SMALL (Dime Size) SILVER COINS

The scope of coverage of this reference chronicles in detail silver dime size (between 17 and 19 mm diameter) machine struck world coin issues of the roughly 150 year period from the 1830s to the 1970s. It provides detailed information not only on the technical specifications of size, fineness and weight, but also years and mints of issue, along with mintages.

Even beyond that, the author has accompanied the listings with Y# and KM# designations for cross-reference purposes, along with specifications of edge types and mint marks, and with designer information and initials that appear thereon where applicable. In addition, footnotes are added throughout detailing numismatically significant facts relating to many of the listed issues, including information on re-striking, frozen dates and the relationship of the coin denominations to the national currency units.

Additional historical footnotes are incorporated throughout the listings to frame the political background into which the coinages were introduced, from the qiran and 1/2 rupee issues of Afghanistan in southwest Asia to the 4 bogaches, 1/8 ahmadi and 5 buqsha issues of Yemen on the Arabian peninsula. Most of the listings are denominated in cents, centavos, centimes and similar, as during the period of coverage dime size silver coins were one of the primary coins of commerce in the western world.

This specialized reference should prove invaluable to any collector of world coins from the period of its coverage. First published in 1997 in a laser printed edition of two copies, the author's ongoing studies of the series were made available on CD-rom in 2002, followed by a revised and improved version in 2003. The second edition was made available in 2007, posted free on the Internet on a printer restricted basis.

I am pleased to have the opportunity to add a print-on-demand embodiment of the third edition released in 2008, as I personally like the feel of a solid book in my hands when I set out to research numismatic facts. The author is of long acquaintance, personally, as back in the 1970s Roger deWardt Lane was a valued contributor to the contents of the then fledgling Standard Catalog of World Coins, where his area of specialization was concerned, a quarter century before he started making his in-depth knowledge of silver dime size coins available to the hobby community.

— Clifford Mishler

Clifford Mishler is currently the President of
The American Numismatic Association

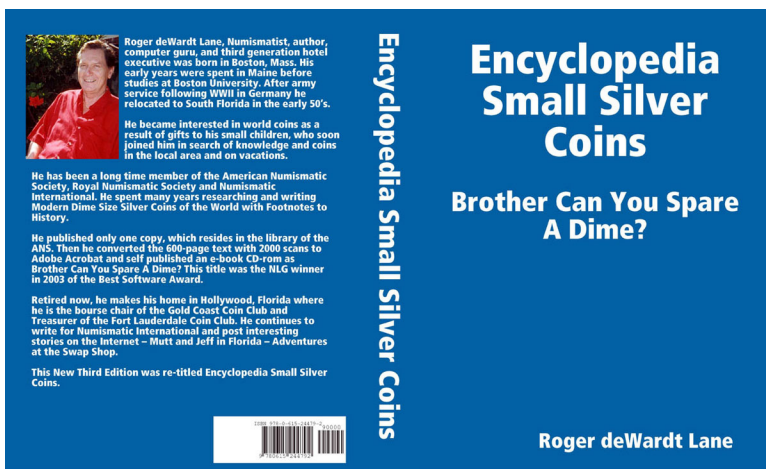


Illustration of Book Cover

Roger deWardt Lane became a member of the *Numismatic Literary Guild*, the hobby premier organization dedicated to numismatic authors and book publishing, in 2003 when he first issued his CD-rom *Brother Can You Spare A Dime?* You must be a published author of a numismatic book, or similar articles in numismatic magazines to be a member of NLG.



CD-rom - Brother Can You Spare A Dime?

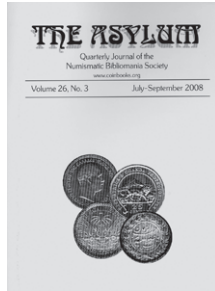
Numismatic Literary Guild has a contest among their members each year, for the Best Numismatic Book, Article, etc. I entered my CD-rom and won the **Best Software Award** at the ANA Baltimore, July 2003.



BEST SOFTWARE - Brother Can You Spare A Dime?

There is another numismatic organization - *Numismatic Bibliomania Society*, in which I have membership. This organization has a free blog on the Internet, every week, written by Wayne Homren called the *E-sylum*. They have over 1,200 members who receive the weekly e-mail every Monday. It covers most new numismatic books published and current numismatic news items extensively.

The NBS issues a printed quarterly journal - *The Asylum*. The first ten pages of this chapter are from the original manuscript submitted for publication in the *Asylum*.



The Asylum - September 2008

The front cover illustrations of the *Quarterly Journal of the Numismatic Bibliomania Society – The Asylum*, Volume 26, No. 3 September 2008 – “Small silver coins of various countries (images from Roger deWardt Lane’s *Encyclopedia Small Silver Coins*, see p. 73ff. in the issue.”

Editor David Yoon selected four very interesting type pictures; *Crete 1901 50 Lepta - Prince George, East Africa & Uganda 1914 25 Cents - Lion & Mt. Kilimanjaro, Haiti 1881 AN78 10 Centimes – reverse with coat of arms and Persia AH 1342 (1924) 3 Shahi* for the cover.

If you can't sell it, why not give it away?

Twice, I've felt that this publication is so specialized, why not give it away. In 2008, I posted the pdf pages, all 600 of them, on my website for the numismatic community to see my book. I left links up about a year and over 66,000 page hits have been recorded. Once, I published the Hard Cover Edition, I took down the direct link. However, search engines still have the access for some countries; Austria and Germany in particular.

More recently, I gave the contents to *Google Books* with permission to display most of the book [printer restricted].

For my friends and family, I have just made a back door to the pages on my website - www.dewardt.net/content-table.html



King Kalakaua I of Hawaii



1883 - UNI KENETA - ONE DIME