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The Quaker City Philatelist.

VOL. VIII.

SEPTEMBER, 1893.

No. 9.

A SINECURE VACANT.

BY LEWIS G. QUACKENBUSH.

THERE is a good fat job awaiting some enterprising and brainy philatelist just at present, and were it not for the fact that the hours of daylight are already far too short for the ocean of work which accumulates daily in my office, I should seize the opening myself. Stamp dealers have long needed the assistance of a professional advertisement writer, a practical philatelist of some literary ability and one thoroughly conversant with the entire field of philatelic journalism. The stamp dealer is more dependent upon the judicious use of printers' ink than any other merchant under the sun. His standing in the world of dealers is largely determined by his advertisements; by advertising only can his trade be built up to respectable proportions and, when it is established, kept upon a paying basis. In view of these facts it is surprising to notice the careless manner in which many dealers send their announcements before the public.

This is an advertising age; an age of the sharpest competition, and he who hopes to win a leading place in the commercial world must ever be alert and active. Advertisements are read and in the case of our stamp journals they are often perused more carefully than the literary matter. Yet it is an undoubted fact that the advertising pages could be made very much more attractive than they are. As long as the bulk of advertisements are mediocre, a striking and novel ad. shines out the more prominently; but, oh, how few original conceptions burst forth from the stamp dealer's mind! The true advertiser never wastes words, but what a pitiful spectacle to note a dealer attempt-

ing to crowd his entire price-list into a two-inch space!

The writing of advertisements is an art. Time was when the large mercantile houses entrusted the writing of their ads to the tender mercies of the manager, the bookkeeper, or any unlettered attaché of the firm who happened to be at leisure. But to-day the writing of advertisements is a recognized profession and the advertising pages of our newspapers and magazines are filled with the work of experts who thoroughly

understand how to catch the eye and hold the attention of the reader.

The only reason that philately should not have such experts, men who could thoroughly understand the writing of stamp ads, and who could infuse into the advertising pages of our journals more color and vim than they now possess, is, that only the princes of stamp dealing could afford their services; and that the small fry who fill so much space under the present dispensation, and who are really of much benefit to the pursuit in many ways, would find that their unequal struggle for trade, in which the large dealer has always had the advantage, would become altogether hopeless. On the other hand, the improvement of advertising methods by one firm must inevitably spur on all other competitors to improvement and therefore the advertising pages, which are the life and support of many a journal, would be much more varied and interesting.

The philatelic advertisement writer may be a phantom which none of us will live to see, but he is at least an interesting possibility, and considerable discussion will do him no harm. Even if this article does not induce any one possessed of the requisite qualities to launch out as an expert in philatelic advertising; it will perhaps stir up some dealers to more active and effective advertising. We already have with us advertising agents, who profess to take charge of a dealer's advertising with good results at . small advance in cost. Why should not these same agents also write ads? They are the men who could be most successful as they are already well acquainted with dealers

and have had experience in selecting the best mediums?

It may not be out of place to give here for the benefit of those dealers whose purses are not sufficiently well filled to admit of their subsidizing an expert, a few points on advertising in general. In beginning we may as well admit the truth, that publishers are continually trying to impress upon the public, that spasmodic advertising is seldom satisfactory: the regular advertiser, whose ad appears in a journal month after month, is the one who gathers in the choicest plums in the way of custom. But not he who runs the same ad for months. No, indeed! The old-time method of letting an ad run an indefinite length of time, often for a year or more, is, thank God, falling into disuse. If I were doing any amount of advertising I should always change my ads monthly, even at an increased cost. It may be depended upon that an ad once read through will never be read again, unless it has some special interest to the reader; and that when we see the same ad running month after month, we have no desire to peruse the old story.

Our stamp journals ought to allow regular advertisers to change their announcements every month. The cost of type-setting would of course be greater, but a publisher would be more than repaid by the greater attractiveness of his advertising department, and the increased advertising patronage which such an innovation would certainly attract. This, then, is the first principle of successful advertising. Always make your announcements as novel and original as possible. Never allow one ad to become overworked and too familiar to collectors. In one sense an ad cannot be too familiar, but in another it can. You cannot keep your name and address too much before the public, but you can bang on too long to some one particular ad which strikes you as being very good, but which the public, after one or two readings, consider an eyesore and a blot upon the fair pages of the journal in which it is printed.

Wood-cuts are often used in newspaper advertising, but few stamp dealers seem to appreciate their value. Here again they make a mistake. Some of the best advertisers in the country have made a practice of always placing illustrations at the top of their ads, with great success. It costs more, but it pays. Dealers should not consider ex-

pense a drawback, for a good advertisement pays large dividends.

In order to advertise judiciously and to word your announcements rightly, a regular reading of some advertising journal is well-nigh indispensable. Among these, Rowell & Co.'s bright little magazine, *Printers' Ink*, is one of the best, and stamp dealers will find therein many valuable hints in advertising.

It may be that they will soon be able to order their ads written by a professional philatelic expert. Meanwhile let every dealer do his part to liven and improve the advertising pages of our journals. Increased prosperity will be their reward.

ARE PHILATELIC SOCIETIES USEFUL?

BY CANADENSIS.

NE of the live topics for the coming stamp season will be the question of stamp associations, or philatelic societies. Of late years the outlook has not been a very bright one, and the fact that a great many societies are practically useless may be resultant from the accusation of a numismatic friend, that we "are all cranks anyway!" It is much easier to start a stamp society than to keep it up. Too many are ready to join a new effort, but, when once in, they are indifferent in their support and do not even give the slightest attention to the affairs of the society. As President Tiffany truly says, it is all right for those members who try to raise a disturbance against the officers, but, help them, that is another question. Are the officers to blame for any languidness? It is for the members to elect those whom they deem fit, and if the officers fail of their duty, it is the members' fault for placing them in the position.

The great fault of most of our philatelists is exclusiveness. They will not trust their

stamps—that is, their best duplicates—to the Exchange department, for fear of loss or inability to obtain a satisfactory equivalent. The libraries of our existing societies are practically useless. How many avail themselves of them? If strong local organizations possess rooms of their own, then a library is a valuable acquisition. The majority of advanced collectors are too conservative; and the majority of young collectors are too vacillating. That is the secret in a nutshell of our inability to form into great strong bodies. This momentous question can only be satisfactorily solved by a Pan-American Philatelic Congress of all the existing societies. This Congress would have cost much less than the World's Fair exhibit, and would have benefited dealers and collectors ten times more.

Every available opinion has been consulted, every fertile resource has been exhausted and every means possible exerted to establish our societies on a proper footing. But we must confess that these have failed, and the fact remains to-day that the philatelic

societies are of little or no use to the great bulk of collectors.

That every society does some good goes without saying, but the amount done is infinitesimally small compared to the great possibilities open. The fault is with the collectors. Probably there are too many societies, forming a labyrinth of confused ideas and indefinite purpose. Probably they are not well managed. Probably they do not give something for nothing. The vortex of "public opinion" is always open. The taunts and sneers of amateur stamp papers cause untold harm, and fickleness does the rest.

Is it possible to reach the acme of perfection in one of our societies? Can we not by some means establish one head or central league, and do away with the entanglements of so many so-called national societies? Must every wide-awake philatelist be an officer and run his own society? While stamp collecting is marching onward, and we are on the eve of a great season of renewed activity, what can we honestly say of every one of the existing societies? These are the questions that will have to be answered in the near future.

OUR PHILATELIC WRITERS.

BY H. B. PACKSCHER.

↑HE art of writing is an invaluable one—one that, since its dawn, has brought a

higher standard of happiness and civilization than any other.

The March of Mind, in its untiresome journey, is accountable to her alone. How many are there who, met by the adversity of fate, in a receding day, seek oblivion in and console themselves with reading? It is easily understood why they do not choose disgusting, but pure and valuable literature. Therefore should we not, brother writers, who correspond for philatelic journals, endeavor to put before a growing science invaluable articles and those devoid of the most inexcusable grammatical errors—let alone the rhetoric!

How many times do we skip over those deplorable philatelic articles, wrung from the brain in haste and without the proper time and consideration? How many times are we almost disgusted with the journals, both minor and superior, which we receive as sample copies, "please subscribe," but then how soon are we restored to happiness when we read further and discover one, then two excellent articles? Do we not feel satisfied and in nine cases out of ten subscribe?

The editors of the various philatelic papers should under no consideration publish the manuscript they receive, without first giving it the necessary scrutiny, which always tends to elevate the standard and do away with trash, and hatred too often resulting

from the challenging articles appearing in almost every issue.

Scientific articles are rare, and when called for by the editor, inspire the youth with the thought of becoming a noted correspondent. The outcome is too plainly seen, the next month's issue brings to our eyes the vain attempt at what is "scientific." It is not with the heart of a pessimist that I put forth these facts, but with the hope of elevating philately.

A mistake of almost all excellent writers is that they do not append their correct names. Can it be that they do not place the proper confidence in themselves? I for

one attribute it to modesty.

Women writers for our science are "raræ aves." Their fine character as represented by a young lady whose article I had the pleasure to read some time ago clearly showed the intellect of that person.

Out of many women collectors is it possible that we find only one correspondent? I would urge that they should, in the near future, present their thoughts in print

and give male writers something to think of as well as to talk of.

Writers should at all times select a suitable subject; give it the necessary thought, and substantiate their facts, so that when the article is picked up some ten even twenty years afterwards, it would be perused with the same eagerness and interest as it was

read by the collectors of to-day.

With the poets who have lately been met by objections from various writers, I sympathize, and urge that they will, in the future, present us with as dainty lines as they have in the past. There is no doubt left in the minds of readers, that poetry gives philately a proper harmony and tone.

NEW ISSUES.

BY R. R. BOGERT.

Angola. - Has 21r. as noted for Cape Verde last month.

Belgium.—The Sunday stamps have been issued. The 2c., 2oc. and 25c. went into use August 1, and it is ordered that the 1c. and 5c. be issued September 1; 5oc. and 1fr. on October 1, and the 35c. and 2fr. on November 1.

Bermuda.—The 1sh. is now bistre and the 2d. is to be brown violet.

Bolivia.—In July we noted a surcharge which we neglected to state was horizontal. We now have the same with vertical surcharge. We also have the 10c. orange of the lithographed set. The 5c. has 11 stars, balance of the set have 9 stars.

Brazil.—The bands 20, 40 and 60 now come with a stamp corresponding to the

new envelope stamp.

Canada.—A new stamp, 8c., is in preparation.

Ecuador.—We have received the 5 sucres surcharged diag. "5 centavos," in black. The stamps cut from bands are now employed to prepay letters.

German East Africa.—The Illustrirte Briefmarken-Zeitung says that German stamps are to be surcharged with new values 2 pesa on 3p., 3 on 5, 5 on 10, 10 on 20, 25 on 50.

Mauritius. - We have the Ic. violet same design as 2c.

Mersina.—The stamps of France have been surcharged for use here as in other French offices in the Levant "MERSINA."

Montenegro.—La Revue Philatelique mentions 3 envelopes, 5n. red on thin cream wove, 7n. violet and 10 blue, white laid.

Negria Sembilan.—The 1c. tiger type is said to have been issued.

Nowanuggar.—The new set, 1, 2, 3 docras, advertised some time since, is said to be now ready for delivery.

Porto Rico .- The 5c. is now bistre.

S. Australia.—L'Echo de la Timbrologie reports that the 5 on 6 has been surcharged O. S. in black.

Salvador.—The new stamps are as follows: 2p. green, representing the founding of the City of Isabell., 5p. violet, with monument of Columbus at Genoa; 10p. orange, with Columbus and party leaving Palos.

St. Thomas and Prince.—2½r. same as Angola.

Timor.—Timbre Poste announces 300 reis orange of Macao surcharged in black, "Timor" and "30" over the 300. Also $2\frac{1}{2}$ r. as Angola.

Turk's Island.—The *Monthly Fournal* says that owing to a scarcity of ½d. stamps, 400 4d. were surcharged ½d., and a bar over original value.

The Quaker City Philatelist.

Published by The Quaker City Philatelic Publishing Co., Limited,
Box 38, Philadelphia, Pa.

Entered at Philadelphia Post-office as Second-class Matter.

Editor and Manager, MILLARD F. WALTON, P. O. Box 38.

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Copy of advertisements for the October number must be in by October 16th.

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Subscriptions must begin with current number.

A Cross opposite this Notice signifies that your Subscription has expired.

BIG OR MEDIUM POSTAL-CARDS.—We notice that Postmaster-General Bissell proposes to issue hereafter only one size of postal-cards—to be 3½x5½ inches.

So far as this affects the reduction in size of the large card, we are confident that the change will be very unpopular and objectionable to the majority of business men and general users of postal-cards.

The large card has been one of the best and most useful things introduced by Mr. Wanamaker. They are so handy to print or typewrite short circulars or duplicates on, being far preferable in many cases to the old folding circular and penny stamp envelope method.

Second, matter placed on the large card either by pen, typewriter or print does not appear so mean, cramped and insignificant as it does on a smaller card. There is room to sign your name.

We believe that it would be found true that the large card has doubled the use and demand for postals in many businesses, and of course it has increased the revenue from their sale in same ratio. On the other hand, is there any one who would be benefited by a reduction in size?

The people need at least two sizes of cards very much more than they do so many varieties of postage stamps as are now made.

A good service would be done by calling for the expression of business men on this subject.

BUGS IN THE MAILS.—Postmaster Dayton has been informed that a proposition submitted by the Postmaster-General to the International Postal Bureau to admit specimens of natural history to the international mails at the postage rate and conditions applying to samples of merchandise has been rejected by a vote of the countries composing the Universal Postal Union, and consequently all such specimens, except those addressed to Canada or Mexico, must be fully prepaid at letter rates, and dried animals and insects cannot be sent under any conditions, being absolutely excluded by the provisions of the Universal Postal Union Convention regardless of the amount of postage prepaid thereon.

Natural history specimens, other than dried animals and insects, may be sent to Canada as merchandise at one cent per ounce. They may also be sent by parcels post to Mexico, and to all other countries with which the United States has parcels post contracts.

PHILATELIC EXHIBITIONS -WHAT THEY WILL DO FOR PHILATELY.

BY H. H. ZOBEL, C. P. P. C.

IN keeping with the rapidly advancing sphere of our knowledge, philatelic and otherwise, there has been created by the intellectual individuals of our mighty nation, the necessity of international and domestic philatelic exhibitions by national, State and local organizations.

These philatelic exhibitions of late years have already paved the way for similar ones upon a larger scale, which have so commanded the interest and admiration of those interested in beautiful colors and works of art, as to become seemingly indispensable to

those people who constantly seek for new and lasting fields of study.

It must also be admitted, without reserve, that the exhibitions of the London and French societies have been productive of lasting benefits to those prominently engaged in the work, and as a matter of course, it will finally secure permanent lodgings in the common field of philately to the welfare of all classes and nations.

Philatelic exhibitions, which have preceded that of the present one by the American Philatelic Association, have been composed of those classes of stamps commanding the highest of prices, and by many collectors the plea may be raised that such stamps of rarity will also attract those possessing no cultured minds or craving for study.

We may be allowed to meet these queries by one statement, which, by the plainness and the simplicity of its own conclusive argument, will forever place at rest this probably perplexing question. It is: These stamps have not, while upon exhibition, had prices attached to them, and are, therefore, supposed to possess the same intrinsic value to the general public as the present emissions of the governments owing allegiance to the Universal Postal Union.

Exhibitions of this kind have placed before the curiosity-loving and astonished public the enormous stocks carried by firms controlled by shareholders as prominent as their company's title, and the revelation of true business methods, coupled with a glimpse of the wealth amassed by many engaged in such an odd vocation, has produced upon them the fact that philately numbers amongst her adherents the business and professional men of the age.

Proudly triumphant, representative philatelic magazines have placed themselves in a conspicuous position, and by the beauty of their appearance, typography and the mysteries of the articles, have compelled the sightseers to realize that not only does philately support her dealers, but presents with pride magazines of unquestionable merit and influence.

Side by side with the philatelic magazine and enjoying even greater admiration from their stamp-collecting acquaintances and outsiders, are the standard catalogues, publications and papers which have so elevated the advanced collector interested in the devel-

opment of our grand study:

We philatelists must candidly acknowledge that a philatelic exhibition to be a success need not be composed only of those stamps which are known to the fraternity as rarities; for it is supposed when such an exhibit is presented for the inspection of the public, that those viewing it know little, if any, of the stamps and their market values; and we must also bear in consideration, that even among ourselves, we have distinctly aimed to produce in an exhibition the beauties of miniature engraving and striking colors, and not the prices of the stamps or the rarity of them.

The uniqueness of the design, combined with the general effect produced by colors seldom seen, or the vignette of the ruler, has offered a good illustration in our principal exhibitions by the number of people centred around them who have been attracted solely by the beauties of modern art and by the mysteries of a science so little

known beyond those who worship "Philatelia."

We are thus enabled to witness and destroy a mistaken impression which is supposed to be a serious obstacle in preventing many collectors desirous of exhibiting parts of their collections. They have always supposed that in a philatelic exhibit, rare and costly stamps were not on y desirable, but a necessity, and as many collections are composed principally of quantity and not quality, they have declined to exhibit on the grounds that they possess very few stamps of any high market value.

This is one of the principal reasons why the present Chicago Exhibition is not as large as many philatelists intended it should be, and it was caused by the mistaken im-

pression that rare stamps only would be acceptable.

The rare stamps of the Scinde Dawk District would be looked upon with contempt were they to be placed beside that magnificent issue of Liberia, or alongside those of the "Seebeckized" Central American Republics. The reasons for this are very plain, as those people not familiar with philatelic values would certainly prefer "the beauti-

ful" to the plain embossed stamps of native India.

In proceeding with the necessities of an ideal philatelic exhibition, we must remember that a philatelic magazine of good typographical appearance will attract even a greater amount of attention than a costly stamp; for being unknown to the general public, it will be considered as something new and unheard of, and will consequently receive the same curious glances as are accorded those famous standard philatelic publications which have become so useful to our scientific students.

Let every philatelic exposition be encouraged, especially those by local and State societies. They reach such people residing in or near the city containing the exposition, and will consequently produce a lasting and beneficial impression upon them

which will afterwards be reproduced in philately itself.

A. B. QUIGLEY AGAIN.

A T the risk of breaking his neck or being shot, A. B. Quigley, alias Louis Bishop, escaped from the clutches of Deputy United States Marshal Brown, at Sixteenth and Arapahoe streets last evening, and has not yet been recaptured.

A little before seven o'clock last evening the Deputy United States Marshal received a telegram from Philadelphia stating that A. B. Quigley, alias Louis Bishop, residing at 911 Sixteenth street, Denver, was wanted for felonious use of the mails. Proceeding to the above address, Deputy Brown found the man he was after in Room 42 and placed him under arrest. He was registered there under the name of Bishop.

Bishop received the officer with a smile and made no objection to accompanying him. When they reached the street Bishop asked Brown to allow him to visit a friend, Dr.

S. F. Shannon, whose office is at 1615 Arapahoe street.

Dr. Shannon's office is on the second floor, and when it was reached Brown and his

prisoner found that the doctor was out.

A slate was lying on the table in the outer office, and, seeing this, Bishop turned to the officer and said: "I guess I'll write a message on this for the doctor; he'll find it when he comes in."

Brown didn't object and Bishop wrote on the slate: "Doctor, I've been arrested;

will you kindly call at the jail and see me?"

As he laid the pencil down Bishop took a survey of his surroundings. About four feet from him a window opened on the rear of 1113 Sixteenth street. Bishop probably thought an alley was below, as the rear wall of the building could only be seen from Dr. Shannon's office. But he was willing to take big chances rather than go to jail, so before the Deputy United States Marshal could dream of what was going to take place, his prisoner had vaulted through the window and landed on a glass roof twelve feet below.

The whole thing was done so quickly that Brown's breath was taken away, and Bishop was on his feet clattering along the glass roof before he could do anything. Then he ran to an open window, but instead of following Bishop he pulled his revolver and shot twice. Neither bullet took effect and Bishop made good his escape by jumping through another window that led through Dr. Hassenplug's office in the Alkire

block to the first landing. From there he made his way downstairs and into the street. By the time Brown got around Arapahoe street to Sixteenth the wily Mr. Bishop had

either boarded a passing street car or was lost in the crowd.

Dr. J. L. Clark's office overlooks the roof by which Bishop escaped. He heard the shots and looking out saw a man run by, but as he was attending a patient paid no attention for a moment or two. Then he went out on the stairway, but the man had gone. Dr. Clark is the only one who appears to have seen Bishop after he escaped from Deputy Brown. Dr. Clark says he heard three pistol reports, but the Deputy Marshal says he only shot twice. Bishop may have fired the third shot.

After satisfying himself that his prisoner had vanished, Deputy Brown called on Pinkerton Superintendent McParland and asked for assistance in capturing Bishop. Lieutenant Bradley was detailed to watch Bishop's room, and he remained on duty there all night. Deputy Brown spent the night in hunting for Bishop at the houses of his different acquaintances in the city. It is probable that he took a street car to Fortieth

street or South Denver directly after his escape and boarded an outgoing train.

The exact nature of Bishop's offense could not be learned last night. He is editor of the *Philatelist*, a magazine devoted to the interests of stamp collectors, and he makes a business of collecting and selling rare stamps. Bishop has been in Denver

since last February, and roomed at 911 Sixteenth street since March 8.

The landlord of that place, J. Rose, says Bishop appeared to be a gentlemanly young fellow, but never seemed to be well supplied with money. He has sold stamps to Dr. Shannon and a number of other stamp collectors here: The probable charge against him is cleaning and selling old stamps that have been used. This swindle is an old one and has often been worked successfully. The postmark is obliterated from an old stamp, then fresh mucilage is put on and the stamp again used. Detection of the trick is not easy.

Bishop is described as twenty-three years old, five feet ten and one-half inches tall, of slim build, thin face, of medium complexion, light brown hair, blue eyes and very slight brown mustache. He was dressed in light gray trousers, gray coat and vest, inclining to blue, and straw hat with a deep black band.—Denver Republican, September 10, 1893.

Foreign Paper Money.—The Bank of England note is five inches by eight in dimensions, and is printed in black ink on Irish linen, waterlined paper, plaid white, with ragged edges.

The notes of the Banque de France are made of white, water-lined paper, printed in blue and black, with numerous mythological and allegorical pictures, and running in

denominations from the twenty-franc note to the one thousand franc.

South American currency, in most countries, is about the size and general appearance of American bills, except that cinnamon brown and slate blue are the prevailing colors, and that Spanish and Portuguese are the languages engraved on the face.

The German currency is rather artistic. The bills are printed in green and black. They run in denominations from five to one thousand marks. Their latter bills are

printed on silk fibre paper.

The Chinese paper currency is in red, white and yellow paper, with gilt lettering and gorgeous little hand-drawn devices. The bills, to the ordinary financier, might pass for washing bills, but they are worth good money in the Flowery Kingdom.

Italian notes are of all sizes, shapes and colors. The smaller bills—five and ten lire notes—are printed on white paper in pink, blue and carmine inks, and ornamented

with a finely engraved vignette of King Humbert.

The one hundred rouble note of Russia is barred from top to bottom with all the colors of the rainbow, blended as when shown through a prism. In the centre, in bold relief, stands a large, finely executed vignette of the Empress Catherine I. This is in black. The other engraving is not at all intricate or elaborate, but is well done in dark and light brown and black inks.

The Australian bill is printed on light-colored, thick paper, which shows none of the

silk fibre marks or geometric lines used in American currency as a protection against counterfeiting.

The statement of the business of the New York city Post-office for the year ending June 30, this year, shows the following figures: 453,451,580 pieces of mail matter were delivered through lock boxes and by carriers, in the distribution department a total of 849,963,032 pieces of mail matter were handled, the total number of pieces of mail matter of all kinds handled during the year was 1,307,254,460—a daily average of 3,973,418, and a total increase over the previous year of 116,285,809; the aggregate business of the money-order department amounted to \$113,762,698.77, showing an increase in volume over the previous year of \$4,269,546.97; the total receipts of the office were \$7,369,260.52, total expenditures \$2,668,312.68; net revenue, \$4,700,-947.84; an increase in total receipts over previous year \$486,445.67.

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