

# The Philatelic Messenger

VOL. I

July 1st, 1897.

No. 4.

The Philatelic Messenger is published quarterly, and contains reading matter and advertisements of interest to stamp collectors. It will be sent regularly for one year to any address in Canada or United States upon receipt of 12 cents, in current unused stamps. A stamp catalogued at 5 cents or more is given away with every number.

## Notice.

With this number closes the first volume of the Philatelic Messenger. With the next issue, to appear October 1st, it will be changed to a monthly. The subscription price will be 25 cents a year; and no stamps will be given with the paper. Advertisers should engage space in the October number as soon as possible. Terms will be found on page 32.

## Our Jubilee Stamps.

(By the Editor.)

No one can find fault with the Postmaster General for issuing a set of stamps to express the loyal devotion which we cherish to our beloved Sovereign and to celebrate the unexampled length and prosperity of her reign. Canada has been using the same stamps now for twenty-seven years, while other countries have been issuing new sets almost yearly. It is time for us to have some new stamps, and no time could be more opportune than the present joyful occasion.

The stamps themselves are beautiful to look at, and will add very much to the attractiveness of the many albums in which they will be placed. The colors are well chosen, but not sufficiently varied, considering the vast field of color-shades to be drawn upon.

But while the idea of the Postmaster General, if it originated with him, is a good one, and the stamps themselves are satisfactory, the manner in which they have been sold to the public is open to the severest criticism.

In the first place, there was no excuse for the issue of the \$2, \$3, \$4 and

\$5 values. The postal service does not require them, and their issue was a transparent and petty artifice to draw money from the pockets of wealthy stamp collectors.

But this pleasant little artifice of the P. G. has defeated itself. He could never have consulted with philatelists or he would not have supposed that there were only 25,000 stamp collectors in the world. By a little enquiry he might have elicited the fact that where one set would sell at \$16.22, a hundred would sell at \$2.15, the face value of a complete set of the Newfoundland jubilee issue. The P. G. of Newfoundland knew what he was about, as the sales will prove.

Let us see what the P. G. of Canada expects to realize from his little game.

150,000 ½c.	\$750 00
8,000,000 1c.	80,000 00
2,500,000 2c.	50,000 00
20,000,000 3c.	600,000 00
750,000 5c.	37,500 00
200,000 8c.	16,000 00
150,000 10c.	15,000 00
100,000 15c.	15,000 00
100,000 20c.	20,000 00
100,000 50c.	50,000 00
25,000 \$1.00	25,000 00
25,000 2.00	50,000 00
25,000 3.00	75,000 00
25,000 4.00	100,000 00
25,000 5.00	125,000 00

\$1,250,250 00

Now if the P. G. had consulted the veriest tyro in philately, he would have assured him that 500,000 sets at say \$5.00 would sell more easily than 25,000 at \$16.00.

Suppose the P. G. had issued 16 stamps of the following values: 1, 2, 3, 4, 5, 6, 8, 10, 12, 15, 20, 30, 40, 50, 75c. and \$1.00. The set would cost \$3.83.