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The Popularity of View Cards.

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The collection of view cards is being so popular in this country that stamp collectors are taking it up gradually, and it is safe to say that within a very short time there will remain but few collectors who have not included the collection of these interesting cards to their "hobby." It is a fact that is not only interesting, but also instructing. Europe has thousands of varieties of these cards giving finely executed views of almost every building of note, ruins, statues, scenery etc., that exist in that picturesque country. We are not all privileged to travel and enjoy the pleasure of viewing the scenes of the world, but a very good substitute is these cards. A point that is greatly in favor of these cards is their comparative inexpensiveness; they can be bought singly or in sets at an average price of 1 ct. each. To buy photographs of the same view (which would be no more interesting or accurate) would cost a small fortune. Another reason

why these cards are interesting to stamp collectors, is that in collecting them they also at the same time collect the stamps from the country from which the cards were sent, and by retaining the card they have also the stamps on the original cover, which is in itself something. This is particularly gratifying in the event of a country issuing new stamps. The writer some time ago received three very beautiful specimens from the Netherlands, having attached for postage the four smallest values of the new issue. Thus he was able to secure specimens of these stamps before the dealers in this country had them on sale. This was also the case with the new issue from New Zealand.

Another example of the coming popularity of these cards was fully demonstrated at the Grand Army encampment held in Philadelphia recently and the National Export Exhibition. For both of these events special view cards were prepared and the sale of them was large.

Europe is far in advance of any other country in the production of these cards. Only quite recently an