

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/  
Couverture de couleur
- Covers damaged/  
Couverture endommagée
- Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée
- Cover title missing/  
Le titre de couverture manque
- Coloured maps/  
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur
- Bound with other material/  
Relié avec d'autres documents
- Tight binding may cause shadows or distortion  
along interior margin/  
La reliure serrée peut causer de l'ombre ou de la  
distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear  
within the text. Whenever possible, these have  
been omitted from filming/  
Il se peut que certaines pages blanches ajoutées  
lors d'une restauration apparaissent dans le texte,  
mais, lorsque cela était possible, ces pages n'ont  
pas été filmées.
- Additional comments:/  
Commentaires supplémentaires:

- Coloured pages/  
Pages de couleur
- Pages damaged/  
Pages endommagées
- Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées
- Pages detached/  
Pages détachées
- Showthrough/  
Transparence
- Quality of print varies/  
Qualité inégale de l'impression
- Continuous pagination/  
Pagination continue
- Includes index(es)/  
Comprend un (des) index
- Title on header taken from:/  
Le titre de l'en-tête provient:
- Title page of issue/  
Page de titre de la livraison
- Caption of issue/  
Titre de départ de la livraison
- Masthead/  
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/  
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
						✓					

SPECIAL CAMPAIGN EDITION.

The only Philatelic Paper in the Maritime Provinces.

JUNE, 1897.

Vol. I

No. 6.

THE  
**Halifax**

**Philatelic**

**Magazine.**

PUBLISHED ONCE EVERY MONTH



HALIFAX PHILATELIC PUBLISHING CO.,

Halifax, Nova Scotia.

15c.

SUBSCRIPTION, 15 CENTS PER YEAR.

15c.

~THE~

# Halifax Philatelic Magazine.

PUBLISHED ONCE EVERY MONTH.

Vol. I.

Halifax, N. S., June, 1897.

No. 6.

## An Open Letter.

To the Members of the Dominion  
Philatelic Association:—

LADIES AND GENTLEMEN,—

On the occasion of this, the annual election for officers of our Association, it has been considered well that we should issue this Manifesto, in which we shall endeavour to point out, in a brief manner, some of the principles upon which our candidature is based, together with particulars of some of the acts of our opponents which cry aloud against them.

This election we are led to believe, forms a crisis in our Association's history, and the fact that our opponents are resorting to every means, fair and foul, to ensure our defeat, is sufficient proof that they are fully aware that the whirlwind they have sowed so constantly in the past is, at last, getting into shape to sweep them into oblivion. The grotesque farce of the Convention of 1896, and the Official Organ Deal, are things that weigh as millstones round their necks. Never, in the History of our Association, have matters been run in so notor-

ious a manner as in the past year, and the bickerings and disputes, the grabs, the deals and the corruption exhibited on the part of a certain officer and his paymasters, have put back the progress of the D. P. A. to an extent that is almost irreparable. All differences of honest opinion and all errors of judgment, we are willing and glad to make the widest provision for, but when the acts of other officers are set at naught, and where no quarter has been shown those who opposed the predominant party, it points to the existence of a coadhesive clique, and of an organized machine to run the Association for its own benefit and glorification.

Several of the candidates issuing this Manifesto have held office during the past year, in coalition with officers forming part of the machine.

## THE CONVENTION OF 1896.

In the initial stage of the campaign which culminated in September, 1896, foreseeing defeat if fair and above-board measures were taken our opponents *denied the members the right to vote*, and instituted the villaneous form of balloting that had been found un-

satisfactory and unjust by every prominent Philatelic Society on earth. When the Convention was called, a mere half dozen members were in attendance, and *no election was held*, but a list of officers was prepared and declared elected without soliciting an opinion or counting a proxy. If that was a right and proper way to run a Convention, and if that was their conception of right and fair dealing, what could be expected of them ?

#### THE OFFICIAL ORGAN DEAL.

When the *Canadian Philatelic Magazine* resigned the official organship in the fall of 1896, the *Ontario Philatelist* secured the office, having offered to take it at so low figure that no paper would accept it. The figure was 10c. per year for each member. No other Society in America gets its official organship so cheaply. Some months after, a meeting was called for the purpose of dealing with the Amalgamation question, and when a few members of Toronto had accumulated in the office of one of the bosses, the amalgamation matter was disposed of, and as a side-show, the official organship was withdrawn from the *Ontario Philatelist*, and an election for a paper to supply its place was called for a few days after. *The short time given was that so no one who was not in the deal would have a chance to vote.* And they succeeded well, for the *Philatelic Canadian* was declared elected, NINE members

having voted for it. One Canadian paper refused to be a candidate, and another paper, *The Philatelic Advocate*, was just overlooked (?) by our friends. The organship was taken from the *Ontario Philatelist* BECAUSE IT HAD WORKED AGAINST THE CLIQUE.

Fellow members, we ask for your support in expressing our condemnation of this rule of fraud and corruption. We believe in "charity to all and in malice toward none," but we have blood, not water in our veins, and the actions of the ruling clique sickens and disgusts us. We believe in the Dominion Philatelic Association, that it is destined to rank with the greatest, and as Canadians take an especial pride in doing all we can to build up and strengthen it. We believe that one member has an equal right with every other member to his opinions and his principles, and to the exercise of all the privileges and advantages of membership. The time will never come, elected or defeated, when we shall cease to work for our Association. For years it has been the one philatelic organization in Canada, and now when the time for greatness seems ripe, we glory in the fact that it is a *Canadian Society*, founded and built up in our native land. *Canada forever, and may the Banner of the Dominion Philatelic Association ever flaunt its colors in the air*, as a token of Canadian unity in the furtherance of our pursuit.

## OUR TICKET.

President—A. M. MUIRHEAD.  
 Vice-President—W. A. LYDIATT.  
 Vice-President U. S.—B. J. BISHOP.  
 Secretary—L. S. GRAHAM.  
 Ex. Supt.—JAS. H. PECKHAM.  
 Auction Mgr.—R. G. WIDDICOMBE.  
 Counterfeit Detr.—C. BAILEY.  
 Librarian—F. I. WEAVER.  
 Trustees—W. A. BEATTY, Chairman; W.  
 A. STARNAMAN, C. S. APPLGARTH.  
 Official Organ—HALIFAX PHILATELIC  
 MAGAZINE.

Convention, 1898, Halifax, N. S.

## Our Sideshow.

LADIES AND GENTLEMEN,—We have just an hour before the Big Show commences, and I would ask your kind attention while I enumerate the wonders and curiosities which are contained in the Sideshow. We have in here, every wonder, every curiosity just as represented on the banners. We have his grandness, the President of the D. P. A., the wonderful and awe-inspiring McMahon, and last, but by no means least, the Official Organ of the D. P. A. All these were captured in a wild state in the City of Toronto, and are now on exhibition for the first time. It costs ten cents, a dime only, to see every wonder, every curiosity. You see them all, you see them well, you see them on the inside. The President of the D. P. A. (who alone is well worth the price of admittance) is carefully mounted on strings. Come right in and see McMahon pull the string. At every pull of the string the President will call Mr. McMahon "one of

Canada's most popular collectors." Flock right in and see our great moral and instructive entertainment, now on exhibition. If you will listen, you will hear the sound of sweet music. The air is: "The Tune that caused the Cow to Kick the Bucket," and it is played by the Official Organ. This Official Organ was also captured in Toronto's wilds, and is in there, discoursing the sweetest music ever known to man. On account of its delicate health, this may be the last chance to see this great freak of nature. Every D. P. A. member present should go right in, and view the wonders we have on exhibition. This performance never stops, it is going on all the time, there is no waiting, there is no delay, it is one continual performance. The President is now engaged in the act of patting himself on the back, in five minutes time he will be calling Mr. McMahon "the most eminent, gifted and respected philatelist on the continent." Pass right in, ladies and gentlemen, the string is about to be pulled.

THE MAGAZINE committed a sin of omission sometime ago. We want to state right here that the rear portion of a mule can be used in a very good cause, and that our particular mule, the *Columbian Philatelist*, exerts its kicking propensities in the public welfare we are very glad to admit. Go right in and kick a hole in the vault of heaven, Mr. Dodge, you're doing well, and *do* give Seebeck another soaker, for we did not see you last time you did it.

— THE —

**Halifax Philatelic Magazine.**

PUBLISHED ONCE EVERY MONTH.

**SUBSCRIPTIONS.**—15 cents per annum to Canada, United States, and Newfoundland. All other countries, 25 cents. Unused stamps, low denominations, of all countries, accepted.

**ADVERTISING.**—25 cents per inch per Insertion. No discounts whatever. Payable strictly in advance. One page equals 12 inches; one column, 6 inches.

**EXCHANGE.**—We will exchange two copies with all. Address one copy to HALIFAX PHILATELIC PUB. CO., Halifax; and the other to J. R. FINDLAY, Halifax.

**BACK NUMBERS** will be 5 cents each. Very few are kept.

**SPECIAL NOTICES.**—Subscriptions begin with current number. Correspondents wanted everywhere.

Address all communications:—

HALIFAX PHILATELIC PUB. CO..

80 HOLLIS STREET, - - - HALIFAX, N. S

ALEX. M. MUIRHEAD, - - - Editor.  
J. R. FINDLAY, - Business Manager.

**EDITORIAL.****EXCHANGES PLEASE NOTE.**

*We wish to exchange with every stamp paper published, and we would call attention to the mailing directions which appear above. One copy is to be addressed to the Halifax Philatelic Publishing Co., Halifax, N. S., and the other to Mr. J. R. Findlay, Halifax, N. S. Where the above directions are observed, we shall send two copies in exchange each month.*

OUR readers, doubtless, have noticed so-called "Canadian Notes"

in the *Philatelic Era*, *Mekkel's Weekly*, and the *Eastern Philatelist*, wherein ye editor is represented as "a bad, ba-ad man." We are sorry that a little unadulterated truth should have driven our friend Isaac to such extremes. We know that no one will be taken in by the post mortem ravings of a discredited notoriety seeker, and so we are able to pass the aforesaid vapourings of our Toronto friend into the W. P. B. with a cheerful smile. Still if some one would swat Isaac athwart the thorax with a deceased umbrella, we should not mourn neither should we repine.

WE note a disposition on the part of Mr. Weldon to monopolize all authority, and to make all functions of the D. P. A. subservient to his own personal ideas and interests. At the Convention of 1896, Mr. Weldon appointed himself President. Later on, he appointed a paper, of which he was editor, as official organ. A month ago, he appointed himself Auction Manager. The other day he appointed as Official Organ an assified weekly nondescript edited by a friend of his. He has made it his business to use the columns of several papers in which to deprecate the authority of all other officers, aspiring no doubt to thus

add to his own influence. He has succeeded by these means in antagonizing ninety per cent. of the membership, and with great discretion has decided not to nominate himself for re-election. We await with pleasure to see the one great crowning act of his administration, that is, the act of stepping down and out.

"CANADIAN philatelic journals are as unsteady and unsettled now as of yore. Two journals are reported to have changed hands, and another is, in fact almost all are, very irregular in appearing."

"Chatterer," in *Herald-Exchange*.

While the above applies, to a certain extent, very aptly to Canadian Stamp journalism, still "there are others." In order to put the matter right before our American readers, we might say that there are just two regularly issued stamp papers in the Dominion. These are, THE HALIFAX PHILATELIC MAGAZINE and the *Philatelic Advocate*. Our own paper is issued every month, and appears between the 15th and the 20th. The *Advocate* appears from the 1st to the 5th of each month. The regularity of these two papers is excelled by few American journals.

As will be seen by our advertis-

ing columns, the "Official Handbook of the Dominion Philatelic Association" is now ready for delivery. It is a book of 32 pages, each 5 by 6, and is the first Handbook ever issued in behalf of a Canadian philatelic society. As to contents, there is a complete list of members (which is also a valuable directory of active and reliable collectors), a large number of biographies of prominent members, with portraits, and a large amount of information on various subjects of interest to members. As the edition is limited, we advise our readers to procure a copy at once. The cover is in two colors, and the book a fine representation of the printers art. Price, ten cents.

It will be remembered that Mr. Weldon claimed, a few weeks ago, that Major Henry Hechler, of this city, would accept a nomination on the D. P. A. ticket said to be in course of preparation by the Toronto ring. A short time ago our representative called on Mr. Hechler, and thereby learned the true state of affairs, as follows. It appears that Mr. Weldon indulged in a post card, asking Mr. Hechler to accept the portfolio of Vice-President. To this he received no answer. Upon what grounds Mr. Weldon used Mr. Hechler's name does not appear.

### An Answer to Mr. Weldon

Regarding his recent item in "Mekeel's" Weekly"—A few things that have taken place in our Society during the past year—  
Something all members should read.

"Matters are getting nicely complicated in the Dominion Philatelic Association. When the *Canadian Weekly Stamp News* took over the *Philatelic Canadian*, a week or two ago, it also took over the contract for the official organship of that Society; the agreement being subsequently ratified by the President. Now, the three St. Catharines youths who constitute the committee of trustees, and who have about as much authority to appoint a viceroy of China as they have to appoint an official organ, have appointed the *Philatelic Advocate* at Berlin, Ont., to be the official organ. However, nobody has paid any serious attention to this latter little freak of the trustees and all the officers are sending their reports in to the *Canadian Weekly Stamp News*."

The above item is taken from the "Canadian Notes," in No. 335 of *Mekeel's Weekly Stamp News*, written by Mr. I. E. Weldon, a young fellow studying law in Toronto, who goes under the nom-de-plume of "Rea," "Jasper," and he alone knows how many others. By his language one would be led to believe that he was the only person in the Society who had any power at all. By his actions it is plainly seen that he wants to run the whole Society, and for the advancement of his own interests. When the *Ontario Philatelist* was official organ,

he never bothered his head about the customary "President's Address," but as soon as the *Philatelic Canadian*, by unfair proceedings, secured it, the first thing you notice is "President's Address," in which he praises up the *Canadian*, and is pleased to note it has been elected. Why? Because he had an interest in that paper, and wanted to see it get the organship, and probably thought it a fine chance to raise himself in the eyes of the philatelic public, which, I may say, has not yet been accomplished, but in doing the reverse he seems to have succeeded remarkably well.

When Mr. Beatty accepted the official organship, he did so at the request of Mr. A. H. Adams, who desired to make the expenses of the Society as light as possible, and took it at a somewhat lower rate than what Mr. W. R. Adams had been supplying the *Canadian Philatelic Magazine*. Mr. Beatty did NOT take it on the understanding that the *Ontario Philatelist* should act "until a permanent official organ could be elected," as Mr. Weldon says, and would NOT have accepted it on those terms. When the *Philatelic Canadian* was elected, Mr. Weldon said that, because he thought it might be a chance to get it himself. As all know the result of the election which followed, was the election of the *Philatelic Canadian*, which was unfair; but as the *P. C.* secured it, of course it was all right. Only 17 votes were cast as follows:—

Philatelic Canadian .....	9
Ontario Philatelist .....	4
Philatelic Advocate .....	3
Canadian Philatelic Magazine..	1

Members ask yourself, was this a fair vote? Of course it was not, and had any other paper been elected, there would undoubtedly have been a kick.



In the item clipped from *Mekeel's Weekly*, you will notice the following:—"When the *Canadian Weekly Stamp News* took over the *Philatelic Canadian*, a week or two ago, it also took over the contract for the official organship of that Society; the agreement being subsequently ratified by the President." Now, how the *Weekly* could take over the contract for the official organship is a little more than I can understand, unless the *Philatelic Canadian* was under a contract to act as official organ of the Society, a fact that I was not previously acquainted with. If any paper, but one that Weldon was interested in, had taken over the organship in the manner the *Weekly* did, something awful would have happened. As for "the agreement being subsequently ratified by the President," he might have said so to himself, but Secretary Adams never received a word from him. This shows the manner in which he does business,—it's all he cares for the Society.

Mr. Weldon claimed that certain reports sent Mr. Beatty were never published in the *Ontario Philatelist*, among them the "President's Address," which was never received. The same thing can now be said of that new weekly, for the "Trustees' Report," which was sent in good season, did not appear, and consequently the members have received no official notice of when and where the Convention will be held. A nice way to do business, is it not?

The *Canadian Weekly Stamp News* will be sent to D. P. A. members only when it contains the doings of the Society, and those wishing to receive it regularly will please send 25c. to the publishers. How very kind! I'd like to accept your offer, but don't hardly think it's worth it, and to tell the

truth, I don't think it will last that long. It looks bad, there's nothing in it. I am sure every member wants an official organ that he will receive every number of, and not only when it "contains the doings of the Society." A change must be made.

Our President is a man who has not the interests of the Society at heart, and has done no practical good for us during his term of office.

Members, will you not stand by the Society and vote for those who really take an interest in it, and have nothing to do with those, who by their actions, show they are not true members. Our ticket this year is made up of persons who have always stood by the Society, and well deserve your votes and influence. To get justice and honesty at all times cast your votes for the following candidates, and you may rest assured that our Association will never lag behind:—

President—A. M. MUIRHEAD, Halifax, N. S.  
 Vice-President—W. A. LYDIATT,  
 London, Ont.  
 Vice-President (U. S.)—B. J. BISHOP,  
 Wyandotte, Mich.  
 Sec.-Treasurer—L. S. GRAHAM,  
 Merritton, Ont.  
 Auction Mgr.—R. G. WIDDICOMBE,  
 St. Catharine's, Ont.  
 Librarian—F. I. WEAVER, Berlin, Ont.  
 Counterfeit Det.—C. BAILEY, Toronto, Ont.  
 Exchange Supt.—J. H. PECKHAM,  
 Halifax, N. S.  
 Trustees—W. A. BEATTY, St. Catharine's  
 Ont.; W. A. STARNAMAN, Ber-  
 lin, Ont.; C. S. APPLGARTH,  
 Hamilton, Ont.  
 Convention Seat for 1898, Halifax, N. S.

If you cannot attend the Convention yourself, send your proxy to me, and I will see that it is faithfully carried out.

Yours, for the D. P. A..

R. G. WIDDICOMBE.

St. Catharine's, Ont.

### Political Note and Comment.

THE action of Mr. Chas. Beamish in refusing to run for President of the P. S. of A. was a knock-out blow to the "little bosses" of the P. S. of A., and it leaves but one candidate in the field, Mr. S. M. Hamilton, who is neither an eastern or western man, but of all sections. He is the popular candidate.

A PETITION has been circulated among the L. of A. P. members in the east, asking signatures for the removal of the *Philatelic Newsletter* as official organ of that Society, and that the *Columbian Philatelist* be appointed instead. It seems to us that this is giving the C. P. too much of a good (?) thing, as that paper is already official organ of almost a dozen societies, and when one is a member of three or four societies, he does not care to get so many copies of one paper. Give it to the *Evergreen State Philatelist*.

E. A. STIGELER is a popular candidate for President of the L. of A. P.

C. W. KISSINGER has nominated and is supporting New York City for the '98 meet of the P. S. of A. Kissinger would like to have all the meets near his home if possible, but the members want *Omaha*.

MISS MABELLE F. JONES is a candidate for Inter-Sec'y of the P. S. of A. Come, boys, for once, let us be unanimous and give Miss Jones the leading vote.

THE Dominion P. A. got a very poor apology for an official organ in the *Canadian Weekly Stamp News*. We hope the members will select one of

the hustling Canadian monthlies at the next election.

FROM personal observation I note that the majority of the U. S. members of the D. P. A. are supporting the Muirhead ticket.

THE S. of P. official organ is a failure, as it hardly averages six Nos in twelve months. Martin's promises for prompt appearance never could be relied upon.

BEN L. MORRIS.

### LITERARY NOTES.

THE *Perforator* is one of the cleverest papers we have seen. Mr. Chapman is an old hand and knows how to wield the editorial flail in a manner that makes our heart glad.

OUR opinion of the *Philatelic Era* took a great big drop the other day. We discovered that it was a partizan journal, and thus another of our gods has fallen. We would fain weep over the shattered remains of what was once our most cherished idol, but since it has so earnestly espoused the cause of ring rule in Canada, it will, we suppose, have to share the ignominy of defeat with its chosen friends.

THE *Trans-Mississippi Philatelist* came to us this month, and we hate to criticize, brothers, but you really ought to get it printed at a printing office, not a cheese factory.

OUR Toronto correspondent advises that rumor says Mr. Weldon has been unable to prevail upon anyone to accept a nomination for the D. P. A. Presidency, under his auspices.

**Now Ready  
For Delivery. . . .**

**THE OFFICIAL  
HANDBOOK OF THE D. P. A.**

**CONTENTS:**

	PAGE
Introductory .....	5-6
Historical Notes .....	7-8
Official Board, 1896-7 .....	9
Official Board, 1897-8 .....	9
List of Members .....	10-14
Statistics of Membership .....	15
Contentions .....	16
Recruiting .....	16
<b>Biographies:</b>	
W. S. Weatherston .....	17
Irving E. Patterson .....	18
Finlay I. Weaver .....	19
W. A. Starnaman .....	20
T. S. Fitcher .....	21
A. H. Adams .....	21
Jas. H. Peckham .....	21
L. E. Weiden .....	22
R. G. Waddcombe .....	22
H. A. Chapman .....	23
A. M. Munhead .....	24
J. R. Findlay .....	24
Departments .....	25
Proposed Improvements .....	25-26
Amalgamation Question .....	27-28
Exchange Notices .....	30
Advertisements .....	29-32

The book is 72 pages, cover finely printed in two colors.

**Price, 10c.**

**ORDER EARLY, EDITION LIMITED.**

**Halifax Philatelic Pub. Co.,**

**HALIFAX, N. S.**

Some People Advertise . . .

**YOUNG DEALER'S STOCKS,**

but my neatly filled and priced Approval Books holding 60 different stamps, on which you can place your own name and send out on approval to your customers, or if a collector, exchange with your friends, are

**— NOT IN THE SAME CLASS —**

with the rubbish usually offered. No re-prints, locals, foreign revenues, Seebucks, cards, speculative issues, imperf, or part perforate revenues, but good selling stamps, largely U. S. Higher priced books contain rare old issues, departments, used or unused or periodical stamps, are priced by Scott, sent postpaid on receipt of money order, and amount will be cheerfully refunded if not satisfactory.

Books priced at \$ 1.75 (or more) .....	\$ .30
" " " 2.50 " .....	.42
" " " 3.25 " .....	.60
" " " 4.00 " .....	.75
" " " 5.00 " .....	1.20
" " " 6.00 " .....	1.55
" " " 8.00 " .....	2.15
" " " 10.00 " .....	2.75
" " " 12.50 " .....	3.90

Higher priced books quoted on application. No other dealer will offer bargains like these and you will order again and again after selling these books. Ask for sample copy of the COLUMBIAN PHILATELIST.

**J. F. DODGE,**

**NEW OXFORD, - - - Pennsylvania.**

Member of all principal Philatelic Societies.

**U. S. CHEAP.**

1887 2c. vermilion, 3 for 15c.

**SPECIAL DELIVERY.**

1897 10c. orange, 5c. each.

**CANADA.**

1875 to '89 2c. orange, 3 for 5c. The Lot for 25c.

**JAMES FRED. IRWIN,**

**ST. CATHARINE'S, - - - ONTARIO.**

**CANADA JUBILEE ISSUE.**

We will fill orders for this issue at 25 p. o. advance on face, no purchases less than \$1. WRITE QUICK.

**JAMES H. PECKHAM & CO.,**

**Box 371. - - - HALIFAX, N. S.**

**E. T. PARKER, Bethlehem, Pennsylvania,**

Has sixty sets of Persia, 1889 issue, the catalog value of which is \$3.58. Twenty-five of these sets he will sell for 50 cents a set, then 10 sets for 75 cents a set, then 10 sets for \$1 a set, and the remaining sets for \$1.25 each. This offer is made solely to increase the circulation of his price-list and each person sending for a set must accompany the order with the names and addresses of at least five collectors.