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Whole No. 9

The Popularity of View Cards.

BY H. J. KLEINMAN.

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 enabled 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

"Ansichtspostkarten" Exhibition was held in Berlin in which over 100 firms exhibits amounting between 20,000 and 30,000 specimens and they certainly illustrated what a rapid growth has perfected in this young industry. One of the special novelties was the metachrome cards. The pictures on these are seen as through a veil or mist and are taken from colored photographs. The veil consists of a thin layer of white oil paint, and makes it possible to write over the whole surface as on an ordinary post cards. The card thus used being laid in water with the face downward, the paint and the writing disappear, and the picture remains quite clear. One firm exhibited some beautifully executed cards with the views woven in silk. These little works of art are much more brilliant in coloring than any colored prints, and it is astonishing how cheap they are. They can be had as post cards or letter cards. A tendency was noticeable to exhibit cards in series. One series contains scenes out of the life of people of different lands, arranged according to the different countries. Then another series named after the artist who designed them, and many others. Every method has been placed in the picture post card industry, and much has been produced which in its artistic execution may claim to lasting value.

The collection of these cards will no doubt soon be as universal throughout this country as collecting is at the present day.

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20000	" "	1.00
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THE PHILATELIC SPECTATOR.

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GEO. E. MUELLER,
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Illinois Notes.

BY S. R. HOISANT:

The Prairie State Philatelic Association is a new society just organized. Geo. Bold is President, F. Haller Sec. Treas., and the Prairie State Philatelist Official Organ. The initiation fee is 10 cts. and the dues 25 cts. per year.

Mr. Geo. Dold, 2607-39th St., Chicago has opened up a new printing office equipped with all the latest machinery and is open to do all kinds of philatelic printing.

Mr. William B. Porter of Berwyn, Illinois informs me that he will soon go back to philatelic matters and again join the ranks of dealers. Mr.

Porter at one time published a small paper called the Junior Philatelist, and he also organized the Junior Philatelic Society which has proved to be such a success among the younger collectors. Mr. P. has claimed to settle all claims now held against him and I am sure we will all be pleased to welcome him back to our midst.

Mr. F. N. Massoth, the well known Chicago dealer has just returned from a trip through the Southern States.

OUR REVIEW.

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