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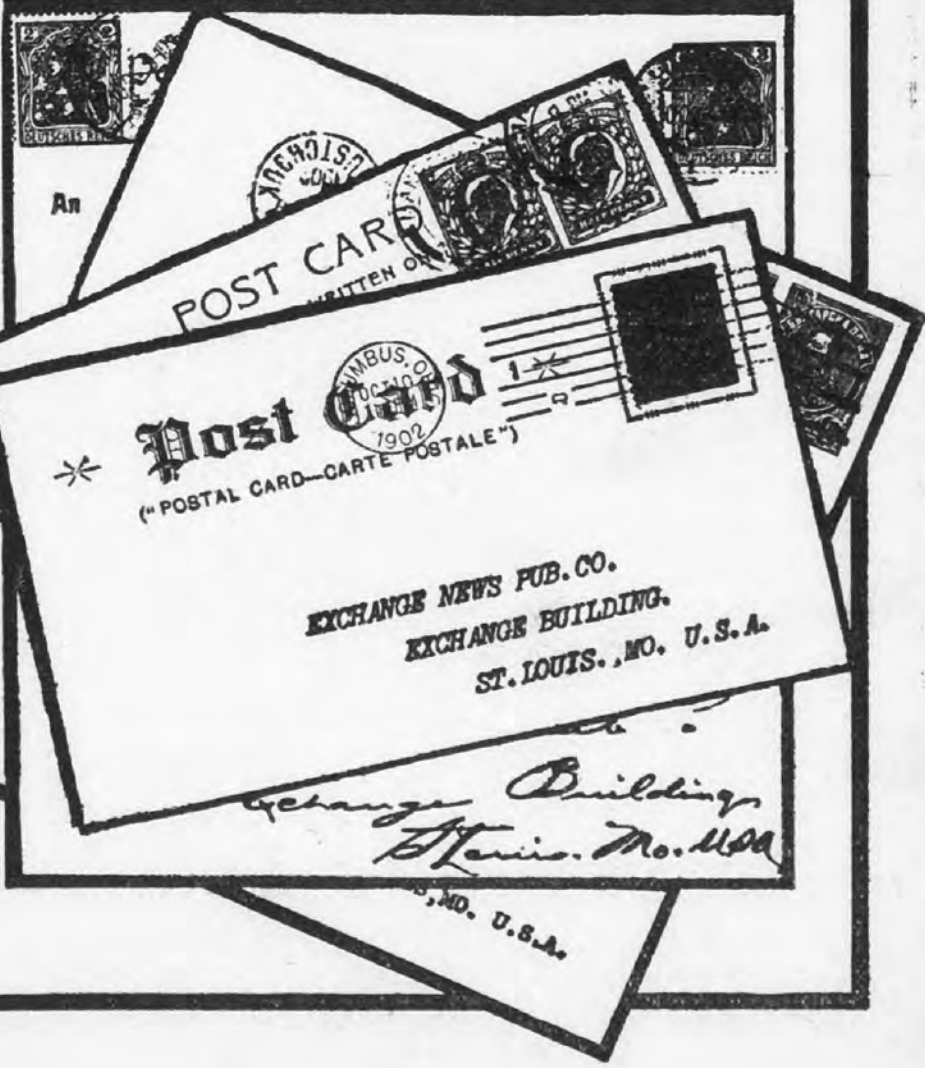
VOL. 111

NOVEMBER - 1903

NO. 4

EXCHANGE NEWS

A MAGAZINE DEVOTED TO
COLLECTING AND EXCHANGING.
OFFICIAL ORGAN
International Souvenir Card Exchange.



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Exchange News Publishing Co.

EXCHANGE BUILDING ST. LOUIS, MO.



EXCHANGE NEWS

CONTENTS.



FRONTISPIECE	4
CHRSTMAS SUGGESTIONS	5
THE ART OF POST CARD COLLECTING Geo. E. Seeley,	6
WHAT TO WRITE	7
INTERNATIONAL SOUVENIR CARD CLUB	8
A GOOD IDEA Member 244	9
POST CARD ALBUMS	10
POST CARD JINGLE COMPETITION	10
DETROIT PHOTOGRAPHIC CO.	11
CAMERA CLUB	12
TUCKS POST CARDS	13
OUR FRIENDS THE ADVERTISERS	14
FOR SALE AND EXCHANGE	15
SUBSCRIPTION & ADV. RATES	15
WHERE TO SPEND YOUR MONEY.	16 - 20

The A. S. Series of Christmas & New-Year Cards

GERMAN & ENGLISH



The very Latest and most Popular Cards in Beautiful Colors,

Put up in Packages of six cards. There are thirteen different Series, each of the above Cards represents one of the six different cards of a Series. Price per Series 25 cents. Order by letter Mail. Orders filled. Add 2 cents per Series for Postage. A full line of Souvenir Post Cards of every description constantly on hand.

Christmas Suggestions

There probably is no time of the year when so many Souvenir Post Cards are used and sent through the mails as during the Christmas and New Year holidays. Although of a comparatively recent date, the Christmas Post Card has gained many friends; people who would have no occasion at any other time to use a Souvenir Post Card buy the Christmas and New Year Post Cards by the dozen. It is so much cheaper and handier than the old style Christmas card, and besides, it will find a place in our Card Albums. It is therefore no wonder the Christmas Post-Cards are becoming so very popular. By far the finest assortment of Christmas and New Year Post-Cards ever seen in this country are those which are shown in our illustration.

These cards are printed with German and English greetings and put up in packages of 6; each series is represented in our picture by one card, which is characteristic of the whole series—

A. & B. are the most dainty of all the holiday cards. The beautiful designs are surrounded by a heavy raised gilt border, the cardboard is rough and of a pale green color. The figures of Series A represent Angels with sweet children's faces, while Series B. shows pretty little damsels on the Wedgewood order.

Series C. The cards picture home scenes, such as we find in real life under the Christmas tree. The design and color work is very pretty.

D. and I.—These series are handsomely lithographed, embossed and richly ornamented in bright gold, which gives them a brilliant and rich appearance. The subjects of these series are religious, angels in various positions, etc.

E. & F.—Winter landscapes in holiday attire, snow-covered houses, fir trees with their loads of snow, gay sleighing parties, and other scenes reminding one of Christmas and New Year times. Both richly ornamented in gold and embossed.

G.—German inscription only. Froehliche Weihnachten, richly embossed and decorated with gold. All the above sell at 25c per series of 6 cards. Most of them are designed by Mallick, a celebrated painter and designer, whose Post-Card designs have made

his name a household word in European countries on account of the deep feeling and fine sentiment expressed.

H.—Old Santa and other familiar scenes, with plenty of golden stars, etc.

K.—Christmas scenes, as we find them in our own homes and on the street, picturing all the pleasures and happiness of the greatest of all festivals. Ornamented as above series.

Series L. consists of 6 New Year Cards in tasteful designs, richly embossed and gilded, the principal part of which is the number 1904.

M.—New Year Cards of a humorous order with emblems of Luck, such as Four-leaved Clover, Horse-shoes, Lucky Figs, June-bugs, Toadstool, all of which are symbols of Good Luck. The dial of the clock is pointed at 12, denoting the beginning of the New Year. A jolly set of cards with the usual brilliant display of gold and colors and embossing. Price, 50c per dozen.

N.—Lucky Pigs and Four-Leaf Clover. While not as gayly ornamented and embossed, these cards speak for themselves. They are very humorous and popular subjects.

O.—Not illustrated are the various humorous subjects in New Year Cards. The variety is very great and the cards are all in German language. Each package contains 6 different cards, brimful of good humor and sure to please everybody who is fond of a good joke. Price, 5c per card, 50c per doz.

P.—World's Fair Post-Cards with Christmas and New Year Greeting. German and English, 5c each, 35c per dozen.

Jags—Ten humorous New Year Cards with English inscription; 35c per dozen.

Smiles—Ten humorous New Year Cards, with English inscription; very comic, 35c per dozen.

Donkeys.—Four designs, humorous wording and New Year Greeting, English, 35c per dozen.

THE ART OF POST-CARD COLLECTING.

George E. Seely.

I am often interrogated by novices as to the general lines to follow in forming the nucleus for a Post-Card collection. As a matter of fact I would advise my colleagues to follow the plan of "generalization"—on a modest scale.

By generalization I mean the collecting of cards throughout the world—which are best obtained through the medium of the Exchange News and European magazines of the same caliber.

To begin with, secure the best cards possible (I have always found Selige's "Life on the Plains"—Indians the best means of introduction to foreigners of repute) and send one to your correspondent abroad or at home, with the request to send you the particular style of card you desire.

It is a very good and inexpensive idea to make it a rule to limit each individual nation's cards to three, viz., the ruler of the nation, one of the ruler's subjects (type) and a view of the ruler's metropolis. By following this rule you may easily compass the world with very little expenditure, and have a foundation on which you may erect a valuable collection. If there should be portions of the globe that are not represented in your album—and that seem to be outside the shade of Post-Cards—do not despair, but continue to ask your tried and true fellow collectors if they could possibly send you the names and addresses of collectors in the desired country, and I assure you that will eventually obtain the coveted addresses and others that you never dreamt of.

After one masters the elementary ethics of exchanging and collecting, specialization is next in order. By specialization I refer to any one certain ruling ambition at one time until the spirit of the same fades away and reposes for the time being between the leaves of their cherished albums.

To those who inherit the spirit of Mars—and conjures in their mind's eye the clanking of swords, the rattle of hoofs, and the booming of cannon, I would commend a collection of Post-Cards depicting the most important battlefields of the world, and vouched for by that pink of truth—the postmark. All of us, at one time or another, have breathed the spirit of Washington at Valley Forge and felt the

humiliation of Napoleon at Waterloo. If space would allow I could go on for hours mentioning the battlefields of the world for reference. Ah! you ask the method of procedure to secure these gems of historical facts. Now, for instance, you desire to obtain a card depicting the scene of Wellington's victory at Waterloo, bearing the postmark of the same. You simply write to your Belgian correspondent, stating your wants, which will most undoubtedly be gratified. I have a Waterloo card which was sent me by a fellow collector living one hundred miles from the battlefield. He secured the cards in his home town and sent them (postage prepaid) to a very obliging hotel keeper in the village of Waterloo, who uncovered it and sent it to me.

The field of this specialization process is a very large one and embraces all of the great events of the world's history.

A card from Palos, Spain, reminds us of Columbus and his discovery of America. Genoa, Italy, tells of the great navigator's boyhood days. Plymouth, England, is connected with the early pilgrims of Massachusetts. Banby, England, the ancestral home of our beloved George, of cherry tree fame, also the scenes of Christ's life throughout the holy land, etc., etc., etc.

There are no limits to the production of the Souvenir Post-Cards. Semi-barbarous nations tolerate the Post-Card where they would cast cannibalistic glances at pious missionaries, which goes to prove the stability of the little pasteboard missives.

In concluding, I would sincerely advise my fellow collectors to live up to the following don't's:

Don't procrastinate in answering correspondents.

Don't become too familiar, as familiarity breeds contempt.

Don't negotiate for more exchange than you can readily manage to answer.

Don't expect good cards in return for indifferent ones.

Don't fail to note the serial number of cards sent out, so as to avoid duplicating.

Don't confine your endeavors to collecting only—be an exchanger also; a card for a card is just as proper as the quotation of "an eye for an eye, a tooth for a tooth."

Write a nice plain legible hand, and salute your correspondent respectfully, as foreigners (especially the intelligent class who constitute collectors)

are very tender on this particular point, and any breach of etiquette is charged up to one's nationalism, consequently the entire unit of national life is condemned for the failings of one Post-Card collecting illiterate. Go, little card, in happy strength, Make all thy beauty known;

From West to East

Let many feast

On grace so sweetly grown.

There's nought can bar thee 'neath the sun,

In peace bind ev'ry race in one.

get up some nice Post-Card Verse, something with a pretty sentiment, to the point and last, but not least, perfect in metre and rhyme? I would suggest to the editor of the Exchange News, for the benefit of his readers, to offer a prize for the nicest collection of suitable rhymes, to be submitted and passed on by competent judges; for instance, have we not our most illustrious and world-famed humorist, Mark Twain, Honorary Member of the International Souvenir Card Exchange; Mr. H. Gorse, who has great talents and looks very much like



From a new World's Fair Post Card.

WHAT TO WRITE.

A Pertinent Question.

What do you write on your Post-Cards? I know, when you write to a stranger, merely asking for exchange of cards, you are not expected to say very much, although I have noticed some of our members give a brief description of the picture on the Card. What I have reference to is when you are writing to a personal friend, or in a similar case. I have seen the jolliest collection of Post-Card jingles you could lay your eyes on, all in the German language, covering every possible subject from A to Z, but have seen very little in English that was different from the every day, prosaic remarks about the writer's state of health, the weather, best regards, etc.

Why does not somebody arise and

the late Eugene Field (at least on the top of his head)? Many other members command a very fine flow of language, and I think between them all we ought to find enough to supply the society with the long-felt want.

Someone in Nashville, Tenn., ought to get the P. C. habit. Mr. Dunbar Shields, the enterprising stationer of that place, has a number of most interesting views of Nashville, also of the capitol at Jackson and other pretty Southern scenes, that every collector would be glad to add to her or his collection. Perhaps Mr. Shields could give the address of someone desiring exchange, or he might mail the cards upon request.



Those of our subscribers and members of the I. S. C. Ex. who have not paid their dues to date will please remit at once. The Editor is in need of a new pair of scissors and a new paste pot.

Leap Year Post-Cards are in order now.

When there is a birthday celebration among your friends don't fail to send a birthday Post-Card.

Have you seen the transparent Post-Cards? Try to get a few for your collection.

Did you ever notice what a nice lot of cards you will receive in return for nice cards sent? It pays to get the best.

Our advertisers will appreciate it very much if you will write to the various firms for their catalogues, price-list, booklets, etc., some of which are very interesting and worth more than the stamp it costs you to get them.

Mr. Geo. Perry, of East St. Louis, is at present making a specialty of Stork Post-Cards. The boy is 3 months old, but the cards have not stopped coming. Please don't send any more.

Unter Adresse "Exchange News" kam ein hübsches Kartchen zur Hand, von A. Kroes, Veenwonden, Holland—Der Herr schreibt Englisch und mochte gern schöne Karten von hier er wird mit schöne Ansichten von seiner Hermath erwiedern.

The "Semper Fidelis Club," scholars of the Academy of our Lady of Chicago, have joined the International. We are pleased to see such a jolly crowd of girls as card collectors. They have sent the picture of their Academy on a velox Post-Card, made, no doubt, at the school. The young ladies wish interesting exchange.

Members will be pleased to hear that our friend, Aug. C. Nasse, Jr., is with us again. He brought a bride with him from his travels. Cards will reach him at his new home.

California, with its huge trees and verdant foliage, is the home of a great number of collectors. One of the most enthusiastic is Mr. Jos. L. Regensberger. The cards he sends are usually embossed, fine workmanship. He extends "fraternal greetings to fellow members."

An interesting card sent to the I. S. C. S. shows four of the dusky daughters of New Zealand dressed in their native costumes, with long flowing hair. We thank Mr. C. Douglas Wilson for the same.

Girls and teachers of convents and academies are taking the sport of card collecting. One by one they are calling for cards of their schools.

Our advertisers are pleased with the results derived from their ads. The Erie road, for instance, has received more actual inquiries from our little magazine than from many similar investments. And what is the reason? Why, our class of readers and our class of advertisers are of the very best. The former take interest in what the latter have to offer, hence the happy results. Many requests for Post-Cards were received by the J. W. Lemp Brewing Co. and the Anheuser-Busch Brewing Co. was compelled to request us to announce that hereafter all inquiries regarding their Post-Cards or other advertising matter be directed to the firm and not to Mr. E. A. Faust, who was overwhelmed with requests for Post-Cards.

Miss Maggie McPhee sends an interesting card for the "Official Album," signed, "From a Melbourne girl." The picture shows some of the pretty Melbourne girls dressed in gala attire, promenading with their escorts on the "Lawn Flamington Race Course." Wonder if the fair writer is one of them!

Mademoiselle Goultay, of Chateaubourg, France, sent us an old Breton in his war costume as in the days of old. The picture is large and plain.

Deadwood, S. D., is very much alive, as is shown by the cards sent to us from Mr. John Sohn, an amateur photographer. They are all Velox Postals of his own production. The latest one shows his little daughter photographed in his garden, in two positions on the same picture. The same is taken with a duplicator. The picture is a clear print and affords the receiver very great pleasure.

A GOOD IDEA.

Publisher of Exchange News, St. Louis, Mo.—Gentlemen: Allow me to congratulate you on your promptness and such good interesting paper as the September and October numbers. So I will endeavor to give you a suggestion how to sell View Post-Cards at church fairs and bazaars, as per offer in October number of Exchange News.

Have one of the committee to take charge of the booth, take a good variety of used views from all parts of the world and decorate with cards, which are easily procured from any collector who, I am sure, would lend their cards for such good and glorious

countries you will be surprised at the amount of cards that will be sold in one night. It is best to always sell cards in sets from 15 to 25 cents per set with a list of members with each set, then you have a chance of getting in another member with every set sold. I would suggest also to have a few Post-Card Albums, one of them full of cards, on hand, as I think the cards look so nice in albums. I have 16 albums, of which 15 of them hold 56 cards each. One holds 288 cards. I collect and send mostly all colored cards, as I find it does not pay to send cheap cards. I have been collecting for over one year and a half, so you may know I have had some little experience.

MEMBER 244.



From Seliges Leap Year Post Card.

purpose. Then have on hand lots of good unused View Cards, Comic, etc.; also, some complete lists of the members of the International Souvenir Card Society. Have a big sign over the booth: "Take a trip around the world for 50 cents," which can be easily explained. You pay 3 cents for card and 2 cents for mailing, etc.; also, explain how easy it is to find good, honest people to send cards to, and always sure of replies, of which the International Society list will be put in use. By having the unused and used cards with the stamps of different

There is a great chance for enterprising young people to make a little extra money by taking orders for Xmas and New Year Post-Cards, and buying them in quantities, supplying their friends.

Don't overlook the advertisement of E. G. Koch & Co., of Peoria. This firm carries quite an extensive stock of Post-Cards and can fill orders on the Christmas and New Year cards described in the Exchange News at publisher's rates. Give them a trial.

S. P. C. AT XMAS TIME.

Xmas Suggestions.

Christmas time is drawing near. Busy brains are at work planning and getting up surprises and unexpected pleasures. Our savings banks are working overtime in providing funds for the coming event. Have you any friends who you know are interested in Souvenir Post Cards? Why not make them a present of a pretty Souvenir Card Album? This would be something new and sure to be appreciated. You can buy a very respectable looking Album holding 100 Cards for 60c, nicely bound in cloth, the leaves of a durable paper, that will outwear any of the cheaper, gaudy-looking books. This is a nice Album for a beginner or for a limited number of cards, but if you want something better, more substantial, more pleasing to the eye, you ought to spend about 2 or 3 dollars, for which price you can get a very handsome Book, with an artistically designed cover, nicely arranged and decorated leaves, that will be a showpiece on any Christmas table and a joy forever to the lucky Post Card Collector. Should you aspire to something still finer, more elegant and more costly, you may find what you desire among a number of handsome, pressed and padded leather cover books, even with gilt edge, ranging in price from about \$3.00 up to \$10.00 or more, from a sheep or calfskin up to genuine Morocco leather.

Another suitable Christmas gift would be a collection of Post Cards, as they are put up for holiday trade, including the Album. These made to order collections promise to become very popular and are intended not only for beginners, but also for the advanced Collector, for you can even get foreign Post Cards, that are properly stamped and postmarked. Something quite interesting is a collection of Art Cards, or of Commemoration Cards, which are much sought for by Post Card collectors. They can be ordered assorted, 50 or 100 in a box, or in an Album, and make a very pretty Christmas gift.

A fine series of 10 Platinum prints of the principal World's Fair buildings is on the market. Size 5x8. Price, 25c each, mounted. Very finest class of work. Sure to be appreciated. Send your order to the publisher of Exchange News.

POST-CARD JINGLE COMPETITION.

All readers of the Magazine and members of the International Souvenir Card Exchange are invited to join our competition and send in some verse suitable to be written on Souvenir Post-Cards. Subjects can be selected to suit your taste. Not less than two lines nor more than eight lines to a jingle, but send as many different jingles as you like.

The requirements are: Fitness of purpose, perfect rhyme and metre, and originality, English language, written plainly on one side of the paper only, every contribution on a piece of paper by itself.

Close of contest will be announced in the Exchange News. Those jingles and verse that are accepted by the Editor will be published in the columns of the Exchange News. The readers will vote as to which are the most popular and the final prize will be awarded by competent judges.

1st Prize—\$3.00 Post-Card Album.

2d Prize—\$2.00 Post-Card Album.

3d Prize—\$1.00 Post-Card Album.

Or Post-Cards to that value.

We wish to thank our friends for all the compliments received on the last edition of the "Exchange News." It is our aim to make the E. N. still better and still more interesting, but in this we must have the support of all our members. Compliments like those we received show an appreciation of our efforts and a kindly feeling. Still there is a great deal more that you can do for us, without a great effort on your part. In our October issue you find a nicely written article by one of our members. In the present issue you will find more articles as interesting as the first one, cleverly written and worth reading, as you will all admit. There are surely a great many more among our readers and collector friends who can give their experience or opinion and write something that will interest us all. We take pleasure in thanking those who were kind enough to contribute, for doing so, and invite most earnestly all others to fall in line and do their best.

COLORADO!

-Beautiful Souvenir Cards of Colorado only twenty-five cents -silver- per doz. post free-

Send for a dozen and you will order more

Address J. PARK GRAYBILL,

51 W. Ceader Street

Denver, Colo.

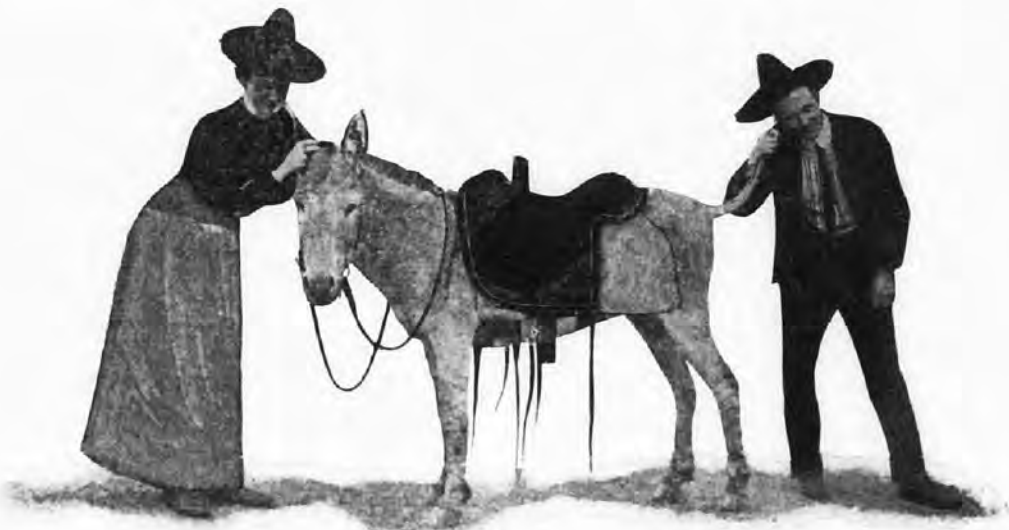
Buy a Post Card.

Kindly feelings in your heart
Makes you buy a postal card.
With a picture of the Fair.
Write them that you have been there.

Tell them there is really, true,
Some big doings in St. Lou.
Send a card with city views on
To old Uncle and Aunt Susan.

Send one to your Cousin Fritz,
One to each of all the kids.
Send a card with what she misses
To your wife—ten thousand kisses.

(Lands sakes, don't forget her mother;
Hope you'll never have another.)
Something red hot, do you think?
Give the man the proper wink.
He'll show you some pretty stuff
That will please you sure enough.



From Selige's Leap Year Post Card.

Detroit Photographic Co.



Color
Souvenir
Post Cards.

The largest collection in existence covering all the important
localities (scenic and historical) in Europe and America.

COMPLETE NEW CATALOGUE JUST PUBLISHED.

Main Office and Works
Detroit, Michigan

MISSOURI AMATEUR CAMERA CLUB.

Organized Nov. 3, '03.

(By William Burton, Secretary, 5 Allen Bldg., No. 1 N. Broadway)

The first regular meeting of the Missouri Amateur Camera Club was held on Monday evening, Nov. 16th, at the club's new home, hall No. 5, Allen building, No. 1 North Broadway. This club was organized on Nov. 3, with a charter membership large enough to insure its success, and at the first regular meeting the club received 23 new applications for membership. The large hall of the club was well filled at this meeting and it was said to be the largest meeting of amateur photographers ever held in the World's Fair city. The meeting was called to order at 8:30 p. m. by the President, Mr. T. W. McClelland, who stated that the secretary would first receive applications for membership, and in a few minutes 23 new applications were received with the membership fee of 50c accompanying same. A name for the club was selected on the third ballot, the "Missouri Amateur Camera Club" being the one of several that secured the largest number of votes. The committee on constitution and by-laws submitted same for the approval of the club and they were adopted as read. After a general discussion on the benefits of being a club member by most all that were present the meeting adjourned. Much interest is being taken in the club by the large supply houses and those who could not come sent their representative. The large plate manufacturers have sent the club many large photographs which are real works of art with which to decorate their club room. The first monthly photographic prize contest of the club will be held in December and will be an open contest, nice prizes will be offered in each of the three classes. The officers will not take part in the prize contest. The leading photographic journals will be on file in the club room for the use of members, numerous demonstrations in all branches of photography will be given at the club room. New features will be added from time to time that will be interesting and instructive to the members. What we want is enough active amateurs who will lend a hand in making the Missouri Amateur Camera Club a success and worthy of the great state of Missouri and the World's Fair city.

A great many amateurs have a mistaken idea when they think the summer months are the only ones desirable for out-of-door work. If you want something that is real artistic in landscape work get the late fall or winter scenes when the full form of the trees and branches can be seen and through them in the background can be seen the beautiful Vistas.

The object of this department is to help the amateur photographer in various ways, by giving such information as will be of value to him by solving such questions as may be from time to time submitted to us.

Very few amateurs have the opportunity of studying art in a modern art school, where they would gain the knowledge of composition, light and shade that are so essential in the making of truly artistic pictures. This knowledge of what is good or bad in a picture can be cultivated by studying good picture paintings, photographs, etc., take some of the well illustrated magazines of to-day and they contain reproductions of many pictures by the best artists in the world, and from these you can learn much if you study them well.

It is the intention of the Missouri Amateur Camera Club to be in shape by the time the great World's Fair opens to have their club room the headquarters for amateur photographers from all other state clubs. It will be a place where they can meet and exchange ideas and views with other amateurs from all parts of the world, and in this way learn a great deal from each other, and arrange for the exchange of prints of every kind and subject that can not be secured in any other way.

Amateur photographers in every city and town in the state of Missouri are requested to send in some of their best mounted prints to be placed on exhibition in our club room. All pictures should be sent prepaid, with return postage if same is to be returned. Address Wm. Burton, Secretary, Room 5, Allen Bldg., No. 1 N. Broadway, St. Louis, Mo.

The photographic prize contests in progress throughout the United States is given below.

The St. Louis Star, 9th and Olive street, St. Louis, Mo., 1st, \$3; 2d, \$2.

3rd, \$1., weekly.

Browning's Magazine, Cooper Square, N. Y., 1st, \$5; 2d, \$3; 3rd, \$2, monthly.

Buffalo Express, Buffalo, N. Y., prizes \$5 to \$25, weekly.

Collier's Weekly, 416 W. 13th st., New York city, prizes \$10.00, weekly.

Recreation, 23 W. 24th street, New York, 40 prizes in photo materials, monthly.

Leslie's Weekly, 110 Fifth avenue, New York, prizes \$10, \$5, \$1, weekly.

The secretary would be pleased to receive suggestions from amateur photographers and others that would be of benefit to the success of the club and its members, especially those who have been members of other clubs of a like nature.

New Tuck Post Cards Just Received.

Send your orders to ADOLPH SELIGE 106 N. Fourth Street St. Louis, Mo

Six New Series of the "Write Away." Humorous Designs.

Racing.
Rough Seas at Brighton.
Rough Seas at Hastings.
Stratford-On-Avon.
Rough Seas at Bournemouth.
Derbyshire Dales.
Moonlight Studies.
Cats. by Louis Wain.
Animal Life.
Market Reports Illustrated.
Stock Exchange Notes.
Continental Faces.
Turneresque Series.
Merry Maids are We series.
Types of Beauty.
Merry Hearts.
Firelight Effects.
Animal Studies.
Highland Laddie Series.
Happy Childhood.
North Wales.
Illustrated Songs.
Quaint Corners.
Gay Paris.
Indians.
Thames River Scenery.
London by Moonlight.
Peasant Life in the Tyrol.
Rural England.
Rembrandesque Series.
Growing Flowers.
Blossoms.
Fair Women.
Feathered Songsters.
Wild Animals in Their Homes.
Studies at the Zoo.
Derby Winners.
Dogs.
Operas.
Real Japanese.
Stage Favorites.
Artists in Their Dressing Rooms.
Bos Reliefs.
Friar and the Cellarman.

TUCK'S Post - Cards

The designing, printing, as well as quality of card material employed in the reproduction of TUCK'S POST CARDS are of the best only: thus making their use a pleasure alike to sender and recipient.

The royal coat-of-arms, the name of the firm and miniature of our trade-mark is imprinted on every genuine Tuck Post Card.



"All Messrs. Tuck's pictorial Post Cards are ingeniously imagined and splendidly produced."—The London Times.

"The picture Post Card reached the highest standpoint of development in the hands of Messrs. Raphael Tuck & Sons."—London Daily Telegraph.

"Raphael Tuck & Sons' picture Post Cards are considered of the highest merit by Post Card experts."—London Court Journal.

"The most excellent selections of Post Cards emanate from Raphael House, Tuck's publications."—The Queen.

Complete lists will be mailed on application.

RAPHAEL TUCK & SONS CO. "LTD."
122 - 124 Fifth Ave., New York.

"Hispania"

Society of Spanish Souvenir
Card Collectors.

S. SEVERO 2 PL,

BARCELONIA, SPAIN.

THIS Society publishes its own monthly magazine, *ESPANA CARTOFILA* with list of new members, changes of addresses, advertisements, etc., which is sent free to its members. The yearly dues are one dollar, four shillings, or five francs: English, French or German Stamps are accepted in payment, otherwise post office money order is preferred. For sample Copies address.

MONSIEUR LE TRESORIER de la Society
Cartophile Espagnole, S. Severo 2 Pl.
BARCELONIA, SPAIN.

5 Beautiful Sea shells, not two alike, and my 20 page illustrated shell catalogue giving the common and scientific name of over 100 different specimens. All for 10c. MRS. SUSAN M. MOHR, Box 25, Lealman, Florida.

In order to try the pulling qualities of this paper, we will give FREE of charge 4 Souvenir Post Cards of Europe to every card collector sending 1c stamp for our new catalogue of Postal Cards and Albums.

Xmas Cards 5c each 6 different for 25c
Views of France 10 different for 25c

E. S. KOCH & CO.

Box 497

PEORIA, ILL.

**THE GLOBE
SOUVENIR CARD
EXCHANGE**

Box 301

Minneapolis, - Minn.

If you want your cards answered; if you want your name promptly published and if you want a list of names that are reliable, join us. The dues are now very low, only 15 cts. per quarter or 50 cts. a year which includes a membership stamp and 4 fine view cards as premiums.

Lots of foreign names and they answer!

We will supply copies of the GLOBE at 5c each.

Fountain Pens

and GOLD PENS.

For Christmas Presents,

Fountain Pens, plain and gold mounted \$1.00 and up. Gold Pens in Gold, Pearl and Silver holders \$1.00 up.

FOUNTAIN AND GOLD PENS REPAIRED.

COLBY'S GOLD PEN HOUSE.

106 N. 4th street St. Louis, Mo.
Opp. Planters Hotel.



A happy New Year.

World's Fair Souvenirs, Presents for everyone

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A World's Fair Tray.

- 4.—When she greets you at the door,
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- 5.—For your darling little wife,
Get a spoon marked Number Five.
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Manufacturers, Publishers, Collectors and Exchangers are requested to send in specimens, together with interesting information for publication.

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Remit by Postal Money Order, Express Money Order or Registered Letter. Foreign by International Money Order.

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Under this column exchange, want and for sale notices, business announcements, etc., etc., will be run at the low rate of one cent a word, with minimum of 10 cents. Ads will be run for twelve consecutive months for price of ten, or six months for price of five. All notices will be set in solid type and no display allowed.

Mrs. E. T. Wallis, 822 Wright St., Indianapolis, Ind., U. S. A., desires exchange in View Cards—good variety to exchange—prompt reply.

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Exchange desired in fine Colored View Cards, correctly postmarked, from Foreign countries only. Prompt reply. Marie Merz, 101 Eighth St., Milwaukee, Wis., U. S. A.

Ben A. Koehn, 683 7th Ave., Milwaukee, Wis., will exchange cards with all Foreign Collectors. Tauscht Karten mit Jedermann. Cartes d' exchanges Sujes Legeres. Int. S. C. Exch. Member No. 270.

Prompt reply to every Souvenir Card sent me properly postmarked. I will send cards from the Saechsische Erzgebirge. Alfred Barth, Herold I. S., Germany.

Exchange View Cards with all countries. Good variety to exchange, and always reply. Mae E. Perry, 1707 Division Ave., East St. Louis, Ill.

For sale. English, French, German, Austrian, Canadian unused stamps at face value. Exchange News Pub. Co., Exch. Blög., St. Louis.

Exchange desired in all kind of Souvenir Cards, correctly postmarked. Tausche Karten mit Tedermann. Hans Stener, 143 Canalport Ave., Chicago, Ill.

Gus A. Raake, 734 Century Blrg., St. Louis, Mo., U. S. A., will reply to all foreign cards, especially artistic cards. Tausch Erwunsch in Kunstler Karten. Einzeln zu Addressirt, Desire exchanzer. Cartes Artistiques. Sujets Legeres. Member I. S. C. E. 112

Guy R. Stewart, Nickerson, Neb., U. S. A., wished to exchange Post Cards with foreign and U. S. collectors. Will exchange any kind you wish. All cards answered. Value for value.

Edward Schöyner, Stadlau B. Wein, Austria, member No. 255, has given up exchange of cards.

Would like to exchange Post Cards with Foreign Countries. Member 281. Henry Trenz, Jr., 5 S. Broadway, St. Louis, Mo., U. S. A.

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*3c 186135	.20
5c 186240	.20
12c 186105	.02
2c 186275	.25
*3c 1869	1.00	.30
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*3c 188730	.18
50c Omaha10
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VOL. IV
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EXCHANGE NEWS

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CONTENTS.



	Page
FRONTISPIECE	4
ABOUT LEAP YEAR POST CARDS	5
COLLECT POST CARDS	6
LETTERS FROM OUR FRIENDS	6
PICTORIAL POST CARDS	7
INTERNATIONAL	8
POST CARD RHYMES	10
A NOVEL ADVERTISING SCHEME	11
AMATEUR PHOTOGRAPHY	13
FOR SALE & EXCHANGE	14
SUBSCRIPTION & ADV. RATES	14
WHERE TO SPEND YOUR MONEY	15-20



A Bunch of Daisies.

THE SEMPER FIDELIS POST-CARD COLLECTORS CLUB.





About Leap Year Post Cards

FOR GIRLS ONLY.

Boys, please don't read this; it isn't fair. You will know all about it later, but you must wait. Now, girls, this is for your particular benefit and to let you know, this being leap year, the proper and only way to "pop" the question, which is your unquestioned privilege, as I said, the only proper way is by "Post Card." What do you suppose leap year Post Cards were made for? Only so you would have a good nice practical way of popping in proper style. You know the law provides that any young man to whom you propose must either accept or—has to pay a fine, which consists of a silk dress. Get as many leap year proposal Post Cards all ready and printed to order, as you need silk dresses (you know you couldn't figure on all of them to accept, and it would be a nuisance to have so many husbands anyway). Proposals made to order for leap

year is, to my mind, a very wise and great invention. The inventor should receive a life pension from our strenuous President who believes in many proposals, which would undoubtedly lead to great results along the lines of his pet hobbies. But let us consider another side of the question. If every old maid, and every young one, for that matter, should use only five of such cards, for five of the choicest specimens of manhood that are to be had, and as the census tells us that there are not less than twenty millions of girls of suitable ages in the United States, and each of them would buy five one-cent stamps, or a total of one million dollars' worth of stamps in all, think of all that profit for Uncle Sam, and wouldn't the publishers of Post Cards be tickled to death?

This would be almost as much of a cinch as that boy had, I read about a few days ago, who started with nothing and made such a big success in the Souvenir Card business and is now worth more than one million dollars. His cinch was almost as good as this one, for his father, to begin with, was a rich man, his relatives were influential, hobnobbed with crowned heads and got him the sole right to sell his cards at all English railway stations and public places, old castles and such, which would have made him money even had he offered hairpins for sale.

But I don't want you to think I am jealous. Great thinkers and inventors are above such a low passion; but I do candidly hope my great scheme will be sanctioned by the President and then I'll buy a new hat for every one of the Exchange members who failed to catch her beau this trip, and I'll select a hat to match that silk dress, don't you know!

IT'S A BOY.

A Souvenir Post Card was received by us not long ago announcing the arrival of a big bouncing boy at the home of Mr. and Mrs. L. C. Wheeler, 230 Scio street, Rochester, N. Y. Both Mr. and Mrs. Wheeler are enthusiastic card collectors and will undoubtedly receive many congratulations from their many friends by Post Cards. We extend our best wishes to the happy event and hope the boy will develop the sport of "Post Card" collecting.

COLLECT POST CARDS.

A most interesting sport, to be sure, although there are a few people who have never heard of it, which is very unfortunate for them. We all need a hobby, a pastime or sport—that's what the doctors tell us, and they ought to know. It's good for your health to get your thoughts away from your daily routine and the cares of business. Let them travel with your Post Cards all over the world. Get in communication with others who have tastes like yours and who will hail with welcome a card from you. Or take advantage of the great variety of beautiful and interesting subjects offered you in shape of Post Cards, start an art gallery of your own, in miniature of course, but "art" nevertheless and most fascinating.

Did you ever see an album filled with Art Post Cards, reproductions of paintings that cost hundreds of thousands? They are yours for a few cents apiece, and quite satisfactory at that price. Does your taste run into architecture, beautiful scenery, sea pictures, or into posters, or maybe into the sentimental?

Whatever it is, you can get suited—there is no question about that—even if you would have to take to the humorous as a last resort, last but not least, I should say not. So why should you not take an interest in Souvenir Post Cards? Here is a recipe, approved by eminent physicians: Take one subscription to the "Exchange News," including list of members, one dozen Souvenir Post Cards, pen and ink, and also stamps. Address the cards to some of the addresses and await results.

Price of the subscription and membership	\$.60
Price of cards25
Stamps, about15
Total	\$1.00

FROM OUR FRIENDS.

The mails have lately brought us many touching expressions of the kindly feeling that exists between our friends, the readers of our little magazine, and the editor, who feels very much flattered about the many complimentary and encouraging letters a few of which we feel would be read with interest by all our readers:

Bellevue, Coleraine, Ireland,
Dec. 9, 1903.

Dear Mr. Editor:

Thank you very much for so kindly sending me the interesting set of Veiled Prophet Post Cards. They are very fine. As I hope I shall be able to visit St. Louis during the World's Fair, I would be much pleased to meet my St. Louis friends. My collection of Post Cards grows rapidly. It now numbers 8,900, all personally addressed. I have also a small collection of unused cards. With kindest wishes to you and Mrs. Selige,

From your Irish friend,
MILLICENT L. WOODSIDE.

1910 Crystal Lake Ave.,
Minneapolis, Minn.,
Dec. 17, 1903.

Editor Exchange News.

Dear Sir: I wish to thank you for sending the "Exchange News" to me. It is a very bright little visitor and I find it really interesting, even though I can not keep up the exchange as one should who is a member of a club. I have formed some friendships through the Exchange News which are very pleasant, with such as Mr. R. Bamford and Miss M. J. Woodside, but I have had to drop the most of them. That was a lovely Christmas Post Card you sent in the November number. I hope the Magazine may keep right on improving as it has been doing and wish you great success during the coming year. With a "Merry, merry Christmas" and "A happy New Year" to you,

I remain very truly,
GEORJEANNIE HAMILTON.

Morven House,
Footscray, Melbourne.

Dear Sir:

As my name was among the non-members of your Exchange Club, I am writing to tell you that the name of the city I live in was spelt wrongly, so I thought as I am going to join I might as well have it right. It is Footscray. My writing must have been indistinct when writing to Mr. Selige. I don't think we have very many post card collectors in Victoria. I have not heard of many. We are just beginning to have nice cards here now, when I first began collecting they were very poor, but will get better as time goes on.

I have only been collecting a little over twelve months and do not go in for it so largely as a friend of mine in Footscray. She has over 2,000 in two years. I suppose some of your members would think that a few, but you must know we are only beginners in Australia.

I will now conclude, trusting your club will prosper and that the Official Album will soon have all the member's photos.

I am yours very sincerely,
MAGGIE McPHEE

PICTORIAL POST CARDS.

The outstanding feature in the window display of almost every retail stationer's window in Great Britain to-day is the phenomenal show of picture post cards. Britishers may be a somewhat tardy and conservative race, and, by common consent, we do not take kindly, or eagerly, to innovations, and the Continent gave us a long lead in the particular branch of trade in question. Good business men shook their heads and doubted if "these things would sell," or if the novelty would not prove a very fleeting fancy. But picture post cards have come with a vengeance, and every one, from the duchess to the dustman's daughter, now sends and collects post cards, and the only danger is that the trade may be overdone, if that dangerous stage has not already been reached. Numerous correspondents have written us, protesting against the unpardonable way the line is being prostituted, both by rubbish sold at rubbish price, and by vulgar productions doubtless intended by the publishers to pass as humorous. We can only regret that it is a fact that

a large proportion of the public delight in having plenty for money, and that quality, with such, is a very secondary consideration. It may be argued that all tastes and all classes must be catered for but, whilst admitting this much in a general way, it would be better for everyone concerned if the line could be drawn at, say, the penny card; and we can only lament the obvious fact that there is a big demand for vulgar wit, inartistically interpreted. We have been astounded to learn how, what we may term the "tap room" order of pictures are devoured. It is, certainly, a reflection on our national taste.

But there is another side to the picture, and quite a number of good firms are coming into the field with high-class cards, combining humor, refinement and good workmanship. As in most other things, the character of the stationer may be read very fairly by his post cards.—The Stationery World, London.

When there is a birthday celebration among your friends don't fail to send a birthday Post-Card.



*O, kindly accept my proposal
It's leap-year - I must have a man,
It is really a serious question
And a case of catch as catch can.*



This number of the "Exchange News" closes the 3d, as it begins the 4th volume of this publication. Although of small and humble origin, and but sparsely supported in its beginning, it can now, after completing its third year, look into the future full of confidence of success. We can well be proud of the large number of old friends who have stuck to us from its very beginning, and of the many new friends who have come to join us of late. But not only have we gained in subscribers and active members of the Exchange, but our list of advertisers has also grown in proportion. We desire to thank all those who have patronized our advertising columns, for their support and for all favors shown us, and we sincerely hope they all have received sufficient returns to induce them to stay another year, when we expect to be able to show still better results.

The Souvenir Post Card business is still in its infancy as far as this great country is concerned. Looking over an English contemporary we find nearly 20 large pages filled with advertisements of dealers and publishers of Souvenir Post Cards, indicating a tremendous interest taken by the people of Great Britain. One of those firms claim to produce 60 millions of post cards per annum, and has 22 traveling men carrying only its own productions. It is therefore safe to assume that if the Souvenir Post-Cards are introduced in England to such an extent and in such a very short time, they will soon take the United States by surprise in an overwhelming and unheard of fashion.

The letters printed in this issue give a few specimens of the kindly feeling existing between the readers and the publishers of the Exchange News. It makes one feel good to read such compliments.

How did you like the Christmas number? In size and quality better than ever, and we hope, interesting enough to our readers. The many cards and letters of thanks received for the pretty Xmas cards sent free as a supplement showed us that our efforts to make this a special number were well appreciated.

A MEMBER OF TEN DIFFERENT SOCIETIES.

One of the latest applications for membership comes from Norway, a country from where it has been quite difficult to get good cards. Our new member, Mr. Terja Knudtson, of Ulleberg, Larvik, Norway, tells of his collection of 20 thousand cards. Just think of it—twenty thousand! And furthermore, he is an active member in only ten different Post Card collectors' societies. I guess most of us have to take a back seat and speak in subdued whispers about our own collections.

But, never mind; we are still young in the biz, so to say, and we will eventually get there; at least we are consoled with the fact that now we can get a few cards of that beautiful and world-famed Norwegian scenery, which Mr. Knudtson sends in exchange for our American View cards. If possible, the stamp should be on the picture side, and the address invariably written in lead-pencil.

OUR ILLUSTRATION.

Our frontispiece introduces to you a real "Bunch of Daisies" in the full sense of the word. They are from Chicago, that breezy, windy city by the lake, and constitute the Post Card Collectors' Section of the "Semper Fidelis Club," of the "Academy of our Lady," 95th and Throop street. These young ladies evidently know how to make photo postals, but it's a question whether they excel in the art of taking the photos or in the art of posing gracefully and with the necessary "chic" to give life to the picture. The group are certainly well arranged, well posed, well taken and it's a pleasure to have them in one's collection. While the "Bunch of Daisies" at first clad itself in extreme modesty and tried to pass under a mere membership number, No. 282, a few of them have consented to become known to the world at large as Misses Mary Quigley, Genevieve MacCourt, Carrie Jones, Annie Hayden, Irene Berger.

If you will scan the picture you can see them hanging over the fence.

Good luck to the Bunch of Daisies.

Did you ever notice what a nice lot of cards you will receive in return for nice cards sent? It pays to get the best.

XMAS AND NEW YEAR POST CARDS RECEIVED.

Among the many pretty Post Cards received during the Christmas and New Year holidays we find some particularly attractive. One from our friend, Miss M. I. Woodside, who allows no occasion to pass by without presenting her compliments in a most fitting and original manner, shows a spray of shamrock with a bit of green ribbon and bears the words:

The dear little Shamrock
The sweet little Shamrock,
The dear little, sweet little
Shamrock of Ireland.



From Selige's Leap Year Post Card. Copyright 1904

The other card shows a wintry landscape, printed in a pleasing brown tone.

Two cards of a similar character were sent us by Mr. Jos. L. Regensburger, who has sent some very pretty cards before. These Xmas cards picture dainty winter scenes in a pleasing black and white effect. Our friend, John Sohn, never forgets us. This time he sends us a photo Post Card with a picture of his Christmas tree, full of all kinds of good things, and also a bird's-eye-view of Dead-

wood printed from his own negative. We will mention only one more card, owing to lack of space. This is a handsome card from Miss Vera Giennini, who is now in gay Paris, finishing her education. The card is typically French, the picture, which is in a copper-tone drawn, is the new impressionistic style and highly embossed, giving an artistic but odd effect.

We wish to thank these and all the other friends who have been kind enough to remember us in this thoughtful manner, very much, and in return wish them a happy and a prosperous New Year, and we hope we will be fortunate enough to meet

in person a number of them during the time of the World's Fair.

POST CARDS SOLD AT A FAIR.

A suggestion in a former number of the "Exchange News" was put into operation lately by one of our members, Prof. C. H. Walling, of Oceanic, N. J. The occasion was a bazaar or fair arranged for the purpose of raising money for the school library. We expect Prof. Walling to send us full particulars as what part the Post Cards played and how they were disposed of, and other news of interest.

Modern Post Card Rhymes with Apologies.

Just a card of my selection,
Sent to you for your collection,
Wishing cards from other shores,
Pretty views in scores and scores.

I cannot rhyme,
I haven't time.
Please swap.

I received your souvenir card to-day,
And I have certainly answered without delay.

This souvenir card to you I send,
And hope that one to me you send.
I send this card to you to-day,
For I know you will answer
Some other day.

This souvenir card craze
With me you will agree:
Is better than what it is
Cracked up to be.

So please exchange.
Here is a card for the one you sent me;
I hope it will please you,
For your's pleased me.

Maid of Athens, ere we part
Send, O send me back a card
From wherever you may go,
I would thank you ever so.

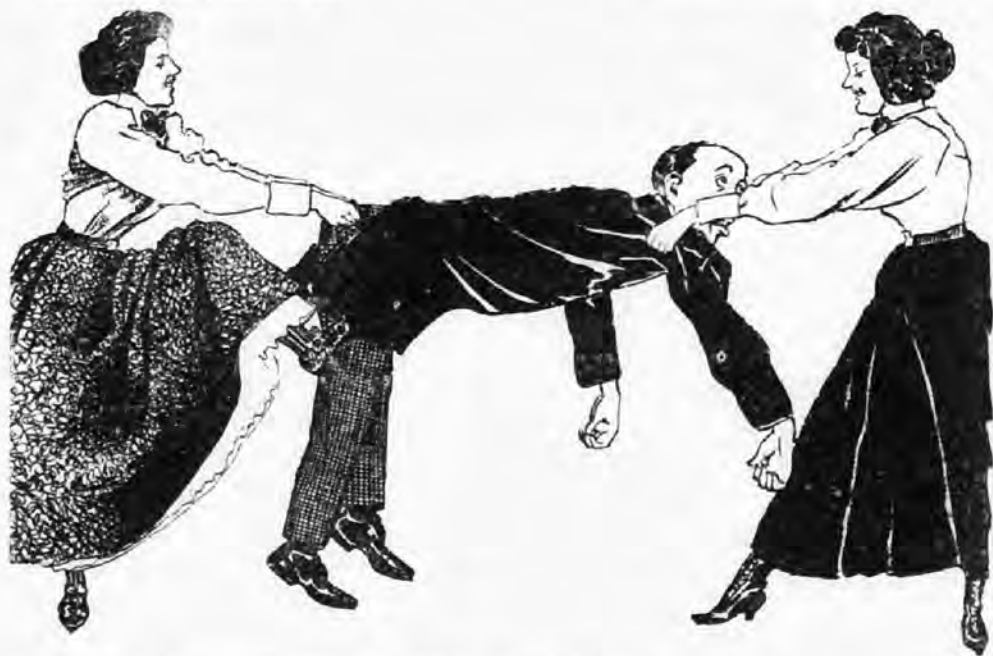
Gin a body know a body
Living out of town,
Gin a body write a body
Need a body frown.
Every lassie has her laddie,
None they say, has I
Yet—all the lads, they write to me
Yes, many a card have I.
Among the cards are fiery hearts,
The kind I love so well.
But whence they come, or what their
name

I dinna care to tell

Should old acquaintance be forgot
And never brought to mind?
Don't fret, in nearly every spot
Some post cards you will find.

Weep no more my lady,
O weep no more to-day,
For I send you a card from the old Ken-
tucky home,
From the old Kentucky home far away.

'Tis the last souvenir card
I'm sending to-day,
All her lovely companions
Have long gone away,
No answer from any,
No word did I get,
As I am sadly mourning
My last summers' pet!



*You do not seem to realize,
It's true;—it's true;
The Leap-year Girls have got their eyes
On you,—on you.*

Selige's Leap Year Post Card. Copyright 1904 Price per doz. asst. 50 c

Our esteemed contemporary, the editor of the Picture Post Card, is to be congratulated on the fine Xmas number, which showed wonderful growth in volume, improvement in contents and get-up and a well-deserv-

ed financial support of the Post Card fraternity. The paper is nicely printed, well illustrated and brimful of interesting matter. Success to the Picture Post Card.

A NOVEL ADVERTISING SCHEME.

American business men are noted for original and astonishing advertising ideas, but, with a few notable exceptions, they have not woken up to the fact that the Souvenir Post Card opens an altogether new and most promising field in that line. I have before me a set of Picture Post Cards sent me by an English friend who knows I am interested in all novelties in Post Cards. There are 9 cards to the set, printed by the three-color process, and the following self-explanatory legend printed thereon: This picture illustrates a dramatic incident in the great new story starting in "Answers" for week ending October 31st. Of all news agents and booksellers.

Here is an innovation. Instead of printing a large poster to hang up in the book shops, the publishers distribute among the public a few hundred thousands of Picture Post Cards. The public admires the cards, reads the advertisements and, making mental notes, pass the cards in the regular manner to some friend who has a collection of Post Cards, and he, instead of the enterprising publisher, pays for the postage, which is a very large item when you figure up what it would cost to mail such a large quantity of cards. Advertising men, please note.



From Selige's Leap Year Post Cards'

Those of our subscribers and members of the I. S. C. Ex. who have not paid their dues to date will please remit at once. The Editor is in need of a new pair of scissors and a new paste pot.

THE DETROIT PHOTOGRAPHIC COMPANY.

The leading firm of American Post Card publishers is situated in Detroit, Mich. Their publication covers almost every State and Territory of the United States, and every city and place of importance. There is hardly a town, a pleasure resort or a historic spot on the map where you could not find the beautifully colored and artistic cards that bear the well-known imprint of this firm. Their process of color printing is patented, and although imitated, in a manner, is distinctly alone in its class and well above the average in colored Post Cards that are on the market. It would be too big a task to describe all the cards of their publication, or even a part of them, but we might say to those who desire a complete set of cards covering and truthfully picturing the United States, that they send for a complete catalogue, and thus make their selection. Most any dealer in Post Cards carries in stock the Detroit Photo Co.'s "cards," especially their large and handsome assortment of Indians and Negro subjects, which are both very commendable, and will be found very useful in exchange with foreign correspondents.

Have you seen the transparent Post-Cards? Try to get a few for your collection.

TUCKS POST CARDS.

No firm of publishers deserves as much credit for the introduction of the Picture Post Cards as Raphael Tuck & Sons, of London and New York. Their cards are all of an equally high standard and of a variety that must be seen to be appreciated. One of their main aims seems to be to offer something for every taste and for every occasion. This is where Raphael Tuck & Sons excel any other publisher of Post Cards in this country, and there is hardly a subject that has not been taken advantage of in making up their tremendous assortment. A most remarkable lot of cards are their series of Comics; most of them are entitled "Write Away" series and with each picture goes a line in fac-simile handwriting, purporting to be the beginning of a sentence to be finished by the sender. Many of these comics are suitable for New Year cards and very popular.

Their complete list of Post Cards and all about their great Prize Contests make interesting reading, and is sent free upon application.

POST-CARD JINGLE COMPETITION.

All readers of the Magazine and members of the International Souvenir Card Exchange are invited to join our competition and send in some verse suitable to be written on Souvenir Post-Cards. Subjects can be selected to suit your taste. Not less than two lines nor more than eight lines to a jingle, but send as many different jingles as you like.

The requirements are: Fitness of purpose, perfect rhyme and metre, and originality, English language, written plainly on one side of the paper only, every contribution on a piece of paper by itself.

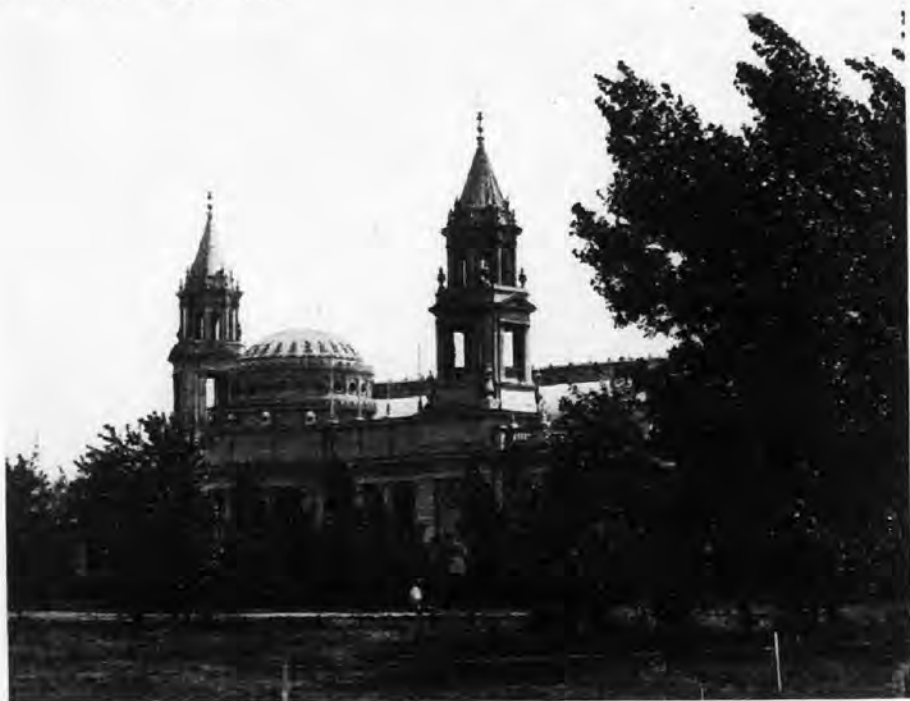
Close of contest will be announced in the Exchange News. Those jingles and verse that are accepted by the Editor will be published in the columns of the Exchange News. The readers will vote as to which are the most popular and the final prize will be awarded by competent judges.

1st Prize—\$3.00 Post-Card Album.

2d Prize—\$2.00 Post-Card Album.

3d Prize—\$1.00 Post-Card Album.

Or Post-Cards to that value.



Corner of the Varied Industries Bld. World's Fair St. Louis 1904.

AMATEUR PHOTOGRAPHY AT THE WORLD'S FAIR.

Hand kodaks may be carried into Fair Grounds without charge, the size 4x5 being the limit, and no tripods will be allowed with any size without a permit from the Division of Concessions and Admission. The rules regarding small instruments, coming under the head of hand cameras, has not been definitely decided upon. It is positive, however, that no camera requiring tripod will be permitted in the grounds, other than those owned by the photograph concessionaires and newspapers and periodicals, which have special permits from the Concessions Department.

At the Chicago Columbian Exposition hand cameras were allowed in the grounds provided their owners paid a fee of \$1 a day. There the kodak feature was under the control of the official photographer and he issued and sold the daily permits to amateurs. Here the concessionaire will have nothing to do with issuing permits for small cameras. Up to date, all cameras without tripods have been allowed in the grounds without charge. As to whether this will continue when the Exposition opens lies with the Division of Concessions and Admission. It is probable that a fee will be charged during the Exposition period, though this has not been definitely decided upon.

AN INVITATION.

Is extended to all amateur photographers who come to the World's Fair city to visit the club room of the Missouri Amateur Camera Club, No. 1 North Broadway, for here is where you will meet your brother amateurs from all parts of the world. In the club room will be reported all the rules and requirements of amateur photographers who wish to take pictures inside the World's Fair grounds. The register in the club room, we hope, will contain the names and address of every amateur photographer who visits the Exposition.

The secretary would be pleased to receive suggestions from amateur photographers and others that would be of benefit to the success of the club and its members, especially those who have been members of other clubs of a like nature.

M. A. C. C. PHOTOGRAPHIC CO-TEST.

The Missouri Amateur Camera Clubs' regular monthly prize contest was held on the 21st day of December, last, and was very interesting and instructive. Many entries of good work, handsomely mounted, were made and resulted in the judges awarding prizes as follows:

First prize in Class "A" to Mr. C. Ney Pickering.

First prize in Class "B" to Mr. F. S. Ives.

First prize in Class "C" to Mr. Wilber A. Billings.

MONTHLY PHOTOGRAPHIC CONTESTS FOR JANUARY.

The Book-Lover, W. E. Price editor, photographic contest, 30-32 East 21st street, New York City. First prize, \$5.00; second prize, \$3.00; third prize, \$2.00. One dollar (\$1.00) for the non-prize winning picture, published.

National Sportsman of Boston, Mass. Ten dollars (\$10.00) cash prizes. Subjects: Hunting, fishing, live wild game, etc.

Illustrated Buffalo Express. Weekly contests. \$5.00 to \$25.00 weekly. Subjects: News of special merit.

Leslie's Weekly, New York City. Weekly contest. Five dollars (\$5.00) first prize each week. Subject: Any of special merit.

St. Louis Star, Ninth and Olive streets, St. Louis, Mo. Weekly contest. Five dollars (\$5.00) cash prize weekly. Subject: See Sunday Star.

The object of this department is to help the amateur photographer in various ways, by giving such information as will be of value to him by solving such questions as may be from time to time submitted to us.

Amateur photographers in every city and town in the state of Missouri are requested to send in some of their best mounted prints to be placed on exhibition in our club room. All pictures should be sent prepaid, with return postage if same is to be returned. Address Wm. Burton, Secretary, Room 5, Allen Bldg., No. 1 N. Broadway, St. Louis, Mo.



Subscriptions.

THE EXCHANGE NEWS will be sent, post free, to any address in the World for one year for 50 cents. Sample copies 5 cents.

All subscriptions must commence with current number. Back numbers cannot be supplied at subscription rates.

Upon expiration of your subscription we shall highly appreciate an early renewal, or an order of discontinuance.

Change of Address.

In notifying us of any change of address be sure to give your old as well as new address.

Advertising rates.

Ads will be run twelve consecutive months for price of ten, or six months for price of five.

Page	Single Col.	Double Col.	Monthly.
Whole	1 1/2 inches	8 inches\$20.00
Half	8 inches	4 inches 10.00
Quarter	4 inches	2 inches 5.00
Eighth	2 inches	1 inch 2.50
Sixteenth	1 inch	1/2 inch 1.25

Under Sale and Exchange Column, Exchange, Want and For Sale Notices, Business Announcements, Etc., Etc., will be run at the low rate of one cent a word, with minimum of 10 cents. No display.

Notices.

Manufacturers, Publishers, Collectors and Exchangers are requested to send in specimens, together with interesting information for publication.

Sending Money.

Remit by Postal Money Order, Express Money Order or Registered Letter. Foreign by International Money Order.

For Sale or Exchange

Under this column exchange, want and for sale notices, business announcements, etc., etc., will be run at the low rate of one cent a word, with minimum of 10 cents. Ads will be run for twelve consecutive months for price of ten, or six months for price of five. All notices will be set in solid type and no display allowed.

Mrs. E. T. Wallis, 822 Wright St., Indianapolis, Ind., U. S. A., desires exchange in View Cards—good variety to exchange—prompt reply.

Will Exchange Bookplates "Ex libris" of all countries, have many duplicates—K. E. Graf zu Leiningen—Westerburg, Villa Magda, Neupasing bei Muenchen, Germany.

Exchange desired in fine Colored View Cards, correctly postmarked, from Foreign countries only. Prompt reply, Marie Merz, 101 Eighth St., Milwaukee, Wis., U. S. A.

Ben A. Koehn, 683 7th Ave., Milwaukee, Wis., will exchange cards with all Foreign Collectors. Tauscht Karten mit Jedermann. Cartes d' exchanges Sujets Legeres. Int. S. C. Exch. Member No. 270.

Prompt reply to every Souvenir Card sent me properly postmarked. I will send cards from the Saechsische Erzgebirge. Alfred Barth, Herold I. S., Germany.

Exchange View Cards with all countries. Good variety to exchange, and always reply. Mae E. Perry, 1707 Division Ave., East St. Louis, Ill.

For sale, English, French, German, Austrian, Canadian unused stamps at face value. Exchange News Pub. Co., Exch. Bldg., St. Louis.

Exchange desired in all kind of Souvenir Cards, correctly postmarked. Tausche Karten mit Jedermann. Hans Stener, 143 Canalport Ave., Chicago, Ill.

Gus A. Raake, 731 Century Bldg., St. Louis, Mo., U. S. A., will reply to all foreign cards, especially artistic cards. Tausch Erwunsch in Kunstler Karten. Einzeln zu Addressirt, Desire exchanzer. Cartes Artistiques. Sujets Legeres. Member I. S. C. E. 112

Guy R. Stewart, Nickerson, Neb., U. S. A., wished to exchange Post Cards with foreign and U. S. collectors. Will exchange any kind you wish. All cards answered. Value for value.

Edward Schoyer, Stadlau B. Wein, Austria., member No. 255, has given up exchange of cards.

Would like to exchange Post Cards with Foreign Countries. Member 281. Henry Trenz, Jr., 5 S. Broadway, St. Louis, Mo., U. S. A.

THE GLOBE
SOUVENIR CARD
EXCHANGE

Box 301
Minneapolis, - Minn.

If you want your cards answered; if you want your name promptly published and if you want a list of names that are reliable, join us. The dues are now very low, only 15 cts. per quarter or 50 cts. a year which includes a membership stamp and 4 fine view cards as premiums.

Lots of foreign names and they answer!

We will supply copies of the GLOBE at 5c each.

Leap Year Post-Cards are in order now.

12 different cards in colors sent on receipt of 50 cts

Send your orders to ADOLPH SELIGE 106
N. Fourth Street St. Louis, Mo

Rhymes

From Selige's Leap Year
Proposal and Valentine Post Cards.

*It's Leap-Year and I am tickled,
My chances are very fine;
Some girl will surely ask me
To be her Valentine.*

*You've got your Leap-Year Proposal
Put up for the boys, on the sly;
You'd better get a swift move on
Or the band wagon will pass by.*

*Well I should say, and it really is true
What you need is —
"A Bicycle built for two."*

*Would you be an old man's darling?
Wear his diamonds - drink his wine?
Be his little Tootsie Wootsie?
Be his darling Valentine?*

*You are as sweet as watermelon
And your lovely eyes do shine.
Won't you be my ducky darling,
Be my Valentine?*

*Your cheeks are like two apples;
Your form so round and fine.
I'm sure you are the sweetest thing,
I'd like you for my Valentine.*

TUCK'S Post - Cards

The designing, printing, as well as quality of card material employed in the reproduction of TUCK'S POST CARDS are of the best only; thus making their use a pleasure alike to sender and recipient.

The royal coat of arms, the name of the firm and miniature of our trade-mark is imprinted on every genuine Tuck Post Card.



"All Messrs. Tuck's pictorial Post Cards are ingeniously imagined and splendidly produced."—The London Times.

"The picture Post Card reached the highest standpoint of development in the hands of Messrs. Raphael Tuck & Sons."—London Daily Telegraph.

"Raphael Tuck & Sons' picture Post Cards are considered of the highest merit by Post Card experts."—London Court Journal.

"The most excellent selections of Post Cards emanate from Raphael House, Tuck's publications."—The Queen.

Complete lists will be mailed on application.

RAPHAEL TUCK & SONS CO. "LTD."
122 - 124 Fifth Ave., New York.

"Hispania"

Society of Spanish Souvenir
Card Collectors.

S. SEVERO 2 PL.,

BARCELONIA, SPAIN.

THIS Society publishes its own monthly magazine, "ESPAÑA CARTOFILA" with list of new members, changes of addresses, advertisements, etc., which is sent free to its members. The yearly dues are one dollar, four shillings, or five francs; English, French or German Stamps are accepted in payment, otherwise post office money order is preferred. For sample Copies address,

MONSIEUR LE TRESORIER de la Society
Cartophile Espagnole, S. Severo 2 Pl.
BARCELONIA, SPAIN.

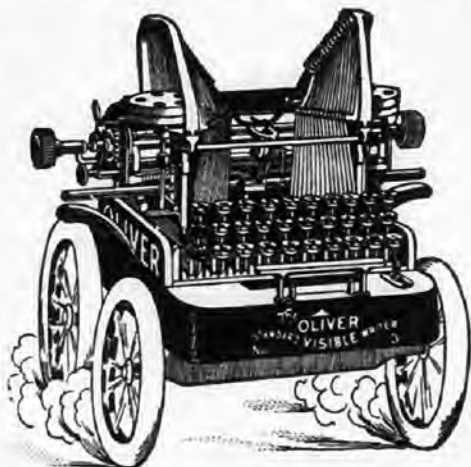
5 Beautiful Sea shells, not two a like and my 20 page illustrated shell catalogue giving the common and scientific name of over 100 different specimens. All for MRS. SUSAN M. MOHR, Box 25, Lealman, Florida.

DON'T BUY AN OUT-OF-DATE MACHINE ON A WORN-OUT REPUTATION

NOR A WEAK ATTEMPT AT VISIBLE WRITING WITH
TANGLEFOOT TYPEBARS AND SLOT GUIDES.

The Standard Visible Oliver Writers and Billers with 10 in., 12 in., 15 in. and 18 in. Carriages

Are Rapid
Convenient
Simple
Durable
And have
The Best
Touch
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Key Board



Enable
The
Operator
To do
The Most
Of the
Best Work
The
Easiest

Write upon any size or shape of paper from a postage stamp or druggists' label to an insurance policy* or freight way-bill, lined or unlined

Used by the Government and Largest Corporations

The OLIVER TYPEWRITER COMPANY

Century Building, 315 North Ninth Street,

ST. LOUIS. MO.

THE PHILATELIC WEST and CAMERA NEWS.

"Do not delay, But send to-day,
For the West, which is the best"

DO IT NOW!

Send for a copy 100-page Illustrated Monthly. The Philatelic West and Camera News, combined with Curio Monthly. Oldest, largest and best paper for all kinds of collectors, "Brimful of top-notch matter." Interests every reader on Souvenir Postal Cards Stamps, Coins, Curios, Relics, Photography, Etc. Trial, 4 Months, 10 cts. One Year 50 cts. SUPERIOR, NEB., U. S. A.

E. T. JETT Book and News Co., Booksellers,

Stationers and Newsdealers.
Bibles, Souvenir Postal Cards
Fountain Pens, Etc.

Gift Books in dainty bindings for the
Holidays.

806 Olive Street

Near corner of Eighth St. ST. LOUIS.



From Selige's Comic Post Cards

Detroit Photographic Co.



Color
Souvenir
Post Cards.

The largest collection in existence covering all the important localities (scenic and historical) in Europe and America.

COMPLETE NEW CATALOGUE JUST PUBLISHED.

Main Office and Works
Detroit, Michigan

In order to try the pulling qualities of this paper, we will give FREE of charge 4 Souvenir Post Cards of Europe to every card collector sending 1c stamp for our new catalogue of Postal Cards and Albums.

Xmas Cards 5c each 6 different for 25c
Views of France 10 different for 25c

E. S. KOCH & CO.

Box 497

PEORIA, ILL.

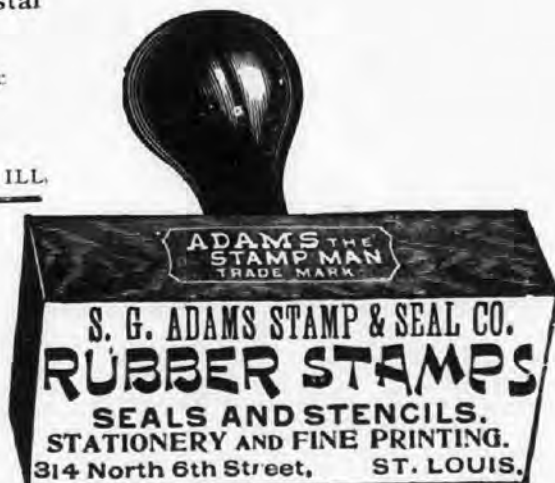
COLORADO!

Beautiful Souvenir Cards of Colorado only twenty-five cents - silver - per doz. post - free. Send for a dozen and you will order more.

Address J. PARK GRAYBELL,
51 W. Cedar Street
Denver, Colo.



The Day after



S. G. ADAMS STAMP & SEAL CO.
RUBBER STAMPS
SEALS AND STENCILS.
STATIONERY AND FINE PRINTING.
314 North 6th Street, ST. LOUIS.

 <p>CLOVER LEAF ROUTE</p>	<p>To Eastern Cities! Toledo, Detroit, Cleveland Buffalo, New York. Pullman Sleepers, Cafe Cars (Meals a la carte), Free Reclining Chair Cars, Modern Coaches. Lowest Rates. Best Service.</p> <p>ED KEANE, A. G. P. A. 104 N. 4th St., St. Louis.</p>
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Have a smile with me.

Adolph Selige

Manufacturer of

Souvenir Post Cards

106 North Fourth Street,

High Class Halftone
 & Color Printing.

St. Louis.

St. Louis.

106 NORTH 10TH STREET

1890-1891

Annual Program

Souvenir Post Cards

Manufacturer of

Adolph Selige





Our Line of
**Photographic and
Pyrographic Supplies**

Is the most complete in city.
Our prices will save you money.

Souvenir Post Cards and
Postal Card Albums.

A large collection of St. Louis cards
and new ones constantly arriving.
Let us show you our selection.

H. A. HYATT, 412 N. BROADWAY
ST. LOUIS, MO.

**IRON
MOUNTAIN
ROUTE**

TO THE
WINTER RESORTS

OF
**Texas,
Mexico AND
California**

Elegant Service. Tourist
Tickets on Sale.

For further information, write
H. C. TOWNSEND,
Gen'l Pass'r and Tkt. Agt., St. Louis.

**The Erie
Railroad**

BETWEEN
CHICAGO
AND
NEW YORK
DOUBLE DAILY
THROUGH SERVICE

The
ERIE

The Picturesque
Trunk Line of America



For time cards, regular and Special rates
send postal card to
D. M. BOWMAN,
General Western Passenger Agent
Chicago, Ill.

**The Erie
Railroad**

**When Traveling
Southwestward
See that your ticket reads
VIA**



“The Meteor”

A fast train to Oklahoma and Texas, carries observation cafe cars under the management of Fred Harvey.

CITY TICKET OFFICE 9th & Olive. STREETS.

ST. LOUIS, MO.

The Exchanger.

VOL. I.

CARBONDALE, PA., JANUARY 20, 1891.

NO. 5

EXCHANGE DEPARTMENT.

Exchange notices will be published in this department at the rate of one cent for two words.

SPECIAL NOTICE.

The publisher will not be responsible for any damage done through oversight by mistakes of the notices published in this department.

Jesse B. Hartley, Greensburgh, Westmoreland Co., Pa.

I desire to exchange tin-tags for base-ball players.

Moses Lewis, 53 E. Broadway, N. Y.

Very old Coins, Stamp Album and stamps to exchange for best offer. Send for list.

Chas. E. Smith, 460 Barren St., N. Y.

100 foreign stamps to exchange for best offer.

Fred Burke, Chri-field, Md.

I have 28 numbers of the GOLDEN WEEKLY and other papers to exchange for 5 & 10 cent novels. List sent on application.

B. S. Chase, 1037 West Third Street, Des Moines, Iowa.

I should like to sell for cash 95 story papers and 22 libraries. Letters answered.

William F. Leon, 269 Market St., Camden, N. J.

I have 1,600 cigarette pictures, also 11 albums, for best offer.

B. L. Singer, No. 37 South Main St., Carbondale, Pa.

Stamps to sell from approval sheets.

Jacob Weinburg, 98 Canal St., N. Y.

I have Scott's stamp catalogue and GOLDEN WEEKLY stamp album to exchange for best offer.

Henry Little, Sandy Hill, N. Y.

I have 1 volume of a boy's paper 1 2 volume YOUNG MEN of AMERICA and 1 pair American lock club skates.

H. J. Hall, No. 7 High St., Carbondale, Pennsylvania.

I have to exchange for an electric motor in good condition, the following articles: A foot ball, \$1.35; reading matter, \$2.00; post marks, \$1.00, and magic lantern with 1 2 doz. slides, 50c. Letters answered.

A young stamp collector.

In Newton Ohio, there lives a little boy 7 years old, who has a stamp collection valued at about \$85. The most of his stamps were given him by his uncle, who has a very rare collection; the rest were collected by himself.