

Postage stamp literature
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POSTAGE STAMP LITERATURE

Under this heading we intend to give our readers a survey of all the literary products relating to the collection of and the trade in postage stamps, such as journals, catalogues, albums, handbooks etc. We will first deal with the most important English, French and German philatelic journals, whilst making it plain that we do not claim to be giving an absolutely complete account. We hope to list any omissions in later supplements.

The first journal relating to stamp mania appeared of course in England, the land of ports, where above all the origin of stamp collecting is to be sought for. It was published under the title *The Stamp Collector's Review* by the firm of **Edward Moore & Co.**; after some time these gentlemen retired and their place was taken by **Alfred Perris**. The first issue appeared on 15th December 1862 and, as the first magazine, was tolerably well received by all circles of stamp collectors in England and also to some extent abroad. However, the publishers with tiresome stupidity constantly sent out insufficiently stamped specimen issues, subscription invitations and advertisement enquiries (sent out in postal wrappers, which naturally meant the recipient had to pay the postage as for an unstamped letter). The *Stamp Collector's Magazine* that appeared one and a half months later gave the magazine strong and successful competition. The *Review* appeared on the 10th of every month and gives both major articles on stamp collecting as well as a great number of short reports of more or less guaranteed accuracy. The adverts section is always relatively important, especially as the editors of the previous paper used the tactic of repeating adverts in all subsequent issues without asking the permission of the advertiser: And what is best, they went on drawing payment for these involuntary adverts or else simply took the amount from the sums left with dealers for stamps, as they can discharge their debts for preference with issues of their journals. From the 15th of January this year, **Mr. Pemberton** of Birmingham has been employed as chief editor of the journal: In my opinion he is the leading stamp expert in the world. He is now filling the magazine with endless articles on foreigners (the term used for all the stamps differing from current issues by the slightest variation in colour), and ranges extremely widely with his knowing remarks. More recently, the journal, like the *Stamp Collector's Magazine* mentioned

above, provides addenda to **Mount Brown's** excellent catalogue, and we cannot withhold praise from this arrangement by which the editors of **Brown's** catalogue are saved the cost of every new edition. So far the magazine is the second-best organ for stamp mania in England.

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(Conclusion)

The *Stamp Collector's Review* described in No.7 of our journal has been giving competition to the *Stamp Collector's Magazine* with great success since 1 February 1863. (Translator's note: I think that the order of these magazines should be reversed.) The editors, who also own the most respected and extensive stamp dealership in England in the firm of **Stafford Smith and Smith**, foreign stamp and crest depot, Queen's Square House, Bath, are the leading authorities on stamp collecting. The best known is **Mount Brown**, the author of the most complete stamp catalogue, but **Dr. Viner**, **Dr. Grey**, etc. also deserve prominence. The magazine always issues in our format. Eight of the pages are generally filled with advertisements, which are a very important source of revenue for the publisher. The lines of narrow pearl type are paid for at a rate of 6d – 5sgr. The subscription rate is 4d per issue (3.5 sgr.). Each issue will be sent free for an uncancelled stamp (e.g. Thurn und Taxis ¼ black, the new Italian 1c, Hamburg local post, Spain, etc.). The text of the magazine is of very high quality. As well as a report in every number, there are major articles on less familiar countries whose stamps we have in our albums, forgeries and copies (this section of the paper seems to have been taken over by **Edward Pemberton** when the *Stamp Collector's Review* failed), special matters relating to stamp mania, criticisms of new postal writings and magazines, which in most cases are all too little sound and scientific, additions to **Mount Brown's** catalogue, correspondence, a large number of new issue reports and a quite interesting letter-box. The diagrams take the form of wood engravings. Printing and paper are in very good taste and give the magazine a very pleasing appearance. The magazine is unquestionably the international exchange organ for all the stamp collectors of the world, particularly those who want to arrange an exchange with overseas countries – America and The British colonies – and its excellent contents and wide circulation make it in the highest degree valuable. We will deal with the next most important organ of stamp mania in England (*Once a Month, or the Stamp Collector's Advertiser*) in a later article.

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The third place amongst the English stamp journals is taken unquestionably by the organ of the new limited company corporation for the stamp trade, the *Universal Stamp Gazette*, a review of which we gave in the last issue of this journal. The excellence of this magazine is guaranteed by the names of its editors, who are familiar notables in the field of stamp trading. The aim of the magazine seems to be to provide competition for the *Stamp Collector's Magazine*. Although this has scarcely been achieved to the desired extent in view of the really excellent contents of the latter, the competition has led both magazines to make reciprocal strivings and efforts, and the wider public must benefit. It is an old axiom that competition with the originator leads to all the progress in the field of trade.

We will now return to *Once a Month, or The Stamp Collector's Advertiser*, published by the firm of **C. and H. Gloyn**, Acomb House, Manchester. This magazine does not seem to enjoy the wide circulation that it actually deserves. It has a high place in the literature of stamp mania, not least because of its elegant production and its outstandingly low price (2 pence per issue of 16 pages). The illustrations also leave nothing to be desired, like the beautifully produced "India proofs" (excellent reproductions) of rare stamps. As well as good leading articles, the magazine always has a number of small articles collected from all possible journals.

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Since they have only a limited circle of readers, we shall leave out the relatively small number of adverts actually paid for. (As the author of this article has found himself, the editors of a journal who know the trick very often put one and the same advert in 6 or more issues, and as often several times in one and the same issue, without this being ordered. However it should be said to the credit of the firm, in contrast to the firm of **Edward Moore & Co.** (now **A. Perris**) which published the *Stamp Collector's Review*, that they never charge afterwards for these involuntary publications, or even make up for the charade by sending stamps for viewing. With the exception of personal communications, the editors of *Once a Month* are not very careful, and so the advice must be that in dealing with them get accurate information and then place an order. The editor of the *Allgemeine Deutsche Briefmarken-Zeitung*, and the author of this article himself, have several times suffered from the lack of consideration of this gentleman.

A more pretentious advertising sheet, the *Weymouth Stamp and Crest Advertiser* appears at the same price. We call it an advertising sheet, as that is all it amounts to. All ostensibly new reports are copied from other magazines, and the few original articles usually have a great number of very poor remarks, not even reaching the lowest level of English literature. Whereas *Once a Month* appears on the 15th of every month, this one always appears on the 1st. The magazine deserves high praise for one feature alone: under the heading of "The Honest", it gives a list of swindlers who will simply not answer for stamps on approval, naturally at the sender's responsibility. We are also quite ready to publish in our own journal the names of such gentlemen who are not ashamed to keep back things sent on approval and ignore all reminders, whilst naturally making whoever sent them as responsible for every article, and confirming this by naming them in the journal. It is quite obvious that anonymous inputs, which are intended to put suspected cheats in the pillory, will be ignored. Moreover this unmerciful exposure of cheats should also have the great advantage that German dealers know who to look out for in England – especially when sending things there, since the usual rules for protecting oneself from such cheating, namely to register all letters and use the receipt to guarantee its reception by the addressee cannot be used because of the cost. The editorship of the *Weymouth Stamp Advertiser* is in the hands of a certain **Mr. Dean**.

A magazine which is given away free and thus gives maximum publicity to the adverts which also make it viable, is *The British and Foreign Stamp and Coin Advertiser*. This appears on the 1st of every month, under the editorship of **A. J. Johns** of Manchester. This sheet can be distinguished from other free advertising by the fact that as well as the adverts, it includes a large number of interesting articles. Naturally, very high claims cannot be made for something

which is free, and we must be thankful for whatever we get. We do not actually know whether the magazine is appearing currently, but we do now that because of “a great shortage of adverts” (the usual euphemism for the non-viability of an advertising sheet) it was very close a short time ago to giving in to fate and leaving this world so ungrateful to honour and virtue – a fate suffered by so many other English journals, too many for us to name, particularly the *National Stamp Express*, published by **Evans**. We think it beneath our dignity to waste words on this last magazine, whose principal features were the invitations to subscribe, along with rough abusive language about the German nation and arrogant, insolent overvaluation of the English. Its greatest service to its subscribers was to tell them when it ceased to appear.

In our next article we will deal with a few more minor English journals, and then go on to the French and German ones.

Translator’s note: Issue 12, from which Part IV above was translated, was the last issue of this journal.

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