

OUR CALENDAR

VOL. I.

IOWA CITY, IOWA, JANUARY, 1892

No. 1

OURSELVES.

OUR CALENDAR speaks for itself and in introducing it in philatelic circles we make no pretense of supplying that long felt want, neither do we wish to enter into philatelic journalism proper. OUR CALENDAR will be published as often as our business demands it, and it will be sent free the world over. To stamp dealers especially we commend this number and ask that its pages be carefully perused. Stamp collectors too, will find some news and items of interest, and to any contemplating subscription to philatelic publications, or wishing to renew subscriptions, we can offer special inducements. Our next number will probably appear about March 1st.

Of the holiday numbers received by us to date, we cannot refrain from special mention of the *Eastern Philatelist*. Its sixteen pages of reading matter, are most interesting and profitable. E. P. Newcomer, in his plea for general collecting, echoes our sentiments exactly. Guy W. Green, Canadensis, W. R. Winch, A. F. Ewfacts and others contribute some good wholesome matter. The *Philatelic Era* contains about eighteen pages of readable articles and is a very credible issue. This number calls forth a vivid contrast to the issues we remember a year or two ago. Other publications deserve mention but space forbids.

Stamp dealers desiring special bargains, should investigate our combination advertising rates.

The new years announcements of our papers are not so numerous this year. Bad weather.

OUR CALENDAR.

Our Calendar which we advertised to appear Feb. 15th, is well under way, and will surely appear on that date. We are happy to announce that Mr. Alvah Davison will contribute an article on the Advancement of Philately, and besides notes and items of interest, a review of the work, progress and retrogression of the various societies and associations of the past year, will also be found in its pages. It will be a volume of 32 well printed and handsome pages $4\frac{1}{2} \times 6\frac{1}{4}$ inches. It had been our first intention to distribute the thousand copies gratuitously, but we have found the expense much heavier than at first anticipated and have therefore placed the price at the small sum of 10 cents. This will barely cover the cost of printing, binding, postage, etc., and collectors and dealers will find it a handy little volume. The list of societies, with short histories, etc., will be well worth the amount. A few pages have been reserved for advertising purposes, and dealers and advertisers will surely recognize it as an invaluable medium to reach collectors. The rates, too, are exceedingly low, and until Feb. 1st, we will accept \$2.25 for one page or \$1.25 for one half page, each advertisement including five copies, and payment to be made upon receipt of book. First come, first served.

This seems to be the age of organization. Not a month passes but what we read or hear of some new local philatelic society, or state and even national associations. In union there is strength and whatever tends to strengthen our science should receive the hearty endorsement of all true philatelists.

STAMP DEALERS

That there is no need of expounding upon the necessity of printer's ink we are fully aware, but it is a fact that an unlimited amount of the aforesaid article used in an imprudent and in an inexperienced manner, is a sad mistake, a fact that all do not seem to recognize. A newspaper agency, by shrewd and judicious placing of advertisements, gives a customer the greatest results for the smallest amount of money. To do this it must understand the underlying methods of successful advertising. The greatest business houses of this country entrust their advertising to newspaper agencies only, and our smaller institutions would do well to profit by their example, especially philatelists. We have all of the principal magazines on file, and by careful combination we are confident we can save you time and money. We have already made contracts for the entire advertising of several of our largest dealers, and to smaller concerns the same advantages and careful methods are offered. All we desire is a trial; we are certain we can please all of our customers. For a short time only we make the following offers: An inch advertisement in *Plain Talk*, *Post Office*, *Philatelic Era*, *Canadian*, *Southern*, *Quaker City*, *Eastern* and *Dominion Philatelists*, 1 month for \$5.30, or 3 months \$13.80, payable monthly. Circulation of these eight papers 23,500 monthly. For \$4.50 we will insert a two inch advertisement in *Plain Talk*, *Post Office* and *Eastern Philatelist*, one insertion, or three times for \$10.85, payable monthly. Circulation, 15,000 each month. \$11.20 will secure a half column, one insertion in *Post Office*, *Philatelic Era*, *Quaker City*, *Eastern* and *Canadian Philatelists*. Circulation of these combined publications 8,800 copies.

Collectors wishing to find bargains and reliable dealers, would do well to consult the pages of OUR CALENDAR, out Feb. 15. Price, 10 cents.

We are indebted to the Chicago Philatelic Society for the kind invitation to their banquet, commemorating the sixth annual installation of officers, on January 7th.

Persistent and continual advertising will in time bring their true reward. To stamp dealers we offer this month, some special bargains in the advertising line. For \$5.00 cash we will insert a one half column ad once in *Philatelic Era*, *Canadian Philatelist* and *Eastern Philatelist* and give a one inch ad free in Our Calendar. Circulation of these four papers combined 4,500 copies. A column advertisement in *Post Office*, *Philatelic Era*, *Eastern Philatelic* and *Quaker City Philatelist* once will cost only \$15.20 with which we include a three inch ad in Our Calendar. If dealers will give us a list of the publications in which they wish to advertise, we can get a better idea of their wants and can judge accordingly, correspondence costs nothing, write us.

According to "Universitates" in December *Eastern Philatelist*, Mr. Guy W. Green is attending the Iowa University. If such is the case we have been unable to find him out. Is there a mistake? Ye scribe enjoys the proud distinction and honor of being a member of '94, and seconds the above's proposition for an *Inter-Collegiate Philatelist*.

Societies and associations of philatelists contemplating the subscription to one or more publications should let us make rates.

Read the advertisement of OUR CALENDAR elsewhere.

OUR CALENDAR

Published Semi-Occasionally by the

WESTERN PHILATELIC AGENCY

Box 1963, IOWA CITY, IOWA.

C. D. REIMERS, EDITOR

Mailed Free to all who desire a copy.

We are not a philatelic magazine, and may not be so considered, but still we must say that we are heartily in favor of the advance in the subscription price of first-class magazines. There is no doubt that by so doing we can elevate the standard of philatelic journalism.

To keep yourself before the eyes of the public you must advertise. We offer a one-half inch ad. in the *Canadian and Eastern Philatelists*, *Philatelic Era*, *Post Office*, *Quaker City Philatelist* and *Plain Talk*, one insertion, for \$2.60 in advance. Three insertions, \$2.28, payable each month in advance.

Can nothing be done to revive the anti-surchage society, which created such a favorable impression a short time ago? We are heartily in favor of it, and are willing to lend our aid towards its organization.

We have a few copies of the ninth edition International Album which we will close out at the following low rates postpaid: \$1.50 edition for 87 cents; \$2.50 edition for \$1.42; \$5.00 edition only \$2.97. We have a copy of the French morocco worth \$7.50, which we will sell for \$3.87. Send money by postal note. These albums are just as good as the tenth edition, except that they have not the space for the last year's issues. Scott's new 52d edition Stamp Catalogue, postpaid, 25 cents.

OUR CALENDAR out February 15. Price, 10 cents per copy. Advertisements \$2.50 per page.

We would be pleased to exchange two copies of OUR CALENDAR for one of all papers published. We will carefully review all books, papers, pamphlets, etc., sent us.

The new Philatelic Society of Canada, is indeed making wonderful strides, having at present over 225 members.

See our notice elsewhere of OUR CALENDAR. To dealers its advertising pages are invaluable and to collectors it is a neat volume.

Has the movement to abolish the duty on stamps been dropped? We have heard nothing of it of late.

The Philatelic Society of America still plods along, and from Bro. Aldrich we learn prospects are very bright.

To advertisers contracting for at least one page in OUR CALENDAR, we will give free five copies of same. This offer good until February 1st only.

Copies of this number will be sent to all philatelic societies, together with blanks, requesting information regarding members, officers, etc., for publication in OUR CALENDAR. It is our special desire that secretaries will fill them out at the earliest date and return to us.

Mekeel's *Stamp News* has just completed a prosperous year. As a new venture in weekly philatelic journalism it has been a success and our best wishes for the new year go with it.

To dealers contracting for advertisements to the amount of \$15.00 we will give free one-half page ad. in OUR CALENDAR; to the amount of \$25.00 one page.

OUR CALENDAR

Will appear promptly as advertised, on Feb. 15, 1892, and will be a handy little volume of thirty-two pages, 4½x6½ inches. Mr. Alvah Davison will contribute an article, written especially for Our Calendar, on

The Advancement of Philately!

A list of the PHILATELIC SOCIETIES, with news and items of interest to all, will also be included. The latter alone will be well worth the small amount charged, and everybody should have a copy. PRICE, TEN CENTS.

ADVERTISEMENTS

A few pages have been reserved for advertisements, and we offer space at the rate of \$2.50 per page or \$1.50 per half page. Until January 21st we will accept \$2.15 for the former and \$1.25 for the latter. With each page ad. we will forward, to any address, five copies free, and with half page two copies. Dealers will surely appreciate the benefits of a standing advertisement of this kind, and considering the fact that 1,000 copies will be issued, the rates are extremely low. We invite correspondence.

WESTERN PHILATELIC AGENCY,
Box 1963, Iowa City, Iowa.

OUR CALENDAR

Will be issued Feb. 15th. Price, 10 cents per copy. Advertising \$1.50 per page. Send for circular.

WESTERN PHILATELIC AGENCY,
Iowa City, Iowa.

Are You Awake?

To your own interest. For \$4.10 we will place a one inch ad., one insertion, in eight of the leading philatelic publications. Guaranteed circulation of same 14,750 copies. For \$2.18 we will insert a one inch ad. once in four publications having a combined circulation of 5,200.

WESTERN PHILATELIC AGENCY,
Iowa City, Iowa.



Wonderful Bargains!

To Stamp Dealers!
To Collectors!
To Philatelic Societies!
Circulars sent free.

WESTERN PHILATELIC AGENCY
IOWA CITY, IOWA.

STAMP DEALERS!

Before placing any advertising contracts for 1892 you will find it to your advantage to try our

COMBINATION RATES.

We have all of the principal philatelic publications on file and can save you time and money. Correspondence solicited.

WE HAVE IN STOCK

Albums of every description, and before purchasing elsewhere send for a copy of

OUR CALENDAR

SAMPLE FREE.

The Tenth Edition of the INTERNATIONAL POSTAGE STAMP ALBUM is now on sale, and we offer the following—

Bound in boards, half cloth, postpaid	\$1 42
Bound in cloth, gilt	2 38
guards and blank pages	3 35
NINTH EDITION.	
\$1 50 Edition, half cloth, postpaid	87
2 50 " " "	1 42
5 00 " cloth, printed on one side	2 97

Correspondence solicited.

WESTERN PHILATELIC AGENCY,
Box 1963, Iowa City, Iowa.

THE



WESTERN PHILATELIC AGENCY

Box 1963, IOWA CITY, IA.

We are agents for ALL of the leading philatelic publications, and offer Stamp Dealers and Collectors special bargains in advertising and subscriptions. We also handle all the publications of the various publishing houses, and anything you want in the Album or Catalogue line, we can supply you at good figures.

DID YOU NOTICE

87 Cents will purchase a copy of the \$1.50 Ninth Edition International Postage Stamp Album. \$1.42 will purchase a copy of the \$2.50 edition. Only a few left.

WESTERN PHILATELIC AGENCY,
Iowa City, Iowa.

OUR CALENDAR.

VOL. I.

WASHINGTON, D. C., APRIL, 1892.

No. 2.

NO. 2 of OUR CALENDAR is, as you see, about the same as No. 1, except that the "Our" refers to a different firm. In fact, H. P. BOYLE, of 1719 Q St., N. W., WASHINGTON, D. C., has purchased the entire business, good-will, etc., of the Western Philatelic Agency. The business so successfully started by Mr. Reimers will be added to, and carried on with, Mr. Boyle's own, and not only does he hope to give the patrons of both old agencies the fullest satisfaction, but also to gain a large number of new customers for the new and greatly enlarged agency. This paper will be published, through the spring and summer, as often as our business demands it, and it will be sent free the world over.

AT the time of writing, the March numbers of the following papers have reached us. The *Philatelic Tribune*, newsy as ever; the *American Philatelist*, with a most interesting contents to those in and out of the A. P. A.; the *Electric Philatelist*, resembling ourselves somewhat, in size and age; the *Cabinet and Album*, still more like ourselves in size and character, being the trade journal of the Chicago Coin Exchange; the *Philatelic Fraud Reporter*, that little sheet you must read if you would keep up with the times; the *Quaker City Philatelist*, particularly interesting to society members; the *Philatelic Journal of America*, not quite so much of it as the two preceding numbers, but what there is of such a character as to make it one of the best papers published; and last, but not least, (*ding!*) either in size of page or character of contents, comes *Mekeel's Weekly Stamp News*, Philately's newspaper.

Combination Rates are the Best!

YOU may expect to see, before long, still another change in our business. A company is about to be organized, in this city, to buy out the present proprietor and to run the business, retaining him as General Manager, under the name of the NATIONAL PHILATELIC AGENCY. When this is effected, Washington will boast of the largest Philatelic Publication Agency in the country. Special attention will be given to all kinds of United States and foreign philatelic publications, including papers, albums, catalogues, etc., etc.

THE great feature of the Agency will be its paper, the AD. AND SUB. It will not be a trade journal. Every dealer and collector knows of those two papers, *Art in Advertising* and the *Literary World*. The AD. AND SUB. is to be the *Philatelic* combination of these two. Among other departments it will contain articles on advertising and subscription, by the foremost authors, a complete and valuable Literary Review of every new publication, a Review and Criticism of the advertisements appearing in the various papers, with valuable hints and suggestions on advertisement writing, and pages of Model Advertisements, Notes, Fun, etc., etc. It will be profusely ILLUSTRATED with *very fine* pictures.

In future numbers of the CALENDAR we shall explain this more fully, as at this time the scheme is only a scheme, though one likely to materialize about the first of October next.

ARE you a member of the A. P. A.? You should be. Address the secretary, Millard F. Walton, Box 38, Philadelphia, Pa., or ourselves for full information.

How does the idea of a *great* National Society strike you? It would be a great boom to Philately! Write up your views for your favorite paper. We want to hear from *everybody*.

I AM fully aware of the fact that you recognize the value, or rather the necessity, of a proper use of that excellent commodity known as Printer's Ink. It requires a systematic study of the subject to learn what a *proper* use is. We spend a great deal of time and money in this study and are therefore enabled, in a great measure, to decide what constitutes a proper use.

One of the best means of using your Ink is by distributing it through the PHILATELIC PRESS. But in the press itself is a great field for study. The value of a paper or group of papers, as mediums, lies not alone in their circulation, but also in the class of their readers. The vast number of papers may be divided into classes according to the people to whom they are sent, whether dealers, advanced collectors, beginners, buyers, sellers or traders. Unless you know which papers belong to each class it is impossible for you to advertise in them correctly. You can obtain this knowledge only at a great cost of time and money. You may avail yourself of it through us. The most expensive and laborious part of our business is the obtaining of the facts for classifying the papers, but having them in this classification is our strong point and our first argument in claiming your patronage.

OUR second argument is, that by a combination of several papers, we are enabled to make you rates below those of the publishers. We give no discounts from regular rates except in combinations, remember.

We make, in all our advertisements, offers of special combinations, which are very good as illustrations of our prices,

but we always advise correspondence in relation to any contracts, for, when we know the character of the advertisement, the amount of money you wish to spend etc., we are enabled to make much more satisfactory combinations.

KEEPING *everlastingly* at it brings success. Never let the public forget your name. A half-inch advertisement in *Plain Talk, Canadian and Southern Philatelist, Philatelic Era, American Philatelist and Collector, The Collector,* and *Mekeel's Weekly Stamp News* will cost \$2.75 for one insertion or \$7.65 for three insertions, payable monthly, in advance.

An inch advertisement is even better than a half-inch. One inch in the *Philatelic Fraud Reporter, Plain Talk, Post Office, Canadian, Southern, Eastern, Dominion, Quaker City, Essex County, Michigan and Eagle Philatelists, American Philatelist and Collector, Philatelic Era* and *Tribune, The Collector, Collectors' Stamp Journal, Curio, Coin and Stamp, Philatelic Journals of Ohio and America and Mekeel's Weekly Stamp News* will cost \$13.00 for one insertion or \$35.46 for three, payable monthly, in advance. This is an unsurpassed offer. The monthly circulation of these twenty-one papers is guaranteed to be over 40,000.

That offer, while very fine, may be a little too expensive for some, so we make the following: For \$3.00 a one inch advertisement will be placed once in the *Philatelic Fraud Reporter, Southern, Eastern, Essex County,* and *Eagle Philatelists* and the *Philatelic Journal of Ohio.* Circulation, 9,500.

For those who wish to place larger advertisements, we offer a half column in *Post Office, Philatelic Era, Southern, Quaker City, Eastern, Essex County,* and *Eagle Philatelists* with the *Philatelic Journal of America*, one month for \$22.10 or three months for \$60.24, payable monthly, in advance. These are nine of the best mediums and half column is the best size for general purposes, so you will find that you can do no better than reach the 28,000 collectors to whom these papers go each month.

OUR CALENDAR

Published Semi-Occasionally by

HOWARD P. BOYLE,

Philatelic Advertising and Subscription Agent

1719 Q St., N. W., WASHINGTON, D. C.

A. P. A. 985, C. P. S. 207.

Mailed Free to all who desire a copy.

ALREADY some of the publishers have raised their subscription rates. That is very good. Collectors will be ready to pay for a good paper, but they expect a better paper after the rise than was given before it. Publishers should remember this and act accordingly.

We will exchange one or two copies with all. We would suggest to those publishers who do not receive a copy of this and a personal letter, that they should send us a sample of their paper, because we desire to have them all on file.

Look over our list of Philatelic Publications on the following page. We are prepared to furnish anything in that line at bottom rates.

The pamphlet to have been issued by the Western Philatelic Agency will not be published. Explanations have been sent to advertisers and others. You may expect something even better about October. It is too late to start a paper now or else the AD. AND SUB. would come out before that date.

The March number of the *Post Office* has just been received. It is a very interesting number, but a better one is promised next time. The subscription rates have been raised. An interesting number of the *Dominion Philatelist* is also before us.

Mr. J. J. Casey of 26 E. 129th St., New York City, will resume the publication of the *Stamp Journal* with "all the modern improvements," at \$1.00 per year.

NO true philatelist can get along without one or more papers. We make this assertion advisedly and are prepared to prove it.

A true philatelist desires to study his stamps and wishes to get all the help from articles upon them possible. He also wants to know all about new issues, the discoveries of varieties, counterfeits, etc. He wants to know of the doings of fellow collectors in his own and other countries, and he is not satisfied until a hundred other matters are brought to his notice. Such being the desires of a true philatelist, it remains to show that papers are able to satisfy them.

Some papers have good articles, others good chronicles of new issues, etc., and still others furnish the doings of the collecting world. One paper may furnish part of the information sought, but it takes several to give it all. We know that every collector desires to be considered a true philatelist. Therefore, he should go to work to make himself one. The work is neither hard nor expensive and we are ready to assist you in it. By reading the following offers of subscriptions to the various papers, you will be convinced of that fact.

To collectors wishing to procure all kinds of stamp literature, from news items and reliable advertisements, to good articles and reliable information, we offer a year's subscription to the *American Journal of Philately*, *Philatelic Journal of America*, *Mekeel's Weekly*, *Post Office*, the *American*, *Metropolitan*, *Eastern*, *Eagle*, *Southern*, *Quaker City*, *Canadian*, *Dominion*, and *Essex County Philatelists*, *Philatelic Fraud Reporter*, *American Philatelist*

and Collector, *Philatelic Era*, *Philatelic Tribune*, *The Collector*, *Collector's Stamp Journal*, *Stamp Collector's Journal*, (Eng.) and *Philatelic Journal of Ohio*, for \$6.00 payable in advance. You can't beat that! Twenty-three of the best papers at an average rate of 25 cents.

For those who do not wish to spend so much we make a splendid offer in a years subscription to the *American Journal of Philately*, *Philatelic Era*, *Southern, Eastern and Eagle Philatelists* and *Mekeel's Weekly*, for only \$2.20.

The *Philatelic Journal of America*, *Mekeel's Weekly* and the *American Journal of Philately*, the three best stamp papers in the country, will be sent one year for \$1.72.

POSTAGE is a big item in the expenses of our business. If it was not for that we could make much better rates than we are now able. Take, for example, the offer of the subscriptions to twenty-three papers. The persons availing themselves of it write us once, the money order costs 8 cents, so, all together, there is 12 cents. Now look at our part. We write to 23 people at 2 cents,—46 cents,—and, as many publishers require payment of even small amounts by postal notes, 60 cents hardly covers our outlay on that order alone.

YOU must advertise to succeed. We have learned that and are profiting by it. Below we give a two inch advertisement which we wish to exchange with every paper. This paper will have a circulation of 1000 each month until next October, and that thousand is made up of the very best class of dealers and collectors. We will give two inches in this as many times as two inches are given us in any other paper.

TWO HEADS (☺) (☺)

Will accomplish more, in every way, than one, no matter how large that one may be (☺). In fact two will attract more attention, with less space, will get better returns for less money than any one we know of. But it is not only two we offer to help our customers in ADVERTISING and SUBSCRIPTION, it is a whole row, see!

(☺) (☺) (☺) (☺) (☺) (☺) (☺)

A sample copy of OUR CALENDAR Free!

HOWARD P. BOYLE,
1719 Q St., N. W., Washington, D. C.

WE not only keep all the stamp journals on file, but also are prepared to furnish all first-class publications at bottom rates.

CATALOGUES.

Scott Stamp & Coin Co.'s 52d Edition,	\$0.25
Mekeel's Catalogue of American Stamps (cloth)	.50
Philatelic Catalogue (adhesives) E. B. Evans,	2.50
" " (adh., env., cards) Evans,	3.00
Catalogue of the Stamps of Peru, Evans,	.10
" " U. S. and Confederate adhesives,	.10
" " Entire U. S. Envelopes, Evans,	.20
Emissions of China, Shanghai, Corea and Japan, by W. A. Warner,	.15
Stamp Collectors Library Companion,	.25
Addenda to same—both by Tiffany,	.06
Comparative List of Evans' and Horner's numbers of U. S. Envelopes,	.20

ALBUMS.

Pocket Album,	\$0.20
Philatelist's Postage Stamp Album (boards)	.25
Popular Album, No. 1,	.30
" " No. 2,	.50
Philatelist's Postage Stamp Album (cloth)	.50
Popular Album, No. 3,	.75
Imperial Postage Stamp Album,	.75
International Postage Stamp Album (boards)	1.50
" " " " (cloth)	2.50
" " " " (guards)	3.50

Other styles from \$5.00 to \$25.00.

Mekeel's Blank Album, No. 2,	2.50
" " " " No. 3,	4.00
National Philatelic Album (U. S. only),	.75

MISCELLANEOUS WORKS.

Standard Color Chart,	.75
Millimetre Scale and Perforation Gauge, in white Celluloid,	.35
Merchant Flags, \$0.25	} three sets, 1.00
Portraits of Rulers, .50	
Coats of Arms, .50	
President Tiffany's Address to the 2d convention of the A. P. A.,	.25

BACK NUMBERS.

The Western Philatelist (Chicago)—17 numbers— complete,	4.00
The Philatelic Gazette—17 numbers—complete,	3.00