

THE PHILATELIC CANADIAN.

bottles, boxes and packages, and these have been destroyed long ago, and the stamps with them. They have not been stored away in old trunks and garrets, as the document stamps. About all the available stock is now in the hands of collectors. Hence it is clear that an increased demand for these stamps which is sure to come sooner or later, means a very remarkable increase in values.

At the present time very many values are obtainable at very low figures. But the advance is sure to come. The wise collector will not put off buying until to-morrow what he can buy to-day.

Match and medicine stamps are beautiful and attractive. No class of stamps are more so. All the novel shapes, colors, sizes and designs are found among these stamps. We have the Humboldt square stamp, the Centaur rectangular, and the strap-hinge, diamond-shaped Jaynes. Don't fail to get a few match and medicine stamps and see how you like them. You will make no mistake in the investment.

S. ESTE ADLER.

ADVERTISING.

To sell stamps judiciously,
Just advertise auspiciously.

Macaulay says:—"Advertising is to business what oil is to machinery." A mere child knows what oil is to machinery, but how much logic and philosophy it takes to convince some that the first part of the maxim is true. Although we all see that the largest advertisers do the most extensive business, yet it is argued that advertising does not pay.

One misrepresentation of stamps in an advertisement is remembered by customers longer than a hundred correct statements.

Neither good display alone, nor good

language alone, nor good argument alone, makes a good ad. It is the fusion of the three in order to make one complete harmonious whole, that produces the convincing advertisement.

Don't try to make every word in your ad impressive. Remember the best stories have but one climax.

Everything superfluous should be excluded from your ad. The shortest road to the collector's mind is secured by condensing the thought to be expressed into as few words as possible. Too many words are worse than too few.

Advertising is not a lottery. A well written advertisement in a well conducted stamp paper will produce satisfactory results.

It is not necessary that a paper should be in existence a year or more before it becomes a paying medium for advertisers. An advertisement may be inserted in an old paper, along with an army of other ads, and may be, perhaps, lost sight of entirely.

An advertisement in the PHILATELIC CANADIAN is the shortest distance between two kind of stamp collectors' pockets and the advertising dealer's stock of stamps.

About the poorest class of advertising, in stampdom, as a whole, is that done by philatelic publishers themselves.

Some collectors would rather read pure advertisements than pure reading matter. Then why confine the subject matter of your ad to solid figures, comparisons, etc. Talk to your readers through your ads.

A good stamp ad does more than bring results. It makes money for the advertiser. It is not good advertising to sell 8c registers for 25c, unless you have some ulterior object to obtain.

Have you noticed that the largest stamp dealers are the largest advertisers. Advertising benefits business every time.

RAM'S HORN.