

- CANADIAN -  
**PHILATELIC MAGAZINE.**

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OFFICE :

91 ADELAIDE ST. EAST, TORONTO.

ANNUAL SUBSCRIPTION IN ADVANCE

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ADVERTISING RATES

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All advertisements in advance. 10%  
 on yearly contracts allowed.

Owing to the absence from town of "Jep" we are unable to present our readers with the continuation of his article. Next month we hope to present the portrait of Captain E. F. Wurtele, of Quebec.

Still growing is the D.P.A., and were each member to persuade another to join next month, the membership would be climbing to the half century mark. Why not join? Ask your friends.

Recently the President of the American Bank Note Co. stated that they had done no work in the stamp line for the Government since 1836.

The Montreal Stamp Collector's Club announce their first auction sale on the 23rd inst.

In recent issues of the Weekly Era and Bay State Philatelist appeared short notices in regard to advertising results. We believe there is not as much buying done now from ads as formerly—take even a year ago or less. People prefer to buy on approval or personally from a dealer more than formerly. Those dealers who advertise either what they have not or send poor specimens, are injuring their own business interests as well as lowering the value of philatelic advertising. An advertisement nowadays does more to show what is in stock and thus gain more customers.

As to the results from ads they are most fickle; were we fully expect good returns none come, and again it is the reverse. We once had an ad running in a small paper (now dead) in the United States and the way results were realized on that expenditure of 1.50 per month for a  $\frac{1}{4}$  page was amazing while prominent publications realized nil. The best way to advertise is to do it continuously—and it is bound to pay in the long run.

From present signs Canada will not lack for stamp journals. Last month we chronicled the Ontario Philatelist, and this month we have to announce the arrival of the All Round Stamp Advertiser from St. Hyacinthe, Que. The Canadian Philatelist from London also dropped in, and it is reported that two other journals will shortly appear from the latter city.

Our heading "Canada's Only Stamp Paper" is now withdrawn, and we trust that our field will always boast of more than one paper.

The coming political contest throughout the Dominion may prove of great interest to philatelists, as, should the Liberals win, it is altogether likely some new issues in stamps will be seen. In many quarters it is thought a change round in the colors will occur. Let us at least hope to see the lower values in new shades.

In a recent letter from Mr. A. M. Muirhead, of Halifax, he proposes that the convention of the D.P.A. should be held in that city. A Summer Carnival is to be held there at which it is expected the Flying Squadron, on which are 40 000 sailors, will be in attendance. Low rates will prevail on all the railroads, and ends the letter by stating "We Halifax cranks can promise you a good time."

The elections for the stamp societies on the other side are again on the go, and it is evident no office will lack for running aspirants.