

## REVIEW.

Mekeel's Weekly has been received. It contains the usual notes and cuts of new issues which is one of its best features.

The Mount Royal Stamp News has arrived. On first page appears a cut and biographical sketch of Mr. J. M. Miner, former editor of the "Jubilee". Its general appearance is good and deserves the support of all Philatelists.

The publisher of the Montreal Philatelist would probably like to know how much Mr. Kennedy was paid for inserting in the Nebraska Philatelist the article "Who is Guilty." The Canadian notes in this latter paper are ably conducted by A. R. Magill.

The Montreal Philatelist has dispensed with editorials altogether and has substituted criticisms instead. First C. E. A. Holmes, then Magill, last month the Philatelic Spectator and this month Miss Swift. Who will be next? More space is taken up with the publisher's advertisements than other news.

The International Philatelic Review is extremely neat and well gotten up. It is a credit to the publishers and we wish there were more of its kind.

The Allegheny Philatelist has swallowed up the Tribune.

The "Evergreen" is also at our desk. Philately month by month is very good but we think a little more reading matter ought to be added.

"Bi-monthly" is also welcomed although a very small visitor.

What's the matter with the "Advocate" has it given up "exchange?" We have sent them copies of our paper regularly and have not been favored with the March or April numbers.

G. C. KETH.

## Some Hints About Advertising.

BY J. SYDNEY DALTON.

Some advertisers think it peculiar that, although their goods and stock is very good, they cannot get good returns from their ads. and have not a good business by mail. But it is not the fault of the goods or the collectors it is the fault of the advertisements and the way they advertise. An advertisement well worded and put in a good large space and made attractive will be answered by many more collectors than an advertisement put into a small space and cramped up even though the latter may contain better bargains than the former.

Some advertisers believe in putting a two inch ad. in a one inch space. This is one of the worst mistakes it is possible to make as he will, in time, find out. Put a two inch ad. in a one inch space and put the same ad. in a three, four or even six inch space and see what the result will be. Although it will cost more for the six inch space the loss will more than be made up in returns.

An advertiser will often get discouraged because for the first three or four months he advertises, the returns from his ads. are small, but keep on putting them in and you will soon get known and your returns will each month get larger. It takes some time to get known but once you are known you are not soon forgotten and will soon secure a good trade.

It is to the disadvantage of the advertiser and much to the disadvantage of the paper if space is limited.

Dealers that intend advertising all the year round should make a contract with some good advertising medium (such as this paper) for six months or a year and insert an ad. each month.

Don't send advertisements to papers that charge about 20c. per inch because it is not good enough to charge more but send it to some paper that charges 35c., 50c. or 75c per inch and that you know is good and that has a good circulation.

Always answer the returns from your ads. promptly, in this way you will secure the trade of some that would prefer to have the goods sent promptly than having to wait till the dealer got good and ready to send them.

Send your ad. to the paper early so that you can get a good position.

Try to get your ad. on one of the cover pages even though it costs a little more. It will catch the eye of the collector as he looks through.

Send your advertisement to a paper that is well printed and set up a good showy ad.

Always write out ads. plainly so as to avoid mistakes being made for sometimes a whole ad. may be spoiled by a mistake in price or something as bad.

If these few hints are carefully followed out it is not likely that an advertiser will go far wrong and the writer hopes that this advice may be of use to some who are suffering in some way through advertising.

## The JUBILEE PHILATELIST

For one year with an exchange advt. for 2c. in United States and Canada. Other countries 5c.

THE JUBILEE PHILATELIST,  
SMITH'S FALLS, ONT.

The Ne Plus Ultra  
Postage Stamp Album

IS THE BEST OF ALL.

100 Interchangeable Leaves of  
Finest Ivory Bristol Board, in  
Patent Binder \$5.00, Post free \$5 50  
Single Pages, per 100..... 3 50  
Single Pages, each..... 5  
150 Interchangeable Leaves,  
printed on good quality paper,  
each leaf linen hinged, in Patent Binder (in oblong shape only) \$3.50, Post free..... 4 00

The Merits of the Book are :

1st—The sheets are interchangeable.  
2nd—Stubbing of stamps is avoided.  
3rd—The binder is the simplest and the easiest to handle; no strings, screws or complicated mechanism.  
4th—The sheets are of the best Ivory Bristol Board and have groundwork printed in fine quadrille lines as a guide in placing stamps; each leaf is linen hinged.  
5th—You can bind 10 or 12c sheets in the binder and it will be like a solid bound book; very handy if you want to show one or two countries in the stamp society.  
6th—The pages always open flat.  
7th—The album is the cheapest in the market and I guarantee satisfaction.  
The album has none of the bad points of the others in the market and is the best in every detail and up-to-date.  
Size of page 11 x 8 inches, oblong, or 8 x 11 inches, upright shape.  
Please state in your order which style you prefer.

Money cheerfully refunded if not as Represented.

I can fill your want list in Canadian Revenue at lowest prices. Try me. Also have dealers stock books. Send for list.

Join the L. of C. P.

J. S. DALTON,  
488 McLaren St. Ottawa, Can.  
Mention this paper always.

## Selling Out.

We have determined to sell out all our  
ALBUMS AT COST.

Scott's 1893 International Stamp Album, Bound in half cloth. Over 6000 illustrations. Spaces for all stamps issued up to date. Regular price (in Canada) \$2 50, now \$1.90.

Scott's '97, bound in boards. Holding all stamps issued to date. 6000 illustrations. Price \$1.25.

The Imperial, holding 3500 stamps. Over 1000 illustrations. Price 40c. Persons ordering in States will have no duty to pay.

Everything Postpaid.

## The Smith's Falls Stamp Co.,

SMITH'S FALLS, ONT., CAN.

## Next Month

We will publish names of parties who have cheated people of money, some of whom belong to some of the leading societies.

WATCH THIS SPACE

..... NEXT MONTH.