

38. 5c vermilion.
39. 5c deep vermilion.
Variety, double strike.

40. 5c vermilion.
This peculiarity will be observed more readily on the left side of the stamp.

- Variety imperforate.
41. 5c vermilion.
Ribbed paper.
42. 5c vermilion.



TEN CENTS (Prince Albert.)

- Wove paper.
43. 10c violet black.
44. 10c brown.
45. 10c violet.
46. 10c greenish violet.
47. 10c red-lilac.
Variety, imperforate.
48. 10c violet.
It is probable that the 10, 12½ and 17c of this issue exist on ribbed paper, but we have not seen them.



TWELVE AND A HALF CENTS (Queen Victoria.)

- Wove paper.
49. 12½c yellow-green.
50. 12½c blue-green,
Variety, imperforate.
51. 12½c green.
The 1, 10, 12½ and 17c undoubtedly exist imperforate. A few sheets may have escaped perforation and have been issued by mistake.



SEVENTEEN CENTS (Jacques Cartier.)

Wove paper.

52. 17c blue.
53. 17c dark blue.
Variety, imperforate.
54. 17c blue.

August, 1864. Same print, paper and perforation as before. New design and new value.



TWO CENTS (Queen Victoria.)

- Wove paper.
55. 2c dull rose.
56. 2c bright rose.
Ribbed paper.
57. 2c rose.
We have seen a fine specimen of the 2c on ribbed paper.

(To be continued.)

Advertisers often make a mistake in crowding too much into their announcements. An advertisement can seldom be properly displayed when it contains more than sixty words to the inch.

An advertiser does not understand his business who expects one insertion of his advertisement to bring him satisfactory returns. An announcement must be repeated at least six times to make a fair trial of any monthly publication. One inch for twelve months is better than twelve inches for one month. One announcement is better than none, but it is not good advertising.

Our list of advertisers is growing, but we look for a considerable increase next month. Next issue will be our holiday number, and will appear right in the midst of the holidays, not a month before. The biggest trade in stamps is *after the holidays*, so it will pay advertisers to use our December number. Copy must be in by December 20th.