

ment in typography, the obnoxious border-ornaments giving place to short lines. The contents were very much the same, as far as quality is concerned.

Not until the Holiday number (January '97) did the paper appeal very strongly to the general philatelic public. This number was really an exceptionally good one for a magazine so young. The cover was printed in red blue and gold, and was of artistic design, being the prettiest holiday number of the year in American stamp journals. It contained twelve pages and cover including five articles by different writers, and notes of interest from different points.

From this on the *Advocate* was a success. The holiday number was the telling point in its career and decided its fate. The paper improved monthly in every way. It appeared promptly, and this together with its general make-up soon gained for it the distinction of being Canada's representative philatelic monthly. Occasionally articles of an inferior quality were given but this was more than counterbalanced by the good ones. In August 1897 it was elected official organ of the Dominion Philatelic Association which position it still holds proving the best the society ever had. In September Messrs Starnaman bought out F. I. Weaver's interest in the paper and assumed the editorial management. They have made the *Advocate* one of America's leading philatelic monthlies.

The issue for Jan. 1st 1899 was the usual holiday number and was without doubt the largest number of any philatelic magazine ever published in Canada. It contained sixty pages. The publishers have recently purchased the *Philatelic Messenger* and consolidated it with their publication.

(To be continued.)

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