

MY REASON.

BY GUY W. GREEN.

I love you, old album. The reason?
Well, really, I hardly can say.
I love you as brooks love the meadows
Or blue-birds the beautiful May.
I love you as earth loves the sunshine,
Or mountain-tops love the white snow.
I love you because I am helpless,
And nature has planned my life so.

I like, when the lamps are all lighted,
To have you close here by my side;
To open your faded old covers,
Where comfort and pleasure abide;
To spread out your pages before me,
And see their warm colors again;
Their brightness will banish my sorrow
As sunlight dispels the cold rain.

And sometimes I think, as I watch you,
That you have a soul of your own;
Mayhap that you've changed into being
As life from the marble has grown;
Perhaps that you watch for my coming,
And pulsate with pleasure or pain,
As life opens brightly before me,
Or all of its struggles are vain.

You know all my troubles and heartaches,
And all of my errors and sin;
The world sees the outward appearance,
But you see the being within;
And yet you pass judgment in silence:
Old album! your system is best—
If a man would but heed your example
This world would be a haven of rest.

Oft times, when weary with labor,
Your presence has brightened the gloom;
My burdens have silent departed
And left a strange peace in the room.
I love you for this, old companion,
As over your pages I bend:
Our friendship is fragrant and changeless,
And shall be right on to the end!

—Post Office.

Correspondents' Column.

[This column is open to all, and we hope you will take the opportunity to express yourself on any Philatelic question. Those who want any information should send in their queries, which will be published in the following number.]

E. A. HAPBURN, N. Y.—The unused Canadian Revenues you mention, are not redeemable by the Canadian Government. They have a marked value of about $\frac{1}{2}$ of their face.

A. V., CINCINNATI.—Your Saxony 3Pf. is a forgery; a genuine specimen brings from \$20 to \$25.

F. G.—The great variety of the Canadian 12d. black is accounted for, by the fact that it was in use a very short time when it was withdrawn, and the 10d. stamp substituted in its place.

E. G. T. and several others.—Subscriptions *must* begin with current issue, as we cannot supply back numbers at subscription rates.

PHILATELIC ADVERTISING.

BY AN ADVERTISER.

IN the field of the Philately, the proverb which says, "Advertising pays" has just as much force as in the business world in general, but in Philatelic Advertising the same, if not more, care and attention is required to make it a success. There is one advantage in advertising that a general newspaper advertiser has over him who advertises stamps in a philatelic publication. In the first case, there is less competition; the advertiser has but few competitors in his own line, but with us poor stamp dealers things are somewhat different: we are obliged to advertise amongst dozens of others who advertise the same goods—perhaps at the same prices—but nevertheless some method must be adopted whereby to make our advertisements have a drawing power over purchasers, so that they may be singled out from the multitude, and last, but most important, prove advantageous to our pockets. How shall we do it? By judiciously advertising; but how few dealers there are who understand what it means to judiciously advertise. A young boy friend of mine who had a page adv. in several papers told me that he advertised judiciously; he should have said extensively. Now, a large adv. seldom or *never* pays. Do not decline to insert a small adv. in a paper, fearing it will not be seen. It will be seen, never fear! All you need to do is to make your adv. attractive to get it *answered*, and you can then circulate all the printed matter and lists you desire at a small cost. A small adv. carefully placed in a dozen papers is to be preferred to a page adv. in two or three. Advertise wisely rather than largely. Carefully select the papers you intend to advertise in; do not be guided by rates to any *great* extent. Select those magazines whose contents are such as will interest collectors, for papers whose reading matter is scarce or poor is generally thrown aside unread.—Take great pains in the preparation of the advertisement; make the display lines prominent, and, if possible, entirely unique; do not say too much, so as to crowd your space—it don't pay! Cuts of stamps, small illustrations, always make an adv. attractive, and invariably pay for themselves. A standing adv. always pays 50% better in proportion than one inserted occasionally. Some collectors will read an adv. and lay it by intending to answer it later, but forget it; while, if by your adv. appears in the next issue, it will be again brought before him, and probably result in securing his trade. Care in the preparation of an adv. always pays; and when a collector sees a carelessly-written adv. he seldom pays any attention to it. Friend dealer! be a little more painstaking with your advertisements in future, and the result will not only pay you but it will serve to lighten up the advertising pages of our philatelic journals.

CREATING A STIR.

A great coming event is the publication of a wonderful almanac to be called the *STAR Almanac*, published by the Montreal *STAR*. It is said to be a marvellous work, four hundred pages, with colored maps.

The motto around the stamps of British Guiana, "*Damus Petimusque Vicissim*," translated, means, "We give and ask by turns."—*Philatelic Chronicle and Advertiser*.