

reader's attention you must have some brief but intelligible truth after it and your advertisement will be sure to bring good results.

Advertising is as important and even more so, than the preparing or writing of speeches, or other subjects which are contained on the editorial pages of our great daily papers of to-day and unless a man or boy has intelligence enough to write such grand editorials he need not imagine that he is as capable of writing advertisements as those who are continually writing new ones.

In concluding, I would say, that one great mistake the advertiser makes, is that he does not take the matter sufficiently serious. It is regarded as an art, materially important yet a little strange. It is not thought of as holding the very important and serious relations to the public at large which it should occupy. The column of a newspaper is the advertisers platform or pulpit—for it is there he addresses the whole community and more especially his own constituency. He must address his audience in a way that will keep their attention, and must tell his tale in a straightforward and truthful manner.

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### **Cuban Stamps.**

The rush for CUBAN STAMPS still continues. We have a few of those sets of 6 varieties, unused, 1874 to 1881, which we are offering free with a years subscription to this paper at 25c. Subscribe now and get this beautiful set by return mail.

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The old reliable Eastern Philatelist and this paper both one year for 25c.

### **Revenue Stamps.**

By a U. S. COLLECTOR.

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In 1865 during the Civil War our Government needed money, and because of this they were forced to impose a revenue tax on matches, medicines and all legal paper. In order that the tax could be collected with greater ease, the Government ordered the printing of many millions of revenue stamps of all denominations. These stamps have caused many discussions in the philatelic world. I find that there is a certain class of collectors that do not consider the revenue stamps worthy of a place in their album. They deal in them because they find that some collectors want them. There is another class who worship the revenues. To these I would say that it is not a good thing to collect one class of stamps alone; by that I do not mean that it is not a good thing to take a special interest in a certain class of stamps, but I mean that in order to get the most good out of philately we must be interested in all forms of it.

Now that there is a new issue our kickers will have more work. I noticed an article in the ADVOCATE entitled "A Symposium of Kicks," written by a worthy D. P. A. member who said that it was natural for a man to kick, which is no doubt true.

There is a good deal of kicking about the Transmississippi stamps; let them kick but always remember the revenue.

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One out of Many.

Do not leave an advertisement for our firm out of any issue in future—if we fail to get in copy before press time make up an adv. yourself—we'll pay. The ADVOCATE is the only paper we get cash replies from.—Newsboy Pub. Co., July 11th, '98.