

Postal Cards.

The United States uses in one year 500,000.000 ordinary postal cards, 400,000 paid reply cards and 4,700 international postals.

On the whole the postal card is a conveyance we can hardly imagine ourselves doing without. It is only twenty-six years since Austria issued the world's first postal card. In a little over a quarter of a century this innovation has become a practical necessity to every civilized country, has supplied collectors with another fad, and incidentally has recorded much history.

Special imprints often being issued to celebrate some event of great national importance. The Canadian Government issued 7,000,000 cards of a new design to commemorate the Queen's Jubilee. In this case where the issue is so numerous, the collectors are a little interested. Several countries, however, with one eye on the pockets of the collectors, have at various times put forth very limited special issues. These being forced to a factitious value, very many times in excess of their stamped price have generally proved a profitable speculation to the Governments issuing them.—C. B.

A Good Speciment.

We received one of the reprints on original envelope of the Salem, N. C. Local and must say that it is just as represented in the advertisement of Siewers Bros. on third page of cover. Accompanying the stamp is a written guarantee and it is well worth the price asked.

Philatelic Publishers.



STARNAMAN BROS.

We take much pleasure in introducing to the public the publishers of the Philatelic Advocate. This paper is one of the oldest of Canada, and is a very good one.



The above cut is that of Mr. W. A. Starnaman. He was born at Berlin, Ont., where he now resides, and began to collect when he was about twelve years old. He is a prominent member of the Dominion Philatelic Association and junior partner of the firm Starnaman & Son, Berlin. In September, 1896, in company with his brother, he began to publish the Philatelic Advocate.



Mr. G. W. Starnaman forms the topic of second. He is about eighteen years of age and began collecting when twelve years old. He is also a member of the Dominion Philatelic Association. He is one of the partners of Starnaman Bros., publishers of the Advocate.