

The Jubilee Philatelist

A Monthly Magazine Devoted to the
Science of Philately.

SUBSCRIPTION.

To Canada and the United States,
25c. per year; to all other countries,
50c. a year. Postage paid with $\frac{1}{2}$
cent stamps.

ADVERTISING RATES.

1 in. 25c.	$\frac{1}{4}$ page,	\$1.25
2 in. 40c.	$\frac{1}{2}$ page,	2.00
3 in. 50c.	1 page,	3.50

Discount of 3, 5 and 10 per cent.
on contracts of 3, 6 and 12 months
respectively. TERMS.—Cash in
advance.

WANTS AND OFFERS.— $\frac{1}{2}$ c. per
word. No ad. taken less than 30
words.

EXCHANGE.

We earnestly desire to exchange
two copies with all philatelic publi-
cations. Copies of advertisements
must be sent in by the 20th of each
month to insure insertion. Address

The Jubilee Stamp & Publishing Co
Smith's Falls, Ontario, Canada.

GREETING.

OUR DEAR READERS—Pardon us
for starting in this most affectionate
manner a project, which, owing to
the great number of stamp maga-
zines published throughout Canada
and the United States, appears to
us to be a most difficult task, but
we hope that we shall be able with
your patronage to help on the good
work of philately and we on our part
shall do everything in our power for
the advancement of philatelic pur-
suits and to give you, readers, inter-
esting stamp news and give advice
of such a nature that you will derive
from our columns both pleasure and
benefit.

In beginning our paper we wish
this to be understood, that we do
not claim to publish a thirty page
paper, but at least eight large,
bright, neat and newsy pages filled
with the latest news from the world
over and other interesting stamp
news written by able writers. We
do not wish to get out a paper half
of which is filled up with advertise-
ments. Again if we were to publish
such a large paper there would be a
great amount of reading matter which
would contain subjects which would
be of no benefit or pleasure and
would tire the reader. This is the
case with some of the stamp papers

of to-day. The desire to make a
great show, but when a large
paid up list of subscribers is ob-
tained he allows the paper to thin
down to a few pages or else fill up
with worthless matter. We mean
to start with this modest beginning
and we shall be only too glad to
increase this paper in size as soon as
the occasion warrants. Our first
aim shall always be to please our
readers in every respect. We will
cheerfully receive any suggestions
subscribers may have to offer.

The circulation of our first list is
very large indeed, being 3,000. This
number we hope to continue and if
subscriptions keep pouring in as
they have been in the past two
months we shall be able to boast of
an exceedingly large list of paid up
subscribers.

As to the matter contained herein
we shall have essays from well
known writers each month. These
writings are sure to be of interest
to all. We shall also have notes
written by some of the best known
correspondents of philatelic papers
and hope through these writers to
keep our readers informed of all the
latest news from all parts of Canada,
United States and Europe.

While writing these words to our
readers we have not forgotten our
advertisers. A few lines to them we
think would not be out of place; we
have learned in our own advertising
that the advertisement should begin
business with the first word. It
should be so plain as to be under-
stood at the first reading, fewer
words contained in the advertise-
ment the better returns. Men who
are busy read at a glance and the
more compact the advertisement
appears the more likely they are to
notice every word. The dealer
should consider his advertisement
his personal representative. He
cannot talk to his customers face to
face so he should make it talk for
him. He should be very careful in
preparing his advertisements that
they reflect him worthily and do not
discount him in any way. An
advertisement prepared in a hurry
is often a waste of space. A little
time before hand does a great deal.
People do not care to read advertise-
ments that are so cramped and solid
that it takes considerable time and
patience to read the whole. The
reader skips such advertisements,
thinking that this advertiser has
only a lot of old stamps which he
has had on hand a long time and
was unable to sell. The advertise-
ment with a generous amount of
reading space and one or two bar-
gains at a time is the one that pays.
It brings quicker and more returns.
You should aim to make the buyer
feel secure in dealing with you.
You can put the impression of
honesty in your advertisement and
in your letter to customers only
when you determine to cost the
commercial self in a clear and right-

forward way.

In concluding let us repeat that
we are at all times ready to receive
advice. We are here for the benefit
of everyone and a few suggestions
new and then will greatly help this
journal to contain within its columns
items of interest to everybody. If
there are any special topics anyone
wishes taken up we shall be glad to
discuss or have them discussed in
our paper providing they are of
sufficient interest to please our
readers.

We shall not print seven pages of
advertisements and one page of
reading matter. That is not the
style we intend to copy. We shall
fill our pages with interesting news.
Not more than two or three pages
at the most of our present pages
shall be occupied by advertisements.
If the demand for advertising space
requires it we shall enlarge our
paper but we shall not take up our
reader's part of the paper with
advertising matter.

We have started a fraud list and
shall devote space to this providing
our readers send the names and
addresses of these estimable per-
sonages.

The publishers of some papers do
not seem to understand that the
majority of stamp collectors are not
of age (example editors) and there-
fore do not understand Sanscrit,
Persian, Latin or Greek, which
languages some of them make use
of as well as other long words
and "big" expressions which even
older heads do not understand. It
is true one can express himself more
easily by using long words but when
he takes it into consideration that
there are so many young collectors
would it not be fair to give them a
chance? Do not think THE JUBILEE
PHILATELIST is to be a juvenile paper,
far from it, for we shall have articles
of interest for everybody from the
"fiend" down to the beginner.

You all know that when a new
journal appears on the scene there
is always "comment" and abuse to
be endured but we have made up
our minds to take it all as it comes
and with your patronage shall
remain to the last and we bid you
all "good-day" and inform you that
we have arrived and are here to stay
and will row in the race with the
best of them.

Yours sincerely,
"THE EDITORS."

Try an ad. in the next number of
THE JUBILEE PHILATELIST. It will
pay you.

Send the names of four new sub-
scribers and a dollar and receive
your subscription free.

We shall be pleased to send a
sample copy to anyone for the
asking but only one shall be sent to
each person for we cannot have any
use for sample copy fiends.