

and, while other papers thought themselves fortunate with a paid subscription list of 500 to 1000, this enterprising journal never catered to less than 3000 patrons, with occasional editions of 10,000 copies. It was sink or swim with the *Southern*: by live, well directed, persistent Yankee energy it swam and swam splendidly, bringing money to its subscribers, its advertisers and its publishers.

As it has been already intimated, this magazine bore the characteristic impress of its editor, Mr. Luhn. It always contained the latest news with pungent comment on same, intermingled with bright witticisms and terse remarks. The editorials were interesting and well written, generally receiving the first attention of the reader. The whole policy of the *Southern Philatelist* was to entertain, and success attended the object. The S. P. however was not unmindful of grave issues, and was the means of introducing one or two needed reforms in the journalism of philately. Prominent among these was the doing away with the wholesale advertising credit. Collectors of five years standing will remember that it is only a comparatively short time since any one, Tom, Dick or Harry, could get all the way from an inch to a column of advertising space merely upon the presentation of copy and a paltry promise to pay. Their papers were full of ads. but pay there was none. It was high revel however with cranks, crooks, frauds, dead-beats and swindlers. Gus Luhn contemplating his unutterable experiences

declared this must stop, and made "cash with copy" the only entry to the advertising pages of the *Southern*. First the *Eastern*, then the *Era*, and other publications in rapid succession, followed his example; honest dealers accepted the inevitable and the frauds were checkmated. The American Philatelic Dealer's and Collector's Association was the outcome of the *Southern's* hostility to fraudulent parties, and its organisation was largely due to Luhn, who in more than one respect was a terror to evil-doers.

The reading matter of this magazine, although always of an interesting character, was not however of the highest quality. The bulk of the contents was supplied by the editor, who conducted an extremely popular if not elaborate department of review. Prominent among the regular contributors are the names of Crawford Capen, Roy F. Greene, H. H. Jobel and Fred W. Potter. Mr. Walter A. Withrow in his "Young Collector's Studies" gave an excellent training for amateurs which is of permanent value. The work of Clive Scott in the *Southern* is very poor indeed, and his short serial entitled "My Experience with a Public Crank" is utterly devoid of point and interest. Mr. Charles Jenney contributed some fairly good fiction, while Guy W. Green's poetry is of an average quality.

Collectors and Dealers, Look Here!

I offer Mexican and U. S. A. stamps in exchange for those from Europe (except current issues) and any from Asia, Africa, South America and the West Indies; especially French and Portuguese colonies.

For Canadian and Newfoundland jubilee issues I will send (in Mexican or U. S. stamps) 25% over amount sent me.

Always register letters. Publishers, send me sample copies of your papers.

Address: Jose M. Ponce de Leon, Apartado No. 7, Chihuahua, Mexico. [15