

crude nature, although evidences of improvement are plainly visible. In addition to the stamp facsimiles and homely wood cuts of prominent dealers and collectors, the most noticeable feature is the fantastic and somewhat grotesque pictures of a feminine figure supposed to represent the goddess of the pursuit. In the course of a few years this grave and sorrowful duty departed, leaving our editors devoting their spare time and surplus cash to the pictorial betterment of their journals and magazines.

It has been repeated many times that modern philatelic journalism has made a great advancement from a literary point of view, but it is also true that in emblematic representation the same degree of progress has been manifested. Elegant half tones of prominent collectors and clear cut scenes of philatelic interest are not unfamiliar to our eyes. We are acquainted with the features of T. K. Tapling, of Dr. Legrand, and of Phillip von Ferray and have a kind of an idea about the interior of Stanley Gibbons' establishment. The "Rocky Mountain Stamp" has ably demonstrated that it is not unworthily named and Eastern and Western scenery have not been without their champion. Altogether it is a period of congratulation and we are proud of our pursuit and of the journals which represent it so admirably.

We have been looking on the bright side of the question however; that it may be even brighter and more glorious and extensive, let the darker portion be critically reviewed. From my well littered table of philatelic periodicals, a highly educated person, who was however a non collector, took up a leading magazine. After a turning of the leaves and a seemingly futile effort at reading the journal was gently

thrown down and to my enquiring glance came the words, "it's dry." Having read the magazine and knowing it to be literally teeming with information interesting to stamp collectors, I endeavored to look at it from the standpoint of an outsider. To such a one it did not take long to understand how it could be "dry" and indeed tiresome as a three hours sermon or theological treatise. The paper did not contain an illustration from cover to cover. The above example is not solitary but forms one of a large number and the moral which it contains is applicable to the majority of our periodicals.

Publishers must remember that it requires more than good matter well printed to hold the interest of the ordinary run of people and their publications to be popular and successful must recognize and act on this truth. Not only is the illustrated magazine necessary to the regular collector but to the new recruit and uninitiated it is absolutely imperative. As a prominent factor in the permanent existence of philately, as a maintainer of interest with the general class of collectors, as a drawing card to the young beginner, and as a converting power among the non philatelic, the illustrated periodical must and does wield a tremendous and far reaching influence.

The opportunities for pictorial representation are not hard to be found in our magazines, neither are they few and far between. In a scientific article on the stamps of a certain country it will lend point to the subject not only to present cuts of the different varieties but also to give one or two bright natural sketches together with a few portraits of the leading statesmen and rulers. This in itself covers considerable