

The Philatelic Canadian

A MONTHLY STAMP PAPER

Vol. I.

TORONTO, MARCH, 1897.

No. 4.

PAPERS AND ADS.

Do you notice the constant improvement in philatelic papers? It goes on steadily from year to year. Just think how many 6x9 four page papers there were in the eighties, and how few such papers there have been since the dawn of the nineties. The four page sheet has become a rara avis. "It has outlived its usefulness." We are no longer willing to tolerate anything less than "eight pages and cover," and even the eight page sheet is becoming obsolete. The chances seem all against the "lesser lights," and yet very many of these smaller sheets are very creditable and deserving of patronage. But inexperience and a flat pocket book cannot long stem the tide with more pretentious neighbors. The weaker vessel goes to the wall. The paper that succeeds to day must meet the demands of the present and keep steady pace with its established and prosperous contemporaries.

While speaking about the improvement in stamp papers, I may add a few words concerning stamp advertisements. There is an improvement along this line also. There is less shooting at random, as was formerly the case. Very many of the stamp advertisements are "studied" and attractive, as they should be in this artistic age. But there is room for improvement. Advertisers will serve their best interests by giving time and thought to the wording and arrangement of every notice, whether large or small. The

advertisement must have snap and novelty, and the more of each, the better. Don't imagine that just any wording will draw, and that most anything will sell. If you tarry long at such conclusions, you will soon find the outgo in the way of cash greater than the income. If you are intending to advertise, and to be your own agent, make advertising a study. Study the wants and demands of the times, and frame your advertisements accordingly, and keep "framing" them month after month. Give something new continually. Variety is the spice of stamp advertising. Above all keep everlastingly at it, "constant dropping wears away stones."

S. ESTELLE MILLER.

* * *

A HISTORY, INVENTION AND EXTENSION OF THE POSTAL CARD.

The first invention of the postal card is claimed by two men, and although indeed two men participate in the invention, there really is one "de facto" inventor only, which I will narrate for the benefit of the numerous entire postal card collectors.

In Germany, as well as in Austria (and other countries too), the fee for letters varied according to weight, also a certain fee for certain number of miles. Further, the difference in the letter fee and printed matter fee was very large. Now it is proved that in the year 1865, at