


THE Philatelic Advocate.

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TO PUBLISHERS.

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Editorial!


Our The reader who has seen the **Future**, first two numbers of this paper will notice that this number is a greater improvement over No. 2 than No. 2 was over No. 1. That illustrates our motto: "Each number better than its predecessor." As our subscription list grows so will the paper grow in size and quality. Our aim is to become the representative Canadian stamp journal.

An We referred to the Post Card **Apology** Column in several places last month. A large number of our readers were surprised to find that no such column appeared. We wish to apologize for the omission of this important feature of our paper. The reason it did not appear was lack of space. We will take care that this mistake will not occur again.

Thick, Fast and Furious. The following Directories etc. have either appeared or are announced :-

Furious. Beard's Directory, by B. L. Beard, Montreal. Ont. Phil. Directory by R. G. Widdicombe, St. Catharines. Bunce's Dealers' Address Book by R. H. Bunce, Middletown, Conn. Texas Phil. Directory, by E. Heusinger San Antonio Tex. California Directory, by Facts Pub. Co., Riverside, Cal. The following directories by H. C. Beardsley, St. Joseph Mo. The Philatelic, Missouri, Iowa, Kansas, Colorado. Southern States, Phil. Societies and Phil. Journals. Phil. Literature Collectors' Directory by H. L. Kiefer, Allegheny, Pa.

To Our next issue will be the **Advertisers.** Holiday Number and advertisers would do well to have their ad. in it. No advance in adv. rates except for two colors. We will print ads in two colors for 50% additional.

 Send in your ad. NOW, before the best spaces are taken.

Our next issue will reach 3000 readers. **Toronto** Ye editor suddenly found **Dealers.** himself in Toronto on Nov. 27 and employed part of his time in calling on the leading dealers of that city.

Mr. Walter Mc Mahon has a very commodious office at number 6 Yong St. Arcade. His window is tastily arranged with sheets of stamps which attract much attention. Mr. Mc Mahon informs us that he will add another paper to the ranks of Canada's philatelic journals to be called the "Philatelic Canadian." We wish him every success.

Mr. Geo. A. Lowe has a very comfortable office at 49 Adelaide St. East.

In his window are shown packets, sets, albums, coins etc. Also a full set of Columbians surcharged! What is the surcharge? "Imitation"