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Vol. 1.

No. 2.

NOVEMBER 1896.

—* THE *

PHILATELIC 
 ADVOCATE.

A MONTHLY JOURNAL DEVOTED TO

 **STAMP COLLECTING.** 

25c Per Year.



FINDLAY I. WEAVER, Editor.

W.A. STARNAMAN Associate Editor.



Published by
STARNAMAN BROS.,
BERLIN, ONT., CANADA.

WHAT THE P.A.

WOULD LIKE TO KNOW.

Why you haven't used the post-card column more. Remember it is open to all. If you haven't a question send an answer to one of the other.

Why the other provinces let Ontario take the shine off them in philatelics. Mayhap the Eastern provinces are "not dead but sleeping," but the Western provinces do not seem to have come to life.

Would you like an International album FREE? If you want one see page 8 for particulars. You surely have 10 friends who are interested in stamps.

Why the Canadian Philatelist does not hand out the June, July, August, September and October numbers. Perhaps we will get the rest of the volume in one number.

If the silver question carries, will the U. S. get a new issue of postage stamps?

If those who said there would never be another issue of this paper, are satisfied?

Why more publishers do not put us on their exchange list.

Why those dealers, who are complaining about business being dull, don't advertise and make it better. Advertising is the life of trade. Try an advertisement in the P.A. and see if it will not increase your business.

What do you think of the improvements we have made since last issue.

☞ SUBSCRIBE FOR THE P. A.

APPROVAL SHEET TRADE.

By Phineas Scratch.

The approval sheet system is one of the greatest branches of stamp dealing and it is at present one of the most popular ways of adding to collections. But there is vast room for improvement in it. In this article I will try to point out a few of its defects, and suggest a few reforms.

BOOKS VS SHEETS.

At present approval books seem to be far more popular than sheets. They are much neater and cheaper because they last longer than sheets. I predict that in another few years sheets will be things of the past, at least as far as approval trade is concerned.

BOY TRADE.

The boy trade is, at present, what the dealers are specially aiming for. Of late years there has been a great falling off of it, but, what with the Scott-Meckel one dollar album and a standard catalogue of all stamps, leaving out minor varieties, at ten cents, the boys will not get so confused with laid paper, pelure paper, pin perforations, outer lines, plate numbers etc., which have been causing them to consign stamp collecting to the dogs.

Some of the large dealers are giving packets of stamps free to persons who are not collectors in order to again fill up the ranks with young collectors. Many dealers give stamps free to all sending for stamps on approval. I have not much faith in that business. It looks

as though the dealer was too hard up for customers. Still in many cases it catches the eyes of boys who may eventually sell many stamps for them.

DISCOUNTS.

The most popular discount at present is 60% off Scott's prices. Sheets and books can be had at various discounts from 10% to 75%. I favor 40% to all others and I think that it should not only be the most popular but the only discount.

You send for stamps at 25% discount and among them you find a stamp marked 20c. By deducting the 25% you get it for 15c. Soon after you get stamps at 50%. You find the same stamp marked 30c. You can get it for the same price as you did the former by deducting the 50%. Now what is the difference? There is none except the different discounts. I contend that the dealer gets the same prices for his 50% stamps as he does for those at any other discount. This pertains only to valuable stamps. There are stamps which dealers would be overjoyed to sell you at catalogue prices but would, at the same time, be glad to let you have at one tenth their catalogue value I refer to common Continentals etc.

DEALERS TROUBLES.

The dealer has many troubles with his customers. I will give an example of my own experience. An agent recently sent for stamps at 50% discount. I sent them and he remitted 18c. in payment for 42c worth of stamps. I didn't mind this much and sent him another lot. This time his remittance was 6c. which was my pay for 18c. worth of stamps. That finished our business transactions.

REFORM.

A good thing would be to have one standard discount in marking all stamps sent on approval.

Some dealers offer premiums to all sending for stamps on approval. These people want agents very badly and often get "fleeced."

I do not think stamps should be sent to any one unless they furnish reliable references or make a cash deposit. Many dealers are satisfied with the mere mention of somebody's name as reference. They never think that these names may be fictitious. Dealers should not send stamps until they are sure the reference is genuine.

Another great reform needed is an improvement in the quality of stamps sent out. Perhaps the reader has had an experience similar to the following. You sent to the Smith-Jones Stamp Concern of Jawboneville for a selection of their fine line of approval sheets at 50% commission. Soon after you receive an envelope containing several sheets of one cent stamps with an occasional 2c to flavor the mixture. What beautiful stamps. 10p Germany 15c France and Bavaria galore. How neatly the stamps are put on. A great chunk of glue on the back of each stamp which firmly attaches it to the sheet, which contains about thirty stamps, some upside down some sideways and some looking four ways for their equilibrium. With what kind thoughts you return the stamps, just as received, to the envelope and slap the whole concern into a larger one and return it with your kindest (?) regards for the would-be stamp dealer. Great dealers like this should be boycotted. When you want stamps patronize some dealer you know to be reliable and who carries good stamps. Common foreign stamps should be got by exchanging with foreign collectors.

A lot of interesting matter was unavoidably crowded out of this issue:

PERSONAL.

I. E. Weldon was elected President of the D. P. A. at the late convention of that body.

L. S. Graham was elected vice president of the same society.

W. H. Schmalz has the largest and most valuable collection in Berlin. He has about 5,000 varieties.

Paul Pequegnat, the popular Berlin jeweller, is a hustler for second place. His collection is not far behind in value nor in quantity.

Alex. J. Nafe, a Preston collector, is attending the Galt Collegiate Institute

Otto S. Jung, a former Berlin, "philly" is employed on the staff of the New York Life Insurance Co., in New York.

Harry M. Whitehead, an enthusiastic Berlin collector, who has a good collection of about 3,000 varieties is a piano tuner for the Listowel Piano Co.

L. E. Strohm (whose ad. will be found elsewhere) is employed in the leading book and stationery establishment in Berlin.

R. F. Widdicomb, of St. Catharines, is compiling a directory of Ontario Philatelists.

Mr. Paul Pequegnat has a room papered with stamps. All philatelists who wander this way, should not fail to see it. Mr. Pequegnat will be glad to show you this great Philatelic room.

If you know of any personal items, which you think would be of interest to our readers, we would be pleased to hear from you.

Every reliable dealer should have his advertisement in our Holiday No.

HASH.

I likes to eat hash becuz then I kno what I'm eatin. Artemus Ward.

China has the slowest postal service in the world.

The French claim to have used stamps for prepayment of letters away back in the sixteenth century.

Over two billions of 2ct. stamps are used annually in the U.S. In the same time we use 70,000,000 post cards.

In Europe millions of postage stamps are used to paper rooms, the fad being particularly prevalent in Germany.

It requires about 100,000 stamps to paper a room of moderate size.

A capital idea would be to use the Seebecks for this purpose. Who'll be the first to do it?

In London, England there is said to be room which is entirely papered with counterfeit stamps.

There are 13,400 varieties of postage stamps in use at the present time.

A million postage stamps weigh sixty-four pounds.

SCRATCH'S WISDOM.

My experience as a philatelic writer I recently sent an article, containing about one thousand words to a stamp paper and I counted on receiving at least one dollar for it. I was very much surprised, however, to receive an envelope containing: lo! and behold!—nothing but the publishers thanks hoping that I would soon favor them with some more MSS.

Needless to say I caved in the bump I had for philatelic writing, and now confine myself to other business in which I have some prospects of chasing down a little "dough."

P. Scratch.

THE Philatelic Advocate.

FINDLAY I. WEAVER, Editor.
W.A. STARNAMAN, Associate Editor.

STARNAMAN BROS, BOX 104, BERLIN, ONT., CAN
PUBLISHERS.

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25c. per year, 15c. for 6 months
10c. for 3 months. Cash in Advance,

ADVERTISING.

Space	1 mo	3 mos	6 mos	1 year
1 Inch	\$.50	\$1.35	\$2.40	\$4.00
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Half Col.	1.50	4.00	7.00	12.00
One Col.	2.50	6.75	12.00	20.00
One Page.	4.00	10.50	18.00	30.00

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Address all communications to the publishers.

Subscriptions must commence with current No. Back Nos 5c. each.

EXCHANGES.

We will exchange two copies with publishers. One copy to the publishers and one to the editor, Box 494.

Editorial.

STILL IN THE FIELD.

SOME of our friends "and others" predicted a very early demise of the "Philatelic Advocate," some even going so far as to say that No. 2 would never see daylight. Nevertheless here we are with No. 2, but if you want to see the P.A. every month you will have to subscribe as not more than two sample copies of each volume will be sent to one person.

A PROPOSAL.

What we propose is that you subscribe at once and thus do your part of making this paper a success. Without support it would be impossible to

continue it. We were well satisfied with the number of subscriptions sent in after mailing No. 1, but we want a paid up subscription list of 1000 before 1897.

THE POST-CARD COLUMN.

Our hopes are great for the success of this feature of our paper. It can be made very useful to all philatelists, especially beginners. Do not forget to send in questions and answers. If there are two answers sent in, directly at variance to each other, both will be published, and the reader can draw his own conclusion as to which is the correct answer.

WANTED.

We can use timely items from some of the large philatelic centres. Try your hand at writing up something. You do not know what you can do until you try. Good MSS is always in demand. Direct all such to the editor.

ONTARIO PHILATELIC ASSOCIATION.

Is the Provincial Philatelic Association going to end in talk? What we would like is to see it materialize. If some prominent stampite will put himself at the head of it the Philatelic Advocate will give it full support.

CANADA'S STAMP PAPERS.

Canada is now represented by six monthly and one weekly stamp paper. Ontario can boast of the weekly and five of the monthlies. Quebec has one, the "All Round Stamp Advertiser" which is, however, nothing but an advertising sheet. We think it would take better if some good reading matter was added to it. However, that's their biz not ours.

Nova Scotia has had stamp papers but they have all vanished. There is a rumor to the effect that they will again be represented by

a stamp paper in the near future. Prince Edward Island, New Brunswick and the western provinces have not been represented as yet. At least not to my knowledge.

According to the "Daily Stamp Item" "Stamp-Lore" for June has just appeared. It is to be run hereafter by the Pritchard Pub. Co.

THE PREMIUMS.

We have decided to let the Premium Offers hold good until Dec. 31st. Do not let the chance slip of getting an International album free. We have added several more premiums to the list. For full particulars see page 8.

Associate Editor.

NO OCTOBER NUMBER.

OUR readers will be surprised to note that this issue is November and last issue was September. We are not skipping anything, but we have decided to issue this paper on the first of the month instead of the 25th, as our foreign subscribers complain that they do not get the paper until the next month. This makes the paper seem old. Subscribers will not lose anything. All who subscribe before Nov. 31. will get the paper until Jan'y 1898 for 25c.

THE U. S. AHEAD.

Although we mailed an equal number of sample copies of our first issue to Canada and U. S., over 80 per cent of the subscriptions received were from the U. S. This shows where the most enthusiastic collectors are. Hurry up boys! Don't let the U. S. get so far ahead.

TO OUR EXCHANGES.- RE-PRINTS.

We invite our exchanges to clip and reprint articles contained in the P. A. but, as most of our articles are original, we ask, as a favor, that credit will be given us.

Articles of one column or over must not be re-printed without special permission from the publishers.

RECEIVED IN OCTOBER.

We acknowledge the receipt of the following:- The "Philatelic West" for Oct. This paper is full of interesting matter.

The "American collector" for Sept. Amongst other good articles is one by C. S. Gilman on the 'Old Lakeport (N. H.) Philatelists.'

Revenue List No. 2 from Joe F. Beard, Muscatine, Iowa.

The "Western Stamp." This paper was published semi monthly but owing to second class rates being refused it will be issued monthly.

The "Philatelic Free Lance" for Oct. This no. contains an interesting history of "The Evergreen State Philatelist" from its inception, 1894, until the present time.

STRAY THOUGHTS.

"Those who live in glass houses should not throw stones." I read an article in a philatelic journal criticizing the typography of another stamp journal. The critic's article, containing eleven lines, had only five typographical errors.

Be sure and send in your advertisement for the holiday number. See page 8 for particulars.

Send in your advertisement and subscriptions NOW before you forget it.

ONLY 25 Cts. A YEAR.

BARGAINS.

Notices in this column will be inserted for half cent a word each insertion. No ad taken for less than 10 cents.

Subscribers may have one 30 word notice Free if it is sent with subscription.

I have a good \$2.50 Rubber Stamp printing outfit as good as new. Has large self-inking pad always ready for use. I will sell it for \$1.50.
G. W. ENGELTER, Box 7, Berlin, Ont.

Approval Sheets of good stamps sent on receipt of reference. Try them:
H. N. BURGEE, 14 Charles St., Fitchburg, Mass.

When you send for stamps on approval the dealer judges by the appearance of your letter whether he will send them or not. If you use poor Letter Heads, printed with a rubber stamp or written with a lead pencil, you should not be surprised if you do not get an answer.

Try our Letter Heads, printed on good paper, ruled or unruled, 100 for 35 cts. 500 for \$1.00. Envelopes, to match, 100 for 25 cts. 500 for \$1.00 postpaid. STARNAMAN BROS. Berlin, Ont.

I will give 25 varieties good stamps for every number of Vol 1. Canadian Philatelist or Lewis Bishop's Philatelist. Many other papers to X.

F. I. WEAVER, Berlin, Ont.

See Wilikins! Now's your chance. Send for these Bargains. 100 var. stamps 7 cts. 3 var. Cuba (old) unused easily worth 20cts., only 10cts. Approval Sheets at 40 per cent discount. 1000 Stamp Hinges 7c. L. E. STROHM, Berlin, Ont.

Send in your advertisements for this column.

Advertisers contracting for half page or more may have the space divided and put in different parts of the paper.

If you want

anything in the

line of

STAMPS

write to F. I. Weaver,

Berlin, Ont.



No, I'm not looking for a husband. I'm just here to tell you that Strohm sells an excellent hinge at 7c. per 1000.

\$1.00 worth of ready made sheets of stamps, to sell at 1c. to 10c. each, for 25c. 100 var. stamps and a 40c. Album printed in three languages, for 40c.
L. E. STROHM, BERLIN, ONT.

APPROVAL SHEETS

AT 40 PER CENT DISCOUNT.

A. J. NAFE, Box 153, PRESTON, ONT.

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The Latest Triumph Of The Printer's Art.

X RAY CARDS.

THE VISIBLE INVISIBLE. NEAT, NOVEL, INTERESTING, CURIOUS.

They All Want Them!

What are they?

The X Ray Name Cards have your name printed on, by a new process, so that you cannot read them until you know how. They are away ahead of the old fashioned Hidden Name Cards. Your name is in PLAIN SIGHT yet CANNOT BE READ without instructions.

WE ARE THE INVENTORS AND SOLE MANUFACTURERS OF THESE CARDS.

15 Cards, with your name on and Full Instructions, 15 cents. 50 for 40c. Send at once and get ahead of your friends. A good agent wanted in every town.

STARNAMAN BROS., Berlin, Ont.

PUBLISHERS OF THE "PHILATELIC ADVOCATE."

L.E. STROHM, Advertising and
Subscription Agent.

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2-3t. P.Q., Canada.

PHILATELIC LITERATURE.

EDITED BY L.H. BENTON.

A journal for collectors of Philatelic
literature, Monthly Auction Sales.
Ads inserted at 25c an inch. Small
ads half-cent a word. \$1.00 per an-
num. 6 numbers on trial 10 cents.
Send for free sample copy.

ANDREW J. KIBBY, Bus. Mgr., TAUNTON, MASS.

Great attractions! The Burglar, Faust,
Fast Mail, Three Guardsman, etc. have
nothing to do with these BARGAINS.

10 var. Japan 5c.

8 var. Unused Cuba '69 to, '81 8c.

1000 Stamp hinges 6c.

Ever hear of anything so cheap? Well
I guess nit! Address,
JAMES JAIMET, BERLIN, ONTARIO.

WHOLESALE CUBA.

A Great Bargain. Each set contains 8 var. unused Cuba stamps 1869-'81.
25 sets \$1.00 10 sets 45c. 5 sets 25c. I have only a limited quantity.

F.I. WEAVER, Box 494, Berlin, Ont.

Get Subscribers. AN 1897 ALBUM FREE.

HOW TO GET IT.

We wish to roll up our subscription to 1,000 before 1897. In order to do so we offer the following premiums to those who get subscribers.

Send us \$2.50 in payment for 10 subscriptions to this paper and we will give you **FREE OF COST**, an 1897 International Album.

Send us \$1.25 in payment for 5 subscriptions, and we will give **FREE** a Mekeel's No. 2 Popular Album.

Send us \$1.00 in payment for 4 subscriptions, and we will give you the best 40 ct. album published. It contains over 2000 illustrations of stamps, many portraits of rulers, coats of arms etc. It is printed in three languages, has a fine map of the world and gives valuable advice to collectors.

Send us 75c. for three subscriptions and you may have one subscription Free.

If you prefer **CASH**, instead of premiums, send for our cash discount.

STARNAMAN BROS.
Box 104, - BERLIN, ONT., CANADA.

ADVERTISERS

STOP!

We want your ad for the **HOLIDAY NUMBER.**

In January we will issue
A **SPECIAL HOLIDAY NUMBER**
the like of which has never been attempted by a Philatelic Journal.

This number will be printed in
FOUR COLORS
with cover in gilt.

There will be no advance in advertising rates.

One Inch. . . . 50 cts.

Two Inches, . . 85 cts

Quarter Page, \$1.50

Half Page, . \$2.50

One Page, . \$4.00

Add 50 per cent to the above rates and we will put your ad in two colors.

We give this advance notice so that advertisers can engage any space they wish providing such space is not taken. Full particulars next month.

STARNAMAN BROS., Berlin, Ont., Canada.