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Vol. 1.

No. 3.

The Journal.

March, 1906.



Devoted to all kinds of Hobbies.

**Published at Diller, Nebr., at
3 cts. per copy, 25 cts.
per year, in advance.**

Premiums.



TO every person who sends us 25 cents in silver or 1c stamps, we will give a 1 years subscription and any ONE of the following premiums free.

- No. 1. A 30 word Exchange notice.
- No. 2. An inch ad.
- No. 3. A packet of 100 stamps.
- No. 4. 25 visiting cards.
- No. 5. A copy of The Journal's Photographic Manual. Ready about May 1st.
- No. 6. 6 souvenir view cards.
- No. 7. A year's membership to the Journal's Ex. club.
- No. 8. A genuine Chinese newspaper.

All premiums will be sent as soon as possible after the order has been received, send now, these offers will not last always,



Earl Pearce, Publisher, Diller, Nebr.

THE JOURNAL.

VOL. 1.

MARCH, 1906.

NO. 3.

Earl Pearce, Editor and Publisher.



The Journal

is a monthly magazine devoted to collections of all kinds, and is published on the 15th of each month at Diller, Nebr.

Subscription Price, 25c per year.

Ad. rates, 25c per inch, \$1.00 per page.

Cash with copy. No fake or medicine ads. wanted at any price.

Address all communications to

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Address all communications to

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Editorial.

Advertise here.

Try an ad in the **Journal**.

Look at our premium list.

We do good printing and do it cheap, try us.

Help us make a better paper by sending us your subscription.

If you are a collector or camera fiend you should send that subscription.

Our departments are short this issue owing to the fact that we had not time to print more.

The **JOURNAL** has changed from a mail order paper to a collectors paper. We want your support.

If you have something you don't want, or want something you don't have, try our exchange column, it pays.

For a short time only we can accept stamps for ads and subscriptions. Stamps must catalogue three times the amount the ad or subscription amounts to. No stamp to catalogue less than 3 cts.

We hope to have 12 pages next month and maybe more. we shall have more on the different subjects than we have this time. Send us an ad or a couple subscriptions and get some of our premiums.

What do think of the **JOURNAL** this time as a collectors paper, the editor shall try to fill the paper with good material for the collector and amateur photographer, until we can find editors for the different departments, if you can write original articles you should read our offer on another page.

CAMERA CORNER.

For the Amateur Camera Fiend, By the Publisher.

This is the first corner of the Journal, we hope to make this a success by adding more departments, such as stamps, curious, etc.

We do not intend to criticise prints, but any sent us will be reproduced in some number of this paper, a short descriptive article must accompany print and print must be mounted.

Every picture is changed by the back-ground, try to get the back-ground in harmony with the subject you are taking, it helps the picture and also helps your reputation as a photogragher.

A young camera fiend has much to think about, his brain is working all the time, he must think of the light the exposure and position.

A painter arranges his lights by the color of his paints, the camera fiend must arrange his lights before he takes his picture.

The streets are better than a hundred shows, it affords all that a man with a camera can hope for, but still if you listen close you would hear something which grates on a persons ears because it is hard to get a good picture on account of the smoky atmosphere, the dull red of the brick, the shady doorways and alleys and the quick actions of life.

Ask any question you desire, although I can't promise to answer all of them, maybe some of our subscriber can.

POST CARDS.

Souvenir, comic and otherwise.

It's a pleasure for a post card collector to look at his cards on a rainy day. Try it and see.

Collecting post cards is one of the most interesting pastimes of intelligent people in all parts of the world.

The post card fad has Chicago in its grip. Stores are constantly starting up which deal in philocartny supplies exclusively.

The reduction of the post card rate from Australia to Great Britain from 1½d to 1d will come into operation June 1st.

There is no limit to the sphere of the souvenir post card even the barbaric countries endorse them, and it is by the addresses obtained by these clubs and exchanges that one can reach even the remotest places.

No doubt you have noticed the growth of this unique and pleasing fad, and at the present time it is almost considered a breach of friendship when writing to friends family or sweetheart to use other than a souvenir postal card. The fad, originated in Europe, where it has been a recognized custom for more than 15 years. The Americans were not long in taking it up, and at the present rate it has developed into a habit, affecting all classes in every walk in life. Collectors of Souvenir Postal cards are as numerous as either coin or stamp collectors.

A George Washington Collection.

A reader who has become interested in the subject of postage stamp portraiture propounds an interesting question: "Whose head," he asks, "has appeared on the greatest number of postal issues?" If we are to take the query in it's widest sense, there can be but one answer the late Queen Victoria. The number of British and British Colonial issues adorned with the head of Victoria must reach a prodigious total. If, however we are to confine the matter to one particular country, then probably the head of George Washington may come near to the top of the list. Since the first issue of federal postage stamps for the United States in 1847 there has been no American issue in which the familiar head has not figured on one or another of the denominations most in demand.

From 1875 Washington and the 2c stamp have been inseparable as have Franklin and the 1c stamps.

What a collection could be made of the Washington issue alone taking into account all varieties of die, shade perforation, grill, paper and so on, such a collection would embrace a very large number of varieties of adhesive and "entires."

Possibly a good third to Queen Victoria and George Washington as a subject of postage stamp portraiture would be the aged emperor of Austria, but if we are to take the issues of a whole empire into account, there is only one possible successor to the late Queen, and that is her son, King Edward VII., whose head now appears on Colonial postal issues in all quarters of the globe.—Hobbies.

The collecting of envelopes seems to be coming in favor as is the collecting of entires, which makes the collection valuable? Both.

EXCHANGE COLUMN.

Your 30 word Exchange notice, FREE, if sent with subscription, otherwise, 30 words 10 cts.

EX souvenir view cards with Earl Pearce, Diller, Nebr. Stamp on view side. tf.

Will Ex. space, stamps, printing, cards or give part cash for the following:

A 5½x8½ or 7x11 Excelsior or Model press, hand-running, self-inking, must be in good condition and cheap.

Type, some body and display, send proofs.

Leads, furniture, etc.

EARL PEARCE, DILLER, NEBR.

Will Ex stamps cataloging 50c (none less than 3c) for every 10 view cards sent me, not less than 10. Pub.

Comic cards, 15c per doz., good ones, not sent in Ex. Pub.

Ex. view cards, foreign preferred, single. Roy McFarren Diller, Nebr. U. S. A.

I mail your circulars at 20c per 100 sealed; your name in directory 10c, big mail; 100 names 10c, cash buyers that give good and sure results, try them; Your adv. in 50 to 100 magazines for 10c per line of 7 words. A. Hulkren, Wausa, Nebr.

Our Offer.

We need original articles about photography or collections of all kinds, if you can get some to strike your fancy at the right time don't lose a minute but write it down, tell Uncle Sam you will give him 2 cents to bring it to the publisher of this paper.

Pictures of some historic place or of subscribers always in demand, but must be accompanied by a short descriptive article. All pictures become our property if we use them.

All articles must be carefully written on one side of the paper, and pictures must be mounted.

We will give in exchange a year or 2 years subscription an inch "ad" or a 30 word exchange notice, 3 months, according to length of article.

Address all communications to Earl Pearce, Diller, Neb.

Scenes in the

**Philippines, Cuba, Porto Rico,
Panama, Hawaiian Islands.**

Man O'War Views,

**Military Postal Cards, Soldiers and Sailors
Records, and scenes relating to
Soldiers and Sailors.**

These cards are very beautiful
Half Tone and Colored

**Price
25 cts.
per dozen**

SPECIAL PRICE IN QUANTITIES.

J. R. McFARREN,

Diller,

Nebr.

U. S. A.

FOX RIVER IDEAS

The new trade paper. Published the first of each month in the interest of the mail order man, advertiser and agent.

Six months subscription for a silver dime or a sample copy for a stamp.

Ad rates 3c per line.

FOX RIVER IDEAS.

Barrington, Ill., Delivery No. 2, Box 35.

BARGAINS.

1,000 circulars printed and mailed to my list of mail order buyers, for only an 85c money order, size 3x6, 100 words or less, my imprint.

We will print you 1,000 good bond note heads, give you a 50 word ad, mail 100 of your circulars for \$1.50. Cash with order.

Circulars mailed at 5c per 100, honest work.

Your 30 word ad on 1,000 of my circulars FREE, if you mail 100.

50 visiting cards, printed on fine bristol card board in neat script type and sent postpaid for 20c (2 dimes).

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Earl Pearce, Diller, Nebraska.

PRINTING.

Of the right kind at the right prices.

Bond note heads, white wove envelopes and 5lb statements at these prices.

250	\$.75
500	1.00
1,000	1.50

Letter heads, 8 1-2x12 12lb. paper.

250	\$1.00
500	1.25
1,000	1.75

Circulars, 3x6, 100 words or less, my imprint.

250	20 cts.
500	35 cts.
1,000	60 cts.

All work sent prepaid.

A 50 word ad free with any of the above. Please remit in M. O. for amounts over 50c, less than 50c in 1c stamps, and address all orders to

EARL PEARCE,

DILLER, NEBR.



THE JOURNAL.

A Monthly Magazine
for Collectors
of All Kinds.

APRIL 1906.

PUBLISHED BY THE
JOURNAL PUBLISHING COMPANY,
DILLER NEBR.

PREMIUMS.



Every person who sends us a silver quarter or 25c in 1c stamps we will give a years subscription and any ONE of the following premiums FREE.



- No. 1. A 30 word exchange notice.
- No. 2. An inch ad.
- No. 3. A packet of 100 stamps.
- No. 4. 25 visiting cards.
- No. 5. A copy of the Journal's Photographic Receipt Book. Ready about May 1st.
- No. 6. 12 souvenir view cards.
- No. 7. 50 envelopes, your card.
- No. 8. A genuine Chinese Newspaper.



All premiums sent as soon as possible after order has been received.



Journal, Diller, Nebr.

CIRCULAR DISTRIBUTORS.

1 MILLION CIRCULARS FOR DISTRIBUTION,

This is what you want, Work. I want a distributor in every county in the U. S. to distribute at least 10,000 circulars at an estimated profit to YOU of \$12.50 per 1,000 or

\$125 for distributing 10,000 circulars.

If you have made a failure or a success with the old methods of distributing then this will interest you. I do not say you will make the above amount on every 10,000 you distribute, but I do say you will clear more per 1,000 than any other firm has ever paid you. The circulars I offer you are 3x5 inches and advertise a 104 page book for ladies only. Containing over 100 illustrations and 2,000 propositions for ladies. The circulars will be sent to you all freight or postage paid by me. 50,000 out of the one million circulars have left this office. I want you to take at least 10,000, or even 50,000, (if you have territory enough to use that many.) I made \$125.00 a low estimate for your profits on 10,000 circulars, but there is a chance that would earn

\$500 for distributing 10,000.

Now remember, there is no canvassing in this at all. Nothing but handing these circulars to ladies only. You do not have to say one word to them when you hand them the circular. In fact, you just put the circular in the door or on the porch, then leave. Its the greatest distributing plan of a Master Mind in the art of distributing. You will not be asked to buy a stock of goods or anything of the kind, the circulars for free distribution is all you need.

The book is given to ladies free if they pay the postage, etc., so you see the circular is sure to interest them. The book alone could not be produced for less than \$100 for the first edition. There is a condition, and its an easy one, send me 25 cts. (in silver or 1c stamps) to pay for plan and you can then accept the 10,000 or 100,000 distribution of these circulars on this unique and marvelous method.

Waverly Brown,
Burlington, Iowa.

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No. 3. A packet of 100 stamps.

No. 4. 25 visiting cards.

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Waverly Brown,
Burlington, Iowa.

Notice.

We want a 1,000 subscribers inside of the next two months and in order to get them we will send the Journal

6 Months on Trial for 10 cents,

and give you a 30 word Exchange notice free.

We are corresponding with several good writers to furnish us good articles on good subjects and with your help we intend to make this paper a success.

Our June number will be a "hummer," as we have an extensive campaign planned.

Use the following blank or one similar if you do not wish to cut your paper.

190

**The JOURNAL,
Diller, Nebr.**

Enclosed find 10 cents, for which please send me the JOURNAL on trial for 6 months to

Name.....

St. & No.

City..... State.....

THE JOURNAL.

VOL. 1.

APRIL, 1906.

NO. 4.

EARL PEARCE, Editor.



Subscription Price, 25 cts. per year, if stamps are sent send unused 1c stamps.

Advertising Rates, 25c per inch, \$1.00 per page, Contract rates made. No fake or patent medicine ads. wanted at any price.

Cash with copy.

JOURNAL PUBLISHING CO.
DILLER, NEBR.

Editorial.

Have you sent us an "ad", you are missing something good if you don't hurry. Read our special offer.

Circular distributors ought to take in Waverly Brown's offer.

When you answer any advertisement in this paper, kindly put "seen your ad in the Journal." It will secure you many favors.

Subscribe now. 6 months on trial for a silver dime or 10 1c stamps.

We are corresponding with several well known writers and we hope to make a success of it, if you can manage to send us a subscription.

This month our rates for mailing circulars is advanced from 5c per 100 to 10c per 100. For good mailing try us. We simply can't be beat.

Join the Journal Exchange Club, costs you nothing if a subscriber and you get all its benefits. It is for everybody who wants to Exchange.

250, 3x4½, circulars, 100 words or less, all your copy printed and sent postpaid for a silver dime. Editor.

We will take stamps in Ex. for adv. space. All stamps must catalogue 3 times the price of the amount of space wanted.

250 papers, 3x4½, 4 pages, 100 words to page, our inch ad, printed and sent postpaid for 35c in silver, 500 50c, 1,000 - 75c. Earl Pearce, Diller, Nebr.

16 pages this time. How's that? Looks like we had come to stay doesn't it. Some collectors have sent us well wishes. Thanks. But couldn't you manage to send us a subscription.

POST CARDS.

Souvenir, comic and otherwise.

Count the societies or clubs which are devoted to post card collecting. Is that all of them. Oh no, not half. There are lots of people who exchange cards with friends and do not belong to a society. But still they do in a way, but it has no name.

Collecting post cards is one of the most pleasant past times which can be enjoyed by the rich and poor alike. A person studying geography can do nothing more beneficial than to collect cards.

The editor does not go very much on comic cards, but as some people like to collect them, we will not say anything bad about them this time.

There are temperance cranks in France as well as in other parts of the world, a fact which is shown by M. Cap. Martin, of Paris, who has had half a million picture post cards printed illustrating the evils of drunkenness. They have such titles as "The Drunkard's Doom," "Death in the Bottle," and "The Drink Fiend," and the author suggested they might be posted to confirmed drunkards. Two or three slander actions have already been started by people who have received the cards, and one recipient is being proceeded against for violently assulting a sender.—West.

ERRATUM.—The price was left out of Mr. Raymond's ad. It should read "A Genuine Bargain for \$3.00."



We are now coming to the time of year most fascinating to all amateur photographers. Throughout a large part of our country those interested in photographic work have been compelled to forego the pleasure of outdoor work, except in a very limited degree, and have amused themselves by taking up printing from old negatives or some work that can be done evenings. Now we hail with joy the coming of Spring and as the snow and ice leaves the scene we can get out after some views that will give us pleasure and much satisfaction.

From now until the leaves are fully out, the changing landscape offer much to attract us.—P. N. & C. C.

Photographing a ceiling: If you find difficulty in focusing the camera in a perpendicular position and wish to get in as much of it as possible, measure the distance between the ceiling and the floor and then focus on the wall at the same distance, using the camera on a tripod and setting the focus screw tight. By sighting across the room from two corners you can quickly determine its center and then place the camera directly on the floor, pointing the lens upward. The slide can be removed before doing and the exposure made with a cap if the shutter will not work in that position.—West.

	STAMPS.	
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The stamps of Lagos are to be discontinued and will be superseded by those of Southern Nigeria.

Do you collect stamps? One firm says "no fun like it." We shot so too but we have found something which is more fun and still we collect stamps just the same, and that is collecting postal cards.

A certain stamp paper says "there are more postal card collectors than those of all other hobbies combined." We hate to be contrary but we would like to say that we believe there are as many if not more stamp collectors.

Do you know what country your stamps came from, what could you tell about the inhabitants of that country or something about the country itself? Now is a good time to find out about them.

The 2 cent Stamp.

You all know the subject of the 2 cent is Geo. Washington. Now Geo. was a sort of a goody-goody boy, but Geo. cut down his father's cherry tree and of course his father couldn't lick him, so the people took it up and have been licking him every since. We have not been able to count them but we guess them to be some where in the 1,000,000,000,000's.



Louisiana Purchase Gold Dollar.

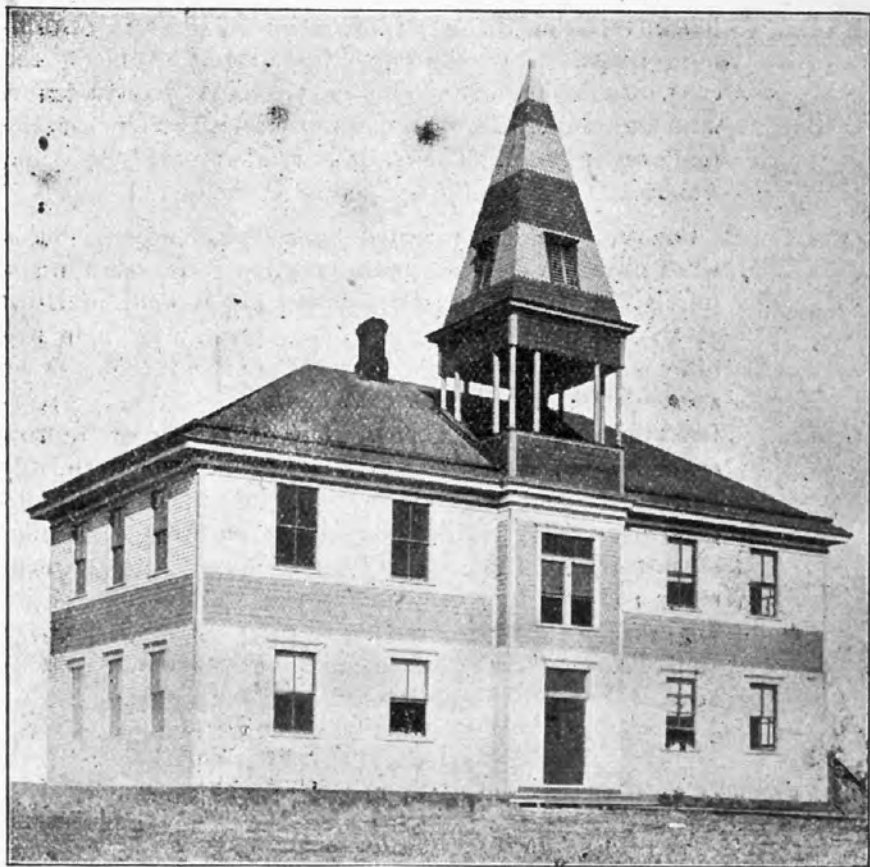
By J. R. McFarren.

President McKinley's Message to the 56th Congress contained the birth clause of this notorious Gold Dollar. In this message the need of money for building the Louisiana Centennial Exposition and he originated the idea of making this gold dollar to help pay the expense of the centennial in this way. Congress appropriated \$500,000 to build the exposition, \$250,000 to be paid directly. With the other \$250,000 they should instruct Uncle Sam to buy gold and make these dollars out of it.

The coin is about 9-16 of an inch in diameter. One half of them bear the portrait of Wm. McKinley the other half bearing the potrait of Thomas Jefferson — the Exposition was created during the administration of the former while the Louisiana Territory was purchased during the administration of the latter. Either of these portraits with the words "United of States of America," go to form the obverse of the coin while on the reverse are the words "One Dollar" and the dates 1803-1903 with an olive branch intervening and "Louisiana Purchase Exposition St. Louis" on the outer edge.

Now those dated 1803-1903 were coined before the exposition was finished and as there was a years delay it did not open till April 30th 1904. About half of this supply of gold dollars were sent back to be recoined and dated 1803-1904 instead of 1903.

Because they sold for \$3.00 is no indication that they contained \$3.00 worth of gold for they contained exactly \$1.00 worth of gold and this price was asked so that every dollar sold would net \$2.00. These dollars are commemorative of the greatest Exposition yet held in any country.



Diller Public School Building.

Concerning Advertising.

By Geo. J. Wettschurack.

Of course there are different methods of advertising but advertising through publications is first in obtaining returns. There is no question as to that being the case. Judicious advertising is the best investment a man can make, Monthly papers excel all others for the mail order man. The people read monthly papers. Americans above all other people are readers.

Constant straight-forward, business-like advertising is what pays. A crisp ad. makes a good impression on a purchaser. The majority of people like to deal with an up-to-date mail order man. The bargain most men are after is to get honest value for their money. The most successful mail order firms are those who do not advertise spasmodically. The prudent mail order houses carry insurance on their stock right along. The principle is the same in respect to newspaper advertising. Intelligent advertising is the advertising that flows in a constant stream. Crisp, constant, catchy, of ample dimensions and healthy tone—that is the kind of newspaper advertising that bring results to to the advertiser every time. No mail order house can have too much of this kind, if they desire to sell goods and reap profits.

Listen Here.

One step won't take you very far,
You've got to keep on walking;
One word won't tell folks who you are,
You've got to keep on talking.

One inch won't make you very tall,
You've got to keep on growing;
One little ad. won't do it all,
You've got to keep 'em goining.

Success in the Mail Order Business.

By Waverly Brown.

In these days of Hustle and Enterprise it is personal energy and downright Originalty that wins in the mail order field.

During the last few years Thousands have entered the arena and 99 out of every 100 has failed. WHY? Because they made the wrong start. They have made the serious mistake of trying to handle novelties without sufficient capital. It takes \$\$\$ and 'lots of 'em" to attempt to buck the large M. O. houses with their mammoth catalogs and it simply can't be 'did." "No Sir-ee." You must Sheme in order to get recognition.

Its the schemer that carries away the "Frog Skin" these days. Light the lamp in your scheme "incubater" and turn out an Original scheme, something no one else ever thot of, and the Bald Eagle of Success will perch upon your banner.

The stock catalog looks luminous to the new beginner and he thinks he sees in it an opportunity of his life. It is filled with "Gaw Gaws" and "nick nacks" that no right minded person would think of purchasing at the prices quoted when she (or he) can purchase the same article at half price in any 10 cent store in the land.

He buys 1,000 catalogs at say \$10, he spends another \$10 for stamps and another \$5 for stationary, etc., and he is then in an elegant position to "drop his wad" and then condemn the Mail Order business from stem to stern

Still he is not to blame. He does not know any better and simply takes the word of some expert who issues a stock catalog. Experience he must have and experience costs money.

(Continued next month)

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Its the schemer that carries away the "Frog Skin" these days. Light the lamp in your scheme "incubater" and turn out an Original scheme, something no one else ever thot of, and the Bald Eagle of Success will perch upon your banner.

The stock catalog looks luminous to the new beginner and he thinks he sees in it an opportunity of his life. It is filled with "Gaw-Gaws" and "nick nacks" that no right minded person would think of purchasing at the prices quoted when she (or he) can purchase the same article at half price in any 10 cent store in the land.

He buys 1,000 catalogs at say \$10, he spends another \$10 for stamps and another \$5 for stationary, etc., and he is then in an elegant position to "drop his wad" and then condemn the Mail Order business from stem to stern

Still he is not to blame. He does not know any better and simply takes the word of some expert who issues a stock catalog. Experience he must have and experience costs money.

(Continued next month)

Our Offer.

We need original articles about photography and all kinds of collections. Each month we will give a coupon worth \$1.00 the author of the best article on any of the above subjects, that this may be among our subscribers we shall make condition. All articles must be accompanied with the price of a subscription, 25c. Articles must be original and contain not more than 500 words.

Pictures of some historic place, or of interest to subscribers, or of subscribers, always in demand, but must be accompanied by a short descriptive article. All pictures become our property if we use same, and will be paid for in subscriptions or space according to quality of picture.

A 1
PAGE "AD"
FOR 50 CENTS.

Untill July 1st we will give you
a page "ad" for 50 cent in silver.

HURRY ! HURRY !!

L. V. Raymond

FOR SALE.

Your 30 word ad. under this head for 10 cents.

1 Sure Hatch Incubator, 100 Egg, nearly new. A snap for somebody. For further information call or write, F. A. Diller, Diller, Nebr.

SELL BOOKS by circular advertising.

We furnish them to you for almost nothing. Get out a circular and set your own price, make it a fair one and you will be "swamped" with orders. our price to you is 720 little 16 page books for \$2.20—60 (all different) sample books for 25c prepaid. Send today.

A. J. Husted & Co.

Millington, Mich.

A Genuine Bargain.

We have made up a few lots of the following, these are just the hot article for small dealers.

10,000 mixed foreign and U. S., good for packets.

50 blank albums.

50 sheets best stamp hinges.

200 envelopes printed with "100 mixed stamps."

25 blank approval sheets.

4,000 stamp hinges, good quality.

L. V. Raymond, Diller, Nebr.

EXCHANGE COLUMN.

Your 30 word Exchange notice, FREE, if sent with subscription, otherwise, 30 words 10 cts.

EX souvenir view cards with Earl Pearce, Diller, Nebr.
tf.

Will Ex. space, stamps, printing, cards or give part cash for the following;

A 5½x8½ or 7x11 Excelsior or Model press, hand-running, self-inking, must be in good condition and cheap.

Type, some body and display, send proofs.

Leads, furniture, etc.

EARL PEARCE, DILLER, NEBR.

Will Ex. stamps cataloging 50c (none less than 3c) for every 10 view cards sent me, not less than 10. Pub.

Comic cards, 15c per doz., good ones, not sent in Ex. Pub.

Ex. view cards, foreign preferred, single. Roy McFarren Diller, Nebr. U. S. A.

We wish to Ex. 2 copies with every collectors paper, also to Ex. a few ads.

The editor has just added a collection of nearly 400 Scientific Americans which increases our collection of various kinds of literature close to the 700 mark.

We will make a special offer to any society on subscriptions. Write the editor.

Advertisers:

---- Here is Your Chance.

You want to make money easily, fast and honorably, don't you? Of course you do. The Best, Quickest, Surest and Easiest way you can do it is to have your circulars mailed through our agency. Our facilities for mailing are such that your circulars will reach the proper class of people for results. Get them mailed in sealed envelopes along with our correspondence, etc. Honestly Fair and Square to active buyers that are free from indecent and fraudulent advertising. Give us a trial and convince yourself that we do an honest, upright business. No matter what you advertise, we can help you get profitable replies.

RATES: 25c per 100; \$2.35 per 1,000.

Geo. J. Wettschurack & Co.,

Montmorenci.

Ind.

Philippines, Cuba, Porto Rico, Hawaii,

Panama, Military, Man O'War, Soldiers and Sailors and their Records, 25c the dozen.

The following will be mailed direct from the respective countries postage included at following prices. Or will be sent from this office at prices in second column.

	Each.	Doz.	Each.	Doz.
Malta	.07c	.80c.	.04c.	.45c.
Iceland	.08c	.90c	.04c	.45c.
Japan, hand col.	.07c	.80c	.04c	.45c.
Morocco	.08c	.90c	.04c	.45c.
Philippines	.06c	.70c	.05c	.60c.

SPECIAL: To the first 15 who send in an order for any of the above I will send postpaid one of those fine Mexican Bull Fight Postal Cards.

Anything not satisfactory may be returned.

J. R. McFarren

Diller, Nebr.

BARGAINS, LOOK AT THESE.

100 stamps	5c.
1,000 "	25c

6 souvenir view cards	10c
100 " " "	\$1.00

12 blank approval books to hold 40, 60, or 100	15c
25 ditto	25c
50 ditto	40c

6 months trial subscription 10c.

25 envelopes, your card	12c.
50 ditto	20c.

25 visiting cards, your name	15c
50 ditto	20c

Everything sent postpaid on receipt of the price, and guaranteed.

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EARL PEARCE, DILLER, NEBR.

PRINTING

**of all kinds. From labels
to large newspapers.**

**The kind the people like
The kind they buy, it pleases
their pocket book. Try us.**

Samples sent for a 2 cent stamp.

**Journal Publishing Co.
Diller - - - - - Nebr.**



The Collectors Journal

JUNE 1906

A Monthly Magazine for
Collectors and Amateur Photo-
graphers

Published at Diller Nebraska

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Published at Diller Nebraska



You are Lucky

Why? Because we are going to reduce our subscription price this month to 10 cents per year. The lucky part comes in when you can get a 20 word Ex. notice FREE, which we give all new subscribers

With our next number we come out in the shape of a 6x9, 12 page and cover, with articles by Clarence G. Dalton, Chas. Rybolt and also commence an article by Robert E Ramsay, entitled "Around the World in the Stamp Album." If this were in book form it would cost you \$1.00 Send in your subscription now.

Our price will always be 10c per year, and all who have sent us their subscription will have them extended.

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Editorial.

We are improving our paper, and as we have received some subscriptions we feel justified in enlarging our paper to a 6x9, which we will do with our next issue. We hope to have some interesting articles by, Clarence G. Dalton, R. E. Ramsay, Chas. S. Rybolt and others. We want some more editors for some new departments, some of which are: Coins, Stamps, Photography, Curio, Literature (collectors,) in fact any kind of a hobby. Write for particulars.

Commencing with the July number our advertising rates will be 25c per inch, \$1.50 per half page, and \$2.50 per page. Terms cash. Forms close on the 15th of month preceeding issue.

We are making arrangements with Clarence G. Dalton to take charge of our Post Card Dep't. Oh! we will go some in a few months. Read our special offer on the inside cover page.

Advertisers! Does this look good to you? We will insert your ad for the next three months, and charge you for two months and if it does not pay we will run it for the next month free.

As will be seen most of our ads are for papers. It pays to advertise.

Chas. Rybolt, "The Relic Man and Stamp Fiend," has written us an article for our next issue and promises a special article for our August issue.

We will put your name in our classified Exchange list for a picture post card, a coin, or stamp cataloging 5c, an Indian relic or anything in a collectors line.



POST CARDS.

Souvenir, comic and otherwise.

We are rather short on Post Card news this month but will make up for it next time.

For the best original article on post cards, we will give 100 post cards for next best 50. All writers must be subscribers paid up for 6 months or more and articles 500 words or more written on one side of sheet.

The San Francisco dealers are not all dead by any means. They even get out cards of their old homes if it does bring tears to their eyes.

734,500,000 postal cards were delivered in Great Britain last year of which 80 per cent were privately printed. And they say Collecting post cards is a passing fad. We fail to see how. It looks like it was going the other way.

A nice way to arrange your cards is to hang them on the wall in rows or string, using ribbon to fasten them together.

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A picture is finished when the intention of the artist is best and fully conveyed. Details may be omitted or graphically portrayed, and the effect be equally satisfactory to an unbaised spectator, who judges from pure immersion of the effect. The treatment will vary in the hands of a conscientious photographer, possessed of taste and judgement. He will seek to express literal detail in some parts of the picture, while a broader treatment will be reserved for other parts, without in the least weakening the unity or lessening the general artistic expression.

A picture as we have endeavored to show, must be an imitation of nature, whether by brush or camera; and monochrome photography holds its status in art by fee simple of its faithful representation of nature in whatever phase she is presented to us. It must therefore, take the proper channel in art, by which alone it may be rendered effective.

But as we agreed in the beginning of this monograph, all art must be suggestive, however realistic. Therefore it must leave something to be imagined. An absolute copy with any qualifications will be less interesting than something which, while true and actual, still demands employment of the intellect to discover the personal element in the work, the illusion which the artist sought to create. It is sometimes necessary to give atmosphere to a scene or mobility to a figure or group, which a hard, wiry accuracy of rendering would utterly destroy, so that even a blurred or indistinct baldness is not simplicity. Poverty of detail is not evidence of artistic feeling. It is not accuracy of finish but tastelessness of finish which is to be avoided.—Selected.

Stamp Notes picked up from here and there, with apologies.

The new Liberian stamps have made their appearance and is described as one of the prettiest sets ever issued.

Collectors will do well to secure the first issue of the stamps of Soudan, as the "Nile-Red Sea Raliway" is sure to have some effect towards making the stamps of the ordinary size instead of the large over-grown ones now in use.

It is said that the Prince of Wales has offered a gold medal for the best collection of stamps exhibited by a lady at the London Philatelic Exhibition. The second prize is a silver medal.

If you are a collector of stamps you should subscribe for the JOURNAL. We give as a premium for every yearly subscription, a packet of stamps that will catalog over \$2.00.

697 new stamps were issued in 1905. Great Britain is credited with 140 and 198 to the Western Hemisphere

We expect to commence an article in the July number by R. E. Ramsay on the subject "Around the World on the STAMP ALBUM." Send in your subscription now so as not to miss any of this article. It will run for 8 or 10 months, unless R. E. runs out of meterial.

Malta and Grenada.

By F. B. Wilson.

Malta is a small island lying in the Mediterranean Sea. There are five or six islands in this group. A great deal of our macroni is manufactured in this place. The Maltians are also noted for their excellent work in gold. Their language is a patois of Arabic, Greek, French and others. To see one you would think some character from a comic opera was strolling around, as their dress is so queer and at the same time picturesque. One thing is noted about the Maltians-there are no drunkards.

Valetta, the capital and largest city, is situated on an open but well fortified bay. Malta has passed thru many hands, beginning before Christ with the Phoenicians. On Sept. 5, 1800, it was captured by the British and has been controlled by them since that time.

The stamps of Malta are very beautiful. Some of the stamps have an excellent views of the harbor at Valletta, while others have portrayed the shipwreck of St. Paul, as he was supposed to have been shipwrecked on this island about 60 A. D. All of these stamps are comparatively easy to procure.

Grenada is one of the West Indies situated about ninety miles from the South American coast. It belongs to the group commonly called Caribee. The capital of this little isle is St. George, a city of about six thousand inhabitants. St. George faces a large open bay and the harbor here is so good that regular sea-going vessels southward bound, make this their coaling station.

The first issue of stamps was in 1886, but these are now very hard to get. They issued a set a few years later almost identical with the previous issue. They are very common and some dealers pass them off on collectors as first issues. In 1898 it issued a series of stamps commemorating the Landing of Columbus. These are very easy to get and should be in all collections. We understand that they are expecting to issue another set in the near future.

How to Advertise.

By F. B. Wilson.

Taking it for granted that you have a good stock of stamps, I will try to explain how to advertise your stock to the best advantage. There are several things to be considered; first the paper with a good big circulation. It is better to advertise in a paper that has a large circulation even at a high rate, than to advertise in a paper with no circulation and a low rate. Select a paper with a neat appearance, one that has breezy editorials and bright articles directly relating to stamps, post cards, or whatever you are going to advertise. Select a paper you would subscribe for if you were making out a subscription list. After you have selected your paper, the next thing is to choose a leader for your ad. Take stamps; say you have a stamp that catalogs at a \$1. One that costs about 25c at wholesale. Sell it at 25c or if you can at 20c. Then, with this bargain to catch the eye, list several others on which you will make a good profit. Some may think they will lose money by selling the leader below cost, but I have had experience and I know you will not. This bargain will catch the eye, and to make a good order, the reader will probably buy several of the advertised stamps, provided they are priced right. When you have the order, fill it immediately. Never let it wait. File away the name of the buyer and keep him supplied with your catalogs, circulars, etc. If you get an order, it shows that the sender is interested in your goods and will order more, if they are put before him. Keep yourself before him. This is one of the main points in getting re-orders.

The next thing to consider is writing your ad. If you can afford it have an expert write it for you. Their prices are low and will pay you in the long run. If you write yourself, make it brief and to the point. Write it in a breezy, friendly style. Put your leader in strong bold type and surround the whole with plenty of white space. This cannot be too strongly emphasized. Too often a good ad is spoiled by crowding into too small a space.

FREE !! FREE !! FREE ! FREE !!

A 20 word X notice. Name in Collector's Directory, Handsome souvenir card mailed separately, providing you send us a 25c piece for a years subscription to the largest collector's paper in the world, for its age.

Our Guarantee !!!!

If you are not fully satisfied when you get the first no. let us know and we will send you 50c in return besides giving you the free material. In case you do this all we ask is the privelege of printing your name in the following issue of our paper with the statement that you do not think our paper worth the price. Is this fair?

**The Souvenir Postal Pub. Co.,
Stillwater, Box 4622 Oklahoma.**

Philatelic Inter-Ocean,



Have you seen? { If not a postal card will get you a copy. To save time send 6c for a trial 6 months subscription.

Have you tried? { It's advertising columns. Think it will pay you. 25c per inch or 3 times for 50c without change.

We need many. { Philatelic papers for our libraries. Send us your list.

We have very. { large stocks of philatelic papers—odd numbers as well as complete files. Trade or cash. Send your wants.

Wanted { Series 1, No. 5, and Volume 5, No. 3. Six months subscription for each number sent us.



COOK & JONES, Waterloo, Iowa.

EXCHANGE COLUMN.

Your 30 word Exchange notice, FREE, if sent with subscription, otherwise, 30 words 10 cts.

EX souvenir view cards with Earl Pearce, Diller, Nebr.

Will Ex. stamps cataloging 50c (none less than 3c) for every 10 view cards sent me, not less than 10. Pub.

Ex. view cards, foreign preferred, single. Roy McFarren Gibbon, Nebr. U. S. A.

We wish to Ex. 2 copies with every collectors paper, also to Ex. a few ads.

USEFUL and instructive books to exchange for U. S. Postage and Revenue Stamps catalogued at not less than 10 cents each. Write what you have. S. B. Shantz, Bethlehem, Pa.

COMPLETE printed instruction for the celebrated chemical oil painting exchanged for anything, books, subscriptions, formulas, advertising plans. Former price was \$3.00. Address: J. S. Barnes, Boomer, N. C.

ARE YOU WISE TO THIS?

Would you like to secure every good plan, scheme, Idea formula and item of Money making information FREE?

Would you like to secure your printing at Cost prices saving you 50 to 300 per cent less than you now pay?

Would you like to have your advertisements, circulars booklets, etc., revised and written for you free of Cost?

If you are a collector, agent, distributor or M. O. man would you like to get better goods at less prices or more circulars to mail, etc., if you could get this service FREE?

The above and many other benefits I will tell you how to secure FREE. Write me today. Enclose 2c stamp for particulars (postage only) and I will send them to you at once. No postals answered. Get busy please.

Mention the Journal.

Waverly Brown, Burlington, Ia.

Souvenir POST CARD COLLECTORS.

The **Hobby Horse** is a large 8 to 12 page, with cover, 6x9 monthly magazine. Up-to-date with news and comic stories on Post Cards.

It's worth double the subscription price 25c: but as we wish to get 2,000 new subscribers within the next 30 days we will send you the paper for one year if you.

Send one DIME, or 10 1c stamps to

S. D. PIERCE,
Bethel, DEPT. **Minn.**
J.

!! OKLAHOMA POST CARDS !!



A set of 4 different views of the Oklahoma Agricultural and Mechanical College the largest institution of its kind in the Southwest, for 10c in coin. Only a few sets left. Send today. They are of the duo-tone variety.



CLARENCE G. DALTON,
Box 462. **Stillwater, Okla.**

Let me show you how to get the \$\$\$ in Large Quantities.

I am willing to send 6 books filled to the brim with \$\$\$ getting ideas for hustlers. Each one contains plans and schemes that will bring you the coin in a hurry.

Simply send 12c (postage) and I will send you one of these books every month for the next Six Months.

Don't wait a second. Be quick **Before the next Earthquake comes** and you forget it. Remember the 12c postage is all these 6 books cost. Return this ad with order.

"Novelty Dealers Guide."

Tells all about the M. O. business from A. to Z. Also a list of other specialties to help M. O. dealers. Enclose stamp and write for full particulars.

Mgr. Hustler Co.

Burlington, Ia.

THE

Western Stamp News

is a monthly paper devoted to stamps only. It will contain 16 pages and cover hereafter.

Subscription price 25c per year.

Ad rates 25c per inch.

The Western Stamp News will have an Ex. dep't. for the use of subscribers only. Better send 25 cts. today and we will give you a premium of a 15 word Ex. notice one month. Write at once.

Geo. W. Brink,
Dept. C.
South Bend,
Ind.

Sale or Exchange.**Valued \$200.**

Lot No. 19 in Block No. 21, Outing Beach Resort, Township of Long Lake, County of Grand Traverse, Michigan.

This lot is situated on Long Lake, a charming body of water which surrounds the beautiful summer resort partly. It is noted for its charming scenery, good fishing and fine bathing beaches. It is dotted with beautiful islands, and around the shore are to be found groves of pine, hemlock, maple and cedar. Lot is high and dry overlooking the lake, and is well adapted for building purposes or camping ground. No incumbrances; but a good abstract and a warranty deed given.

Will take \$40.00 for this lot or will take a good typewriter or 6x9 or 11x14 Rotary press with outfit in Ex. If interested write, giving full details of what you have for Ex. I own the lot and have no further use for it.

G. J. Wettschurack R 15, Montmorenci Ind.

ADVERTISERS!**Get next to "How I Made \$25,000 in 2,500 Hours."****Send Stamp.**

Circulars mailed, \$1.00 per 1,000. Capacity 1,000 per week. Will Ex. 100 or 1,000. Anything with this ad on mailed free. This ad and a dime brings you Schemes and plans valued at \$20.00.

ONE DIME will bring you TWO of the greatest circular mailing and distributing plans on Earth. One is entitled "The Great One Million Circular Plan." The other tells of a plan whereby it is possible to earn \$50.00 per 1,000 mailing circulars or distributing them from house to house. These would be cheap at \$5 each, but they are yours for a dime. Address:-

Waverly A. Brown,**Burlington, Ia.**

WHAT DO YOU COLLECT?

Do you subscribe for a good paper that publishes interesting articles concerning your hobby? If you don't, it's time you sent us your subscription. THE EXCHANGE is a paper for Stamp and Post Card collectors: has from 12 to 20 pages monthly, and is filled with interesting stories and articles. It is the official organ of the Central Post Card Exchange,

Three months trial subscription, 10c.

To secure 500 more Subscribers, we will be making this offer: One year for 25c, regular price 50c. Also, a 20-word exchange notice if you mention the JOURNAL.

Sample for Picture Post Card.

The Exchange Publishing Co.
Box 14. **Kirksville, Mo.**

HOBBIES.

A Magazine for the Collector and Amateur Photographer.

Up-to-date departments on Stamps, Coins, Post-cards, Indian relic, Curios, Amateur Photography, etc. Official organ of the National Association of Amateur Photographers of America and The Central Post Card Exchange. 20 pages and cover each month. Send 10 cts. for a six months trial subscription and get a 20 word exchange notice and a set of 3 fine souvenir postcards of Sioux City's big \$2,500,000.00 fire FREE if you mention this paper. Address: HOBBIES, 1607 Summit Ave., Sioux City, Iowa.

A \$3.00 BARGAIN.

10,000 mixed foreign and U. S. Stamps, fine for packets.
50 blank albums.
50 sheets best stamps hinges.
200 envelopes printed with "100 mixed stamps."
25 blank approval sheets.
4,000 stamp hinges, good quality.

Only have a few lots left, better send now. Just the hot article for small dealers.

L. V. Raymond,

Fairbury,

Nebr.

NOTICE !!

On account of my papers growing larger I will cut out printing and put all my time on my papers "The Collectors JOURNAL" and "Pearce's Advertiser." I am going to make these win.

EARL PEARCE, Pub. and Editor.



The Collectors Journal

JUNE 1906

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Published at Diller Nebraska



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THE JOURNAL.

VOL. 1. MAY and JUNE, 1906. NOS. 5 and 6.

EARL PEARCE, Editor.



Subscription Price, 25 cts. per year, if stamps are sent send unused 1c stamps.

Advertising Rates, 25c per inch, \$1.00 per page, Contract rates made. No fake or patent medicine ads. wanted at any price.

Cash with copy.

Articles of interest to subscribers, especially about Collections or Photography, always in demand. Also Photographs.

JOURNAL PUBLISHING CO.
DILLER, **NEBR.**

Editorial.

We are improving our paper, and as we have received some subscriptions we feel justified in enlarging our paper to a 6x9, which we will do with our next issue. We hope to have some interesting articles by, Clarence G. Dalton, R. E. Ramsay, Chas. S. Rybolt and others. We want some more editors for some new departments, some of which are: Coins, Stamps, Photography, Curio, Literature (collectors,) in fact any kind of a hobby. Write for particulars.

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The Artist and His Picture.

A picture is finished when the intention of the artist is best and fully conveyed. Details may be omitted or graphically portrayed, and the effect be equally satisfactory to an unbaised spectator, who judges from pure immersion of the effect. The treatment will vary in the hands of a conscientious photographer, possessed of taste and judgement. He will seek to express literal detail in some parts of the picture, while a broader treatment will be reserved for other parts, without in the least weakening the unity or lessening the general artistic expression.

A picture as we have endeavored to show, must be an imitation of nature, whether by brush or camera; and monochrome photography holds its status in art by fee simple of its faithful representation of nature in whatever phase she is presented to us. It must therefore, take the proper channel in art, by which alone it may be rendered effective.

But as we agreed in the beginning of this monograph, all art must be suggestive, however realistic. Therefore it must leave something to be imagined. An absolute copy with any qualifications will be less interesting than something which, while true and actual, still demands employment of the intellect to discover the personal element in the work, the illusion which the artist sought to create. It is sometimes necessary to give atmosphere to a scene or mobility to a figure or group, which a hard, wiry accuracy of rendering would utterly destroy, so that even a blurred or indistinct baldness is not simplicity. Poverty of detail is not evidence of artistic feeling. It is not accuracy of finish but tastelessness of finish which is to be avoided.—Selected.

Stamp Notes picked up from here and there, with apologies.

The new Liberian stamps have made their appearance and is described as one of the prettiest sets ever issued.

Collectors will do well to secure the first issue of the stamps of Soudan, as the "Nile-Red Sea Raliway" is sure to have some effect towards making the stamps of the ordinary size instead of the large over-grown ones now in use.

It is said that the Prince of Wales has offered a gold medal for the best collection of stamps exhibited by a lady at the London Philatelic Exhibition. The second prize is a silver medal.

If you are a collector of stamps you should subscribe for the JOURNAL. We give as a premium for every yearly subscription, a packet of stamps that will catalog over \$2.00.

697 new stamps were issued in 1905. Great Britain is credited with 140 and 198 to the Western Hemisphere.

We expect to commence an article in the July number by R. E. Ramsay on the subject "Around the World on the STAMP ALBUM." Send in your subscription now so as not to miss any of this article. It will run for 8 or 10 months, unless R. E. runs out of material.

Malta and Grenada.

By F. B. Wilson.

Malta is a small island lying in the Mediterranean Sea. There are five or six islands in this group. A great deal of our macaroni is manufactured in this place. The Maltians are also noted for their excellent work in gold. Their language is a patois of Arabic, Greek, French and others. To see one you would think some character from a comic opera was strolling around, as their dress is so queer and at the same time picturesque. One thing is noted about the Maltians—there are no drunkards.

Valetta, the capital and largest city, is situated on an open but well fortified bay. Malta has passed thru many hands, beginning before Christ with the Phoenicians. On Sept. 5, 1800, it was captured by the British and has been controlled by them since that time.

The stamps of Malta are very beautiful. Some of the stamps have an excellent views of the harbor at Valletta, while others have portrayed the shipwreck of St. Paul, as he was supposed to have been shipwrecked on this island about 60 A. D. All of these stamps are comparatively easy to procure.

Grenada is one of the West Indies situated about ninety miles from the South American coast. It belongs to the group commonly called Caribbee. The capital of this little isle is St. George, a city of about six thousand inhabitants. St. George faces a large open bay and the harbor here is so good that regular sea-going vessels southward bound, make this their coaling station.

The first issue of stamps was in 1886, but these are now very hard to get. They issued a set a few years later almost identical with the previous issue. They are very common and some dealers pass them off on collectors as first issues. In 1898 it issued a series of stamps commemorating the Landing of Columbus. These are very easy to get and should be in all collections. We understand that they are expecting to issue another set in the near future.

How to Advertise.

By F. B. Wilson.

Taking it for granted that you have a good stock of stamps, I will try to explain how to advertise your stock to the best advantage. There are several things to be considered; first the paper with a good big circulation. It is better to advertise in a paper that has a large circulation even at a high rate, than to advertise in a paper with no circulation and a low rate. Select a paper with a neat appearance, one that has breezy editorials and bright articles directly relating to stamps, post cards, or whatever you are going to advertise. Select a paper you would subscribe for if you were making out a subscription list. After you have selected your paper, the next thing is to choose a leader for your ad. Take stamps; say you have a stamp that catalogs at a \$1. One that costs about 25c at wholesale. Sell it at 25c or if you can at 20c. Then, with this bargain to catch the eye, list several others on which you will make a good profit. Some may think they will lose money by selling the leader below cost, but I have had experience and I know you will not. This bargain will catch the eye, and to make a good order, the reader will probably buy several of the advertised stamps, provided they are priced right. When you have the order, fill it immediately. Never let it wait. File away the name of the buyer and keep him supplied with your catalogs, circulars, etc. If you get an order, it shows that the sender is interested in your goods and will order more, if they are put before him. Keep yourself before him. This is one of the main points in getting re-orders.

The next thing to consider is writing your ad. If you can afford it have an expert write it for you. Their prices are low and will pay you in the long run. If you write yourself, make it brief and to the point. Write it in a breezy, friendly style. Put your leader in strong bold type and surround the whole with plenty of white space. This cannot be too strongly emphasized. Too often a good ad is spoiled by crowding into too small a space.

Our Exchanges.

We hate to do it, but we have sent copies of the JOURNAL to some papers for Exchange. We can't figure out why, but we have never seen a copy of some of them. Maybe we are too small to be noticed but they were small themselves once. If they don't want to Ex. all right, we can live without them, we have done it, and are still in good health. The following few have been faithful and we wish them all success.

Hobbies, Vol. 1, No. 1, W. S. Tripp, Pub., Sioux City, Ia., has 20 6x9 pages and cover. It is a very neat paper filled with good material. See their ad in next issue.

The Exchange, Kirksville, Mo. has increased to a 6x9 paper. Should have more reading matter for its ads.

The Philcartist News and Camera Craft is a very good paper, as it has now a Stamp and Amateur Journalist departments.

Have received Vol. 1, No. 1 of Erwin's Philatelic Advertiser which has taken over the ads and subscriptions of the Western Stamp News.

A copy of the Chicago Stamp News at hand. Fine paper for the price, 10c per year.

Some copies of the Philatelic Star at hand. It is now run as a weekly.

Other papers received, but as we have not enough space to tell about them we will only give the names.

Progressive Monthly, Brooklyn, N. Y.

M. O. Partners, West Winfield, N. Y.

Little Drummer, Midway, Minn.

Columbus Philatelist, Columbus, Ohio.

Fads and Hobbies, Vol. 1, No. 1, Baltimore, Md.

Success in the Mail Order Business.

By Waverly Brown.

(Continued from last month.)

If he can survive the first shock and still stick to the M. O. game he has made the first step to success. It sets him thinking, and he then begins to read up. He looks over various trade papers and in them he sees "Schemes for Sale." The ads are written in the most enticing manner and Sugar Coated to a "fare-u-well." He buys one, two, or perhaps three of them at prices ranging from 10c to \$5.00, GOOD, if he is wise he can see that if the other fellow can sell schemes, why not him? Has he not bought them himself? (Right here I want to say there is nothing dishonorable in the word "scheme.")

A scheme is simply a new way of promoting the sale of either a new or an old article, plan or formula.

Arouse a man's curiosity and if he has the least inclination towards "congestion of the pocket book" he will find immediate relief by relief by reading the columns of the Trade Papers. There are very few schemes offered for sale but what are actually worth all that is asked for them. The secret of selling an article, plan or scheme is told in just 10 words. Here they are:—TELL ALL ABOUT IT, BUT DON'T TELL WHAT IT IS. Mix that last Idea up in your gray-matter and you are on the road to SUCCESS.



FREE !! FREE !! FREE ! FREE !!

A 20 word X notice. Name in Collector's Directory, Handsome souvenir card mailed separately, providing you send us a 25c piece for a years subscription to the largest collector's paper in the world, for its age.

Our Guarantee ! ! ! !

If you are not fully satisfied when you get the first no. let us know and we will send you 50c in return besides giving you the free material. In case you do this all we ask is the privilege of printing your name in the following issue of our paper with the statement that you do not think our paper worth the price. Is this fair?

The Souvenir Postal Pub. Co.,
Stillwater, Box 4622 Oklahoma.

Philatelic Inter-Ocean,



Have you seen? { If not a postal card will get you a copy. To save time send 6c for a trial 6 months subscription.

Have you tried? { It's advertising columns. Think it will pay you. 25c per inch or 3 times for 50c without change.

We need many. { Philatelic papers for our libraries. Send us your list.

We have very. { large stocks of philatelic papers—odd numbers as well as complete files. Trade or cash. Send your wants.

Wanted { Series 1, No. 5, and Volume 5, No. 3. Six months subscription for each number sent us.



COOK & JONES, Waterloo, Iowa.

EXCHANGE COLUMN.

Your 30 word Exchange notice, FREE, if sent with subscription, otherwise, 30 words 10 cts.

EX souvenir view cards with Earl Pearce, Diller, Nebr.

Will Ex. stamps cataloging 50c (none less than 3c) for every 10 view cards sent me, not less than 10. Pub.

Ex. view cards, foreign preferred, single. Roy McFarren Gibbon, Nebr. U. S. A.

We wish to Ex. 2 copies with every collectors paper, also to Ex. a few ads.

USEFUL and instructive books to exchange for U. S. Postage and Revenue Stamps catalogued at not less than 10 cents each. Write what you have. S. B. Shantz, Bethlehem, Pa.

COMPLETE printed instruction for the celebrated chemical oil painting exchanged for anything, books, subscriptions, formulas, advertising plans. Former price was \$3.00. Address: J. S. Barnes, Boomer, N. C.

ARE YOU WISE TO THIS?

Would you like to secure every good plan, scheme, Idea formula and item of Money making information FREE?

Would you like to secure your printing at Cost prices saving you 50 to 300 per cent less than you now pay?

Would you like to have your advertisements, circulars booklets, etc., revised and written for you free of Cost?

If you are a collector, agent, distributor or M. O. man would you like to get better goods at less prices or more circulars to mail, etc., if you could get this service FREE?

The above and many other benefits I will tell you how to secure FREE. Write me today. Enclose 2c stamp for particulars (postage only) and I will send them to you at once. No postals answered. Get busy please.

Mention the Journal.

Waverly Brown, Burlington, Ia.

Souvenir **POST** **CARD** COLLECTORS.

The **Hobby Horse** is a large 8 to 12 page, with cover, 6x9 monthly magazine. Up-to-date with news and comic stories on Post Cards.

It's worth double the subscription price 25c: but as we wish to get 2,000 new subscribers within the next 30 days we will send you the paper for one year if you.

Send one DIME, or 10 1c stamps to

S. D. PIERCE,
Bethel, DEPT.
J. **Minn.**

!! OKLAHOMA POST CARDS !!

~~~~~

A set of 4 different views of the Oklahoma Agricultural and Mechanical College the largest institution of its kind in the Southwest, for 10c in coin. Only a few sets left. Send today. They are of the duo-tone variety.

~~~~~

CLARENCE G. DALTON,

Box 462.

Stillwater, Okla.

Let me show you how to get the \$\$\$ in Large Quantities.

I am willing to send 6 books filled to the brim with \$\$\$ getting ideas for hustlers. Each one contains plans and schemes that will bring you the coin in a hurry.

Simply send 12c (postage) and I will send you one of these books every month for the next Six Months.

Don't wait a second. Be quick **Before the next Earthquake comes** and you forget it. Remember the 12c postage is all these 6 books cost. Return this ad with order.

'Novelty Dealers Guide.'

Tells all about the M. O. business from A. to Z. Also a list of other specialties to help M. O. dealers. Enclose stamp and write for full particulars.

Mgr. Hustler Co.

Burlington, Ia.

THE

Western Stamp News

is a monthly paper devoted to stamps only. It will contain 16 pages and cover hereafter.

Subscription price 25c per year.

Ad rates 25c per inch.

The Western Stamp News will have an Ex. dep't. for the use of subscribers only. Better send 25 cts. today and we will give you a premium of a 15 word Ex. notice one month. Write at once.

Geo. W. Brink,
Dept. C.
South Bend,
Ind.

Sale or Exchange.

Valued \$200.

Lot No. 19 in Block No. 21, Outing Beach Resort, Township of Long Lake, County of Grand Traverse, Michigan.

This lot is situated on Long Lake, a charming body of water which surrounds the beautiful summer resort partly. It is noted for its charming scenery, good fishing and fine bathing beaches. It is dotted with beautiful islands, and around the shore are to be found groves of pine, hemlock, maple and cedar. Lot is high and dry overlooking the lake, and is well adapted for building purposes or camping ground. No incumbrances; but a good abstract and a warranty deed given.

Will take \$40.00 for this lot or will take a good typewriter or 6x9 or 11x14 Rotary press with outfit in Ex. If interested, write, giving full details of what you have for Ex. I own the lot and have no further use for it.

G. J. Wettschurack R 15, Montmorenci Ind.

ADVERTISERS!

Get next to "How I Made \$25,000 in 2,500 Hours."

Send Stamp.

Circulars mailed, \$1.00 per 1,000. Capacity 1,000 per week. Will Ex. 100 or 1,000. Anything with this ad on mailed free. This ad and a dime brings you Schemes and plans valued at \$20.00.

ONE DIME will bring you TWO of the greatest circular mailing and distributing plans on Earth. One is entitled "The Great One Million Circular Plan." The other tells of a plan whereby it is possible to earn \$50.00 per 1,000 mailing circulars or distributing them from house to house. These would be cheap at \$5 each, but they are yours for a dime. Address:-

Waverly A. Brown,

Burlington, Ia.

WHAT DO YOU COLLECT?

Do you subscribe for a good paper that publishes interesting articles concerning your hobby? If you don't, it's time you sent us your subscription. **THE EXCHANGE** is a paper for Stamp and Post Card collectors: has from 12 to 20 pages monthly, and is filled with interesting stories and articles. It is the official organ of the Central Post Card Exchange,

Three months trial subscription, 10c.

To secure 500 more Subscribers, we will be making this offer: One year for 25c, regular price 50c. Also, a 20-word exchange notice if you mention the **JOURNAL**.

Sample for Picture Post Card.

The Exchange Publishing Co.

Box 14.

Kirkville, Mo.

HOBBIES.

A Magazine for the Collector and Amateur Photographer.

Up-to-date departments on Stamps, Coins, Post-cards, Indian relic, Curios, Amateur Photography, etc. Official organ of the National Association of Amateur Photographers of America and The Central Post Card Exchange. 20 pages and cover each month. Send 10 cts. for a six months trial subscription and get a 20 word exchange notice and a set of 3 fine souvenir post cards of Sioux City's big \$2,500,000.00 fire FREE if you mention this paper. Address: HOBBIES, 1607 Summit Ave., Sioux City, Iowa.

A \$3.00 BARGAIN.

10,000 mixed foreign and U. S. Stamps, fine for packets.
50 blank albums.
50 sheets best stamps hinges.
200 envelopes printed with "100 mixed stamps."
25 blank approval sheets.
4,000 stamp hinges, good quality.

Only have a few lots left, better send now. Just the hot article for small dealers.

L. V. Raymond,

Fairbury,

Nebr.

NOTICE !!

On account of my papers growing larger I will cut out printing and put all my time on my papers "The Collectors JOURNAL" and "Pearce's Advertiser." I am going to make these win.

EARL PEARCE, Pub. and Editor.