

**Office Alterations.** Our local trade having increased so rapidly during the past few months, we have found it necessary to make extensive alterations in our offices. These alterations and additions have just been completed, at great expense, and as a result we have the finest office of any stamp firm in the Dominion. New plans for arrangement of our stock have been introduced, enabling us to carry on 30% more business without an increase in our present staff of clerks. Philatelists passing through London are cordially invited to give us a call. We are at all times pleased to see you.

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**Are you a Subscriber?** If not, we would urge upon you the advantage of at once having your name placed on our books. Every subscriber who places his subscription in our hands has the assurance of 12 numbers, or his money refunded. Gradual and steady increase in both size and quality is our aim. To make the magazine attain a high standard of excellence is our determination. We have made, and shall make every effort to secure the best and most interesting reading matter that can be procured. It will be to your interest to subscribe.

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**Imperial Penny Postage.** It will not be—at least not for some years to come. In Great Britain it has been an absorbing topic for some time past, and the general public opinion favored it. Through the kindness of Mr. Henry W. Hall, of Croydon, England, we are informed of the result of the deputation which waited on the British Postmaster-General, on Feb. 10th inst. The deputation was headed by the Secretary of the Imperial Federation League and several M.P.'s. The deputation suggested ocean penny postage, with a specially-designed penny stamp with a distinctive mark, for each colony. The Postmaster-General replied that when Australia was admitted to the Postal Union, in 1891, they entered on the condition that the ocean postage rate was not to be reduced below 2½d., and as this agreement remains in force until 1897, nothing can be done prior to that date. So much for Imperial Penny Postage.

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**Sample Copies.** A large number of sample copies of this issue are sent out to collectors who are not on our subscription books. We trust you will examine this number, and should you desire to see us regularly, forward your subscription, for we send but one sample to one person. We guarantee 12 numbers, or refund subscription. You should subscribe.

**What is "News."** A contemporary says: "Generally speaking, whatever is new to us is 'news.' We expect our paper to keep us informed as to the progress of the world, the leading questions of the day in every department of life, all the latest happenings at home and abroad, in short, everything that is necessary to keep us 'up to the times.'"

"Is it not then news also to learn what bargains and novelties are offered at the various stores, to hear of new remedies for old ailments, of safe ways of investing sums of money, small or large, to be informed as to the latest publications, and where they can be obtained? Surely it is, and very interesting, too, because it applies directly to our everyday affairs. We often miss it, because we fail to look thoroughly over the advertising columns of our paper. They contain all this, and more, too."

"Then, also, in looking them over you may learn of some article lately devised, which 'fills a long-felt want,' or find where to procure something for which you have searched in vain."

"It should always be remembered that it is often impossible for the advertiser, in a limited space, to more than hint at what is offered for sale, so do not always judge by the advertisement alone. If you see an article that promises to be useful, don't hesitate to send for fuller information. It doesn't cost anything but the postage, and incurs no obligation."

"Few advertisers expect *direct orders* from their advertisements; what they do want is the opportunity of placing their goods before you. They have confidence in their ability to please you, and it is *they* who ask for an introduction to you, so you need have no compunction in troubling them."

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**Our Retail List.** We would call the attention of our customers to the fact that our Third Annual Retail List has just been issued, and it is larger, cheaper and better than ever before. Every collector and dealer should possess a copy. To those who have not yet received it, we shall be pleased to forward it, *post free* on application.

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**An Inducement to Purchasers.** The publishers of this magazine offer to every collector, who is not already a subscriber to this paper, purchasing goods to the amount of \$1.00 or over from their price lists herein, this paper for *six months FREE*. This inducement remains open from October 25th to December 31st, and is only open to non-subscribers.

Collectors who have not as yet seen the new price-list of the Standard Stamp Co. should send for a copy at once. It consists of 64 pages, fully illustrated, with a handsome cover. A copy will be sent free upon application by addressing above firm at 925 LaSalle street, St. Louis, o. (Advt.)