

EDITORIAL

Brother Philatelists, it is with pleasure that we present you with number five of the N. F. P. Canadian stamp collectors have long felt the want of a good, reliable magazine; one devoted solely to their interests, and low in its subscription as any journal of its character. Will you kindly aid us to make it a paper to interest all Philatelists, and one of which we all may feel proud.

When we commenced the publication of this journal we determined to spare no effort or expense to make it one of the best published; one that every Philatelist will want to have in his possession and delight in reading. We began fairly well and have improved with every issue; and we think without imposing on the good nature of our patrons, we may with this issue of the N. F. P. congratulate ourselves. The Philatelic press, with one or two exceptions has come forward and given us a 'warm shake of the hand,' showing a thorough appreciation of our efforts to make our magazine second to none. Our great aim is to make the N. F. P. the leading publication of its kind. Fellow Philatelists won't you help us to make it such?

NOTES.

Be sure and see the January number.

Owing to the limited space last month, the record of New Issues and Exchanges were omitted.

Read this magazine through carefully and if you don't think it is worth 25 cents a year don't subscribe.

The subscription price will be raised next month to 35 cents, foreign 40 cents. Subscribe now while the subscription price is only 25 cents.

Our great aim is to make the N. F. P. the leading stamp journal. Collectors and dealers we ask your support and co-operation to make it such.

No other magazine in this country or the United States can wish its patrons "a Merry Christmas" or "a Happy New Year" with more sincerity than the Niagara Falls Philatelist does this season.

We are pleased to record a marked increase in our subscription list, which fact alone, demonstrates beyond all doubt that our efforts to publish a really good magazine at a low price have been appreciated.

We have said many times that our only terms for advertising were CASH IN ADVANCE. If a man cannot pay for his advertisement when he sends his copy he is just the man we don't want to do business with.

To Advertisers.

Next month our advertising rates will be raised 100 %. Our increased circulation and improved appearance etc. of the journal prompts us to adopt this course. By sending in your contract previous to the 1st of January, you may secure the following low rates, viz:—

1 inch.....	6 months.....	\$1.80
2 "	"	3.00
$\frac{1}{2}$ column.....	"	6.00
1 "	"	10.00
1 page	"	16.00

Terms, cash invariably in advance.

Why is a stubborn donkey like a postage stamp? Because the more you lick it the more it sticks.—Charleston Phil. The funny man of the Charleston Philatelist must have been rather sleepy when he penned the above conundrum. In our experience we find, the more you lick a stamp the less it sticks.—[Ed. N. F. P.]