

# THE PHILATELIC MESSENGER

PUBLISHED MONTHLY.

## Subscription:

In Canada, United States and Newfoundland, 15 cents per year; to all other countries, 25 cents per year.

Subscriptions must begin with current number. Back numbers cannot be supplied at subscription rates.

We will exchange two copies with all philatelic publications.

## Advertising Rates:

One inch, 30 cents; quarter column ( $1\frac{3}{4}$  inches), 50 cents; half column, 90 cents; one column, \$1.70; one page, \$3.25.

Advertisements on front page of cover are 50 per cent. additional.

The following discounts are allowed on contracts: 3 months, 10 per cent.; 6 mos., 20 per cent.; 12 mos., 25 per cent. Contract forms will be sent on application.

Position cannot be guaranteed except to annual contracts for at least a half column each month.

Bargain & Exchange Column: One half cent per word. Minimum charge, 15 cents. One free exchange notice of 30 words (address counted) for each annual subscription of 15c. remitted to this office direct.

Business Cards: 3 times, 45 cents; 6 times, 80 cents; 12 times, \$1.50.

Dealers' Directory: 3 times, 25 cents.

TERMS:—Positively cash in advance in every case. Contract ads. must be paid for quarterly in advance.

All ads. must reach us before the first day of each month to insure insertion.

Ads. will be translated from French or German into English if desired.

## Remittances.

Unused current stamps of any country are taken in payment for subscriptions and advertisements to the amount of \$1.00. Larger amounts may be remitted in bank notes, or by postal notes, post office or express money order.

Address all communications to

**MATTHEW R. KNIGHT,**  
Boiestown, New Brunswick, Canada.

A blue pencil mark opposite this paragraph means that your subscription has expired, and an early renewal will be thankfully received.

## Authorised Agents:

John Edwards, Box 379, Montreal;  
Parke Advertising Agency, New York;  
Arthur L. Austin, Durban, Natal;  
Williams & Co., Casilla 989, Lima, Peru;  
J. Tchakidji & Co., Constantinople;

And all publishers of philatelic journals running our one-inch ad. regularly.

## Our Monthly Chat.

There are several philatelic papers published in Canada, each of which claims to be "Canada's best." We make no comparisons of that sort. We do not need to. Our subscribers and advertisers give the Messenger as much praise as our modesty can stand. We are satisfied to let them blow the trumpet for us.

The steady growth of our subscription list is very gratifying, but we have not yet reached the 5000 mark. We hope to reach it before another season has passed. We offer liberal inducements to our readers to help us in the 1898-99 campaign. Every subscriber who sends us two new names and 30 cents, will have his own subscription extended one year. Subscribers sending us five or more new names at one time may remit 8c. for each name and retain the balance as commission.

For every 25c. remitted in payment for advertising before Jan. 1st, 1899, we will send the Messenger for 6 months to a customer of the advertiser, if names and addresses are furnished us. Advertisers will find this offer greatly to their advantage, and we anticipate a brisk demand for advertising space in the Messenger this fall. Those who make contracts soon will not be disappointed.