

THE - ONTARIO - PHILATELIST

SUBSCRIPTIONS

To Canada and U. S., per year 20c.
To Foreign Countries, " 35c

Subscriptions must begin with Current number. Payable in Advance. Back numbers 5 cents each.

ADVERTISING RATES

1 inch, 1 insertion \$ 40
2 inches, 1 insertion 75
 $\frac{1}{2}$ column, 1 insertion 1 25
1 column, 1 insertion 2 25
1 page, 1 insertion 4 00

5, 10 and 15 per cent. discount on ads. of 3, 6 and 12 months' standing.

Ads. of less than 3 months' standing payable in advance; ads. standing 3 months or more payable quarterly.

All copy must reach us by the fifth of the month to secure insertion. To change standing ads. copy must be in by the first.

We wish to exchange two copies with all philatelic publications.

Address all communications relative to above to the Publisher,

W. A. BEATTY

88 King Street,
St. Catharines, Ont.

We have not received the last instalment of "Ed. Bee's" letter in time for this number, and will have to go to press without it.

In future, all private postcards which contain the name and business card on the face of the card will be charged three cents postage.

All philatelic papers that contain the private advertisements of the publishers are to have their second-class rates taken away from them. Brother Adams, beware!

No, brother Jewitt, we did not

copy Scott's advance sheets from the Era, nor from any other paper, as we are independent as the rest, and do not wish it to be said that we cannot run our paper unless we have outside help.

Have you sent us in your advertising contracts for the coming winter season? If not, refer to our special offer, as you should not forget that we are already at work on our mammoth Christmas number, which will be a marvel of the printer's art.

So great has been the success of our premium offer that it has nearly cleaned us out of Revenues. In order to continue this till December, we have rearranged it so that we will now give some Canada and Newfoundland postage to make up the deficiency.

Another important change is that no newspaper published in Canada must contain a separate circular or price list sent out by leading merchants, as all papers found to contain such notices will be charged at the rate of 1 cent for every paper that has been sent out.

Some recent changes that are to be made by the new Liberal Government will interest our philatelic friends, which are as follows: The British American Bank Note Co., who have had the printing and engraving of all bonds, bank notes