

THE STAMP REPORTER.

Subscription.

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

Advertising Rates:

1 inch, 1 insertion \$ 50
½ column, 1 insertion 1 25
1 column, 1 insertion..... 2 25
1 page, 1 insertion... ..4 00

Liberal discounts given on contracts of 3, 6 or 12 months standing.

All copy should reach us by the 10th of the month to receive insertion.

If this paragraph is marked it signifies that your subscription has expired. Please remit promptly.

We wish to exchange two copies with all philatelic magazines.

Address all communications relative to the above to

GEO. BRADLEY, editor and publisher,
St. Catharines, Ont., Canada.

Editorial.

With this number we assume our original size. We hope and think the next change will be an increase of pages. You can help us by sending in your subscription or ad.

Advertisers will please notice that our advertising columns do not contain our ads. If you place an ad. with us you get the full benefit. Please remember that rates are the lowest and they pay.

We are offering this paper and the Perforator for 25 cents.

Read the Johnstown Stamp and Publishing Co's. ad. on last page of cover.

Better notice Frank P. Brown's ad. before you forget.

We want good active agent's. Write for terms.

The publisher of the O. P. is beginning to set his mind on being elected as official organ for the D. P. A.

How Best to Advertise.

Careful consideration seems to be entirely lacking among certain classes of stamp dealers. Some places their advertisements without regard to character or circulation. For a stamp paper to claim a large circulation is enough to induce some dealers, who ought to be more careful, to rush in their advertisements. But why not examine the merits of the paper before doing so? It costs cold cash to advertise. There are dealers who complain if they do not receive a pile of answers to their one-inch ad. Perhaps the notice was not properly worded, perhaps it was the wrong kind of an advertisement in the wrong medium. Very likely it was both. A stamp journal filled with dealers' advertisements will not give so good returns if only half the space was utilized. It is very probable that your ad. would not pay you unless it contained some extraordinary bargain.

It pays a dealer much more to place a well written, correctly worded, catchy advertisement in a paper not overflowing with competitors' advertising. In a paper not crowded with advertisements you do not have so many competitors and therefore stand a better chance of catching the buyer.

In writing up an advertisement care should be taken to tell only the truth. Then, if your stamps are in demand at your price, your advertisement will pay well.