

The - Philatelic - Canadian.

WALTER MCMAHON, Publisher,

6 Yonge Street Arcade

TORONTO, CAN.

SUBSCRIPTIONS.

United States, Canada, and Mexico, yearly 25c

All other countries, per year 40c

Subscriptions must begin with the current issue.

ADVERTISING RATES.

Space	1 Mo	3 Mos	6 Mos	1 year
One Inch	\$ 50	\$ 1 25	\$ 2 25	\$ 4 00
Two Inches	90	2 25	4 00	7 50
Half Column	1 50	4 00	7 00	12 50
One Column	2 75	7 00	12 50	22 50
One Page	5 00	12 50	22 50	40 00

Unused stamps will be accepted for amounts under one dollar. Larger amounts should be sent by registered letter or money order.

Copy should reach us by the 5th of the month to insure insertion.

We will exchange one or two copies with all philatelic publications.

HEREWITH we present to the stamp world the first issue of the PHILATELIC CANADIAN. We regret extremely our inability to announce that we have started the publication of this journal in order to fill a long felt want. After looking around and searching all the bargain counters we were unable to find any "long felt wants," and so decided not to fabricate concerning the matter but to speak the truth and shame—well all other men who ever published Vol. I. No. I. of a stamp paper. We are simply "out for dust" and if we are so fortunate as to please our readers and achieve more or less glory in this way so much better for the readers. This paper will not be the house organ of any stamp firm, not because we are adverse on principle to periodicals of this kind but simply because we do not think it would pay us to do so. The philatelic advertiser has long since discovered the error of inserting his small "adv" in the paper; the advertising columns of which are packed with the publisher's bargains and snaps, catalogues and price lists. No, we have estimated

that such a paper would not pay and consequently we are not going to try it.

Then with regard to the length of time over which we expect the publication of this paper to extend. Most stamp papers in their initial number besides announcing that the editor's effort is the result of the wishes of the great majority of the devotees of philately for a really first class paper, give such information as would lead one to believe that as long as a new moon shines down on the world each month so long would their periodicals continue to shine forth each month, to light the steps of the followers of our goddess. If we are refused second class rates by the post office department we will never see our first moon but will probably see stars instead. If in the opinion of the post office authorities we are fit to be cut loose on the world we will go on publishing this paper until further notice, which if we are compelled to give such we will make a satisfactory settlement of all existing contracts. No contracts made for more than ten years as it is doubtful if we shall continue publication after the year A.D. 2000.

We intend to print and circulate 2000 copies of this paper each month. The January number will have an exceptionally large circulation as we intend to send one sample copy to every philatelist in Canada and the United States whose address we can procure. We do not however intend to send many copies to foreign countries, nor do we expect to have anything of a foreign circulation for months to come, so that any collector looking for foreign correspondents would be throwing his money away by advertising in the P. C. just now.

You will perhaps think that we have said almost enough about ourselves, what we are going to do and what we are going to leave undone. But we have our reasons for saying more, one of which is that it is desired that this paper should set out