

Editorial Comment.

A new stamp paper is to appear from Hamilton. It should be a "hot" one coming from such a hot city.

Recent News.

Berlin's new paper, the Canadian Collector, will be issued quarterly.

The Sængerfest held here in August was the means of bringing together quite a number of stampites and incidentally a good time was spent.

Mr. Chas. Weaver leaves in a few days for Toronto to attend the College of Pharmacy. He is Treasurer of the Ontario Philatelic Co., and we wish him every success while in the Queen City.

After Oct. 1st no postage stamps will be redeemed by the P. O. Dept at Ottawa.

We have been considering the advisability of changing the name of this paper to the "Boys' Own Magazine" and adding cycling, camera and story departments. Before doing this we would like to hear how our readers look upon it. This is your paper and it's for you to say whether the step shall be taken or not. Let us hear from you to-day.

Don't forget the B. O. P. when placing your advertising contracts for the coming season. When you take into consideration the fact that our circulation is one of the largest of Canadian stamp papers and our adv. rates twice as cheap you will admit that our paper is the place for your ads. We would like to get several of the large firms to take a page or a half page adv. for 3, 6 or 12 months and can make very interesting offers on these. One point worth special mention is that we mail copies to between two and three hundred Y.M. C.A.

and public libraries throughout Canada and U. S. this is very beneficial to advertisers.

In our last issue we announced a big special for this month but we have been compelled to give up the project until a later date. The circulation part of it however is all O. K.—just twice our usual circulation. We must apologize for thus disappointing our readers and hope it will not lessen the support given us since starting our paper.

That Special.

Your subscription would help us to improve this paper.

Don't overlook Whatley's adv.

As will be seen by referring to page 1 our ad. rates have again been changed, they are now 25c per inch. Our circulation has been doubled so they are really cheaper than before. We are making special offers to those taking 3 inches or over and it would pay you to write us. We would like to get several prominent dealers to take a page for 3 or 6 months at \$1.00 per month. This is cheaper than any other stamp paper in existence.

Something for you.

Can you get 25 subscribers to this paper at 10c per year? If so we will give you \$1.00 cash. Get to work and you will be surprised at the short time it will take you.

Advertising in our paper and not paying for same may be all kinds of fun for you, but where do we laugh? In future we shall have to demand cash in advance. It will save a lot of trouble and some expense. We have a number of outstanding accounts which must be settled at once or we will have to give you some free advertising.