## THE OANADIAN PHILATELIC WEEKLY

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Forms close Weduesday at it p.m. and all copy for ads. must be in at that time to insure inartion in that week's issue.

We will exchange two copies with all philatudic publications.

Address all communications
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## INTRODUCTORY.

In introduction we shall make but brief references to our paper, prefering to leave the reader to discover its true merits and what there is in it worth the suliscription price. In the first place we are here to stay and appenr regularly, on time. We want to keep in touch with the up-to date collector and are fully cognizant of the fact that to do so we must step lively. The collector of to day wants instructive articles to educate; these he gets or should get in the monthlies. He also wants the news in order to be well and promptly informed of what is happening in the philatelic work. With the means at our disposal we have endeavored to muke this first number neat and presentalle and although small we trust you will hear with us and help us make it larger. The "Weekly" will improve in contents and grow in size in just the proportion that its patronage will justify and as we are grow. ing we will try to present all the bews as early and concisely as possible. By the New Year we hope to have our paper enlarged but it deprids on its patronage. bow large. Canadians ought to lx able to support a gomd weekly as their representa.
tive and we invite the hearty co-operation of all Canadian philatelists in making this paper a worthy representative of Canadian philately. We want you to feel that this is yocr paper and with your help we will make it a paper that you will be proud of. Now if you will help us reach this goal by sending in your subscription or advertisement at once we can promise you that you will not regret it.

Our present weekly cirrulation is guarenteed at from 1000 to 1 J(x). Our mailir ś list contains only the names of $a:-$ ive collectors and we would call the attention of the dealers to the aduantages here offered. Considering the circulation our advertising rates are sery low and would warrant any dealer in giving the Weekly a trial. See our special offer at the bottom of the page.

To collectors who may receive this number as a sample copy we may say that though this number might not warrant you in sending in '2j cents for a year's subscriptiou yet we can promise an increase in size and quality and this can be the more speedily brought about if you will help us with your subscriptions. Send along your quarter and we can guarantee that you'll get your money's worth. Think of it $\overline{\mathrm{j} 2}$ numbers of this paper for 2icc.

The "Weekly" will be sent from now till January 1899, for only i cents. A good chance for a trial subseription Let us hear your opinion of our paper.

If you advertise write us about a contract for space in the Weekly.

A well-known Toronto philatelist has in preparation a pablication which is certainly unique in character and something the like of which bas not heretofore been published. We are not at liberty to give any further information at present, but wait.

We want an energetic correspondent in New York, Boston. Chicago. Washington, Philadelphia, Montreal and Ottawa to supply us with news werkly, also in foreign countries. Write for terms enclosing a sample letter. Must be first class. We also want agents in the principal philatelic centres to take advertisments nind sell the Werkly. Apply at once to the priblishers.

