THE CANADIAN PHILATELIC WEEKLY

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SUBSCRIPTIONS.

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Advertising Rates.

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TERMS: Positively cash in advance to all. A discount of 10 p. c. is allowed on ads. standing for two weeks or over.

Forms close Wednesday at 5 p.m. and all copy for ads, must be in at that time to insure insertion in that week's issue.

We will exchange two copies with all philatelic publications.

Address all communications

THE CANADIAN PHILATELIC WEEKLY

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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 in it worth the subscription price. In the first place we are here to stay and appear 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 world. With the means at our disposal we have endeavored to make this first number neat and presentable and although small we trust you will bear with us and help us make it larger. "Weekly" will improve in contents and grow in size in just the proportion that its patronage will justify and as we are growing we will try to present all the news as early and concisely as possible. By the New Year we hope to have our paper enlarged but it depends on its patronage. how large. Canadians ought to be able to support a good weekly as their representative 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 your 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 circulation is guarenteed at from 1000 to 1500. Our mailing list contains only the names of active collectors and we would call the attention of the dealers to the advantages here offered. Considering the circulation our advertising rates are very 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 25 cents for a year's subscription 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 52 numbers of this paper for 25c.

The "Weekly" will be sent from now till January 1899, for only 5 cents. A good chance for a trial subscription. 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 publication which is certainly unique in character and something the like of which has 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 weekly, 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 advertisements and sell the Weekly. Apply at once to the publishers.