

THE STAMP DEALER,

A QUARTERLY ADVERTISER DEVOTED SOLELY TO THE INTERESTS OF THE
STAMP TRADE.

SUBSCRIPTION:

1s. (25 cents) per annum, Post Free. Single copies 3½d.

NOTE.—All subscribing before the date of publication (see below) will have their

NAME, ADDRESS, AND SPECIALTY

inserted FREE for the first year.

ADVERTISING RATES:

Whole Page	20/-
Half ,,	12/-
Quarter ,,	8/-
One inch	2/-

NAME, ADDRESS AND SPECIALTY inserted for 6d. per time; 1/- per annum. Unaltered advertisements, after the first insertion, will be continued at above rates *less 25 %*.

Special terms for complete lists taking more than two pages.

DEALERS will find it a great saving to print their lists in the STAMP DEALER at a cost of £2, that itself being but a portion of the cost of postage in sending them out, to say nothing of the printing.

As the first number will appear on the 10th of April, all advertisements intended for insertion must reach us not later than the 31st inst., but early application for space is recommended.

Address all communications to

THE INTERNATIONAL PHILATELIC PRESS AGENCY,

86 Leadenhall Street, London, E.C., England.



Mr J K Tiffany
417 Pine St
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USA

PRELIMINARY CIRCULAR.

86 LEADENHALL STREET,
LONDON, E.C.

Being aware that the Stamp Trade, now a recognised business, is without an organ, we intend issuing

THE STAMP DEALER,

which will be conducted on similar lines to those journals devoted to Printing, Building, Drapery and other trades, and circulated amongst those interested in stamps, thus forming a valuable and suitable medium for reaching all engaged in Stamp Dealing.

The need of such a journal is forcibly seen when we mention that *Dealers*, to advertise their wholesale lines, use any and all stamp papers for the purpose, thus allowing *Collectors* to obtain too great an insight into what should be kept as trade secrets, namely, wholesale prices. This short-sighted policy temporarily has the desired effect; but when all available collectors have been turned into dealers a reaction must set in, and they will in turn be unable to dispose of their stocks, their patronage will abruptly cease, and a deadlock ensue in the market.

Our object in launching this venture is to curtail as much as possible this unsatisfactory state of things.

The STAMP DEALER will be issued quarterly, and will contain an exhaustive résumé of the recent doings in philatelic centres, and notes on the future prospects of the trade, as well as special articles of interest to all classes of dealers, with chapters giving practical and sound advice on advertising; advice which is very much needed by the vast majority of dealers.

The size of the STAMP DEALER will be the same as its companion the STAMP COLLECTOR, this being the more convenient for carrying in the breast pocket. It will contain an *up-to-date* directory of all *active* dealers, most useful for purposes of reference, names and addresses being arranged under the countries in alphabetical order.

Our position as the leading philatelic publishing and advertising firm induces us to undertake this responsibility, and at the same time furnishes a guarantee that the paper will be conducted on a sound commercial basis, and dealers may place every confidence in our experience to ensure success.

On the opposite page will be found a scale of advertisement charges, which must be acknowledged by all to be exceedingly low, without taking into consideration that *all* seeing it are probably purchasers.

We hope, therefore, to receive the co-operation of *every* dealer.

THE INTERNATIONAL PHILATELIC PRESS AGENCY.