



Stamps by Larry McInnis

Stamp Journal Promises More Canadian Content

At least once a year I've devoted a column to the advantages of stamp collectors subscribing to one or more of the few philatelic newspapers available. On this continent, there are

two major weekly stamp newspapers: *Linn's Stamp News*, with a circulation of some 75,000, and *Stamp Collector*, with a circulation of about 24,000.

As I've said before, and I repeat, both are worthy pub-

lications. *Linn's* has the largest circulation of any philatelic publication in the world.

In Canada, there's *Canadian Stamp News* (CSN), the country's only philatelic newspaper. It's issued twenty-six times a year.

CSN has been under attack for some years for a number of reasons, not the least of which was the charge that "Canada's only stamp newspaper" contained little if any Canadian stamp news, and often that was written by American columnists. Not many years ago, CSN

advertised a circulation of 24,000. Recently, circulation has not been featured, but there was no doubt it was declining. It is actually 11,000.

While there was speculation about CSN's future, it seemed to survive.

The big news came in mid-January, when it was announced that CSN had been sold. It had been published by McLaren Publications Limited, originally in Mississauga, Ont. When the recession of the early 1980s squeezed, the operation was moved to Bracebridge, Ont.

CSN is now the property of Metroland Printing, Publishing and Distribution Ltd. of Toronto, which is a division of Harlequin Romances, which is a division of Torstar Ltd., which publishes the *Toronto Star*.

**SAME DAY
TAX RETURNS**

101 Guelph St. Georgetown

877-2217



Carl Sinke, Manager,
Halton Hills Herald,
45 Guelph St.,
Georgetown, Ont.
Feb. 24, 1987

Dear Mr. Sinke:

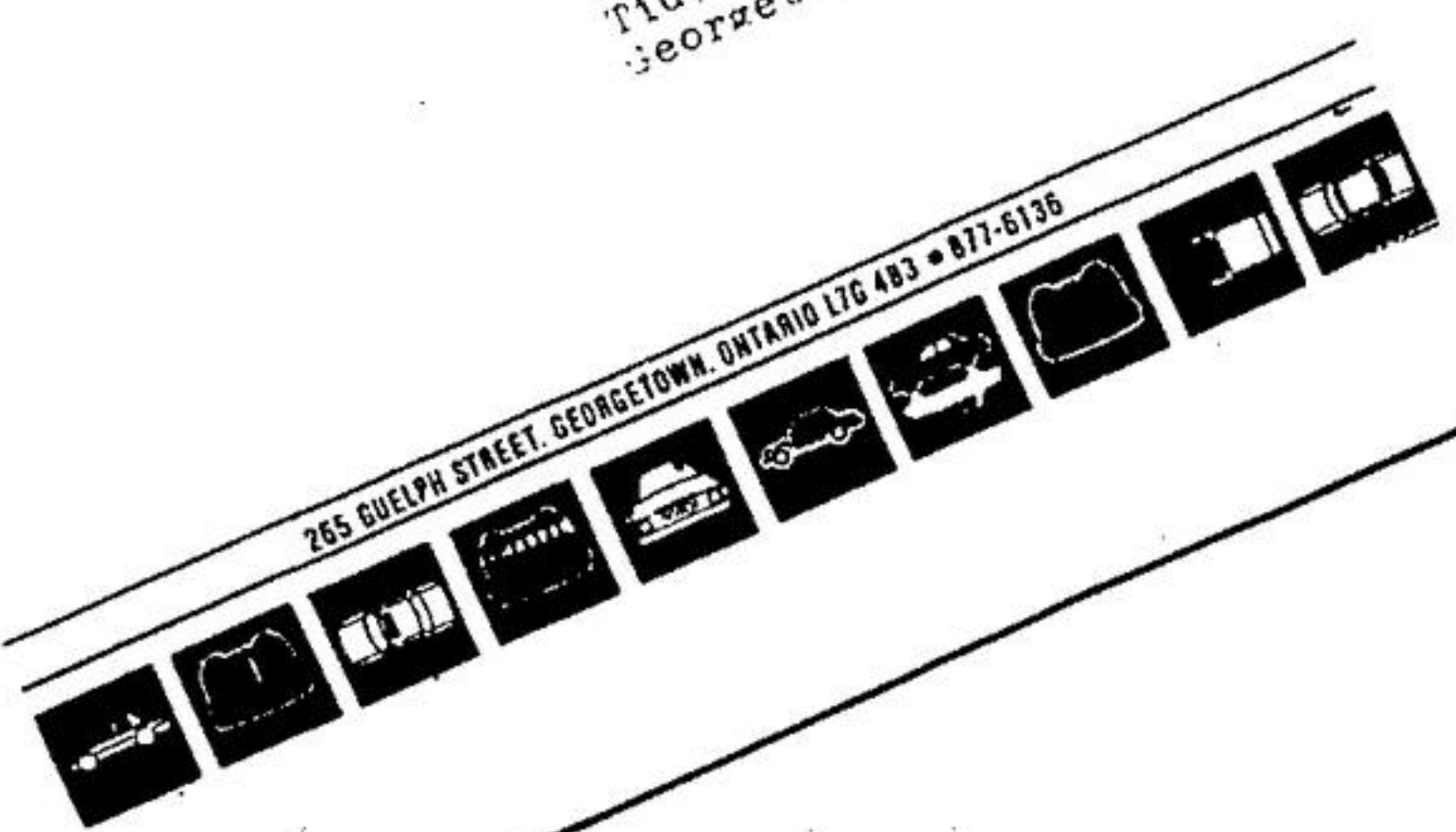
Just a short note to advise you of the fantastic results we at Tidy Car have been experiencing as a result of our current advertising program with The Herald. Beginning in February, we started our Sun Hoof sale, promoting it exclusively through The Herald. While February is normally not a busy period for us at Tidy Car, our advertising effort created 21 Sun Hoof sales, far surpassing our expectations.

While Tidy Car's service and products can take credit for some of this success, we must also attribute some to your newspaper's advertising effectiveness.

Thank you for helping to get our message out to Halton Hills residents that Tidy Car is the place to shop for all your automotive accessory needs.

Kind regards,

Chris Bydevaate,
Owner/Manager,
Tidy Car,
Georgetown, Ont.



If your business
would like to have results
like Tidy Car, just call
The Herald today at 877-2201 and
we'll help you get results too!!