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L. M. STÆBLER,

EDITOR & PUBLISHER.

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EDITORIAL.

The Editor's Difficulties. To strive to perfect one's own ideal and at the same time to satisfy the tastes of a few thousand different readers, is no easy matter; yet such is the position in which the editor finds himself. He endeavors to satisfy the varied class of readers,—and oftentimes fails. He desires to work the magazine to a state of perfection, but mistakes are liable to occur, good points omitted, bad ones retained. In what has he succeeded and in what failed?

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Suggestions from Subscribers. But while the editor is thus endeavoring to make the magazine one that will be appreciated by all, he must ask help from his readers. "To see ourselves as others see us" is the desire of the editor. Read this journal through from beginning to end, and tell us what you like about it and what you dislike, and what you would like to see in it; in fact, every good and every bad point to be pointed out to us that we may remedy them.

What the Result will be.

With the aid of our readers, their suggestion, their opinion and their interest, the editor will strive to push the paper forward to the front rank of Philatelic periodicals. Are you talented with the use of your pen? if so, let us hear from you; send some little production to assist in raising the standard of the magazine.

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Writers' Prize Competition.

On another page will be found the announcement of our "Writers' Prize Competition," which we feel will be appreciated by our readers one and all—by those who can write, because it will give them a chance to display their talents; by those who have not the gift of literary attainment, because it will make the reading matter more interesting for them. We wish all our readers who have the ability to enter into this competition. The varding of the prizes will be made by strictly disinterested parties, and the results made known in our January number. Articles will be acknowledged through these columns as received. One of the points by which the prizes will be awarded will be the originality of subject and thought. Articles must be plainly written on one side of the paper only. Let us hear from you.

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Are you a Subscriber? If not, we would urge upon you the advantage of at once having your name placed on our books. Every subscriber who places his subscription in our hands has the assurance of 12 numbers, or his money refunded. Gradual and steady increase in both size and quality is our aim. To make the magazine attain a high standard of excellence is our determination. We have, and shall make every effort to secure the best and most interesting reading matter that can be procured. It will be to your interest to subscribe.

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Our Christmas Number.

Watch for it. It will excel anything in the line of a Philatelic magazine ever issued in Canada. In size it will comprise from 40 to 50 pages. As to the general excellence of the matter, we shall leave that to the judgment of our patrons. The paper will be mailed on the 20th, so as to reach subscribers by Christmas morning.

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The Fall Crops.

We do not refer to crops of grain or produce, which is generally profitable to its harvester, but rather evidently to be well supplied with philatelic literature during the coming season. A contemporary announces the *Ottawa Philatelist* as having appeared, but thus far its publisher, Mr. L. Chevrier, a member of the Philatelic Society of Canada, has failed to favor us with a copy. We trust to hear more in regard to it next month.