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84 RICHMOND STREET,

LONDON, ONT.

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EDITORIAL.

This, our second number, is still the same old size. However, it contains more reading matter than our first number, and our next number will contain more still. We are very well pleased with the liberal way that collectors have responded with their subscriptions and we hope they will continue to send them in, and thereby aid us in our attempt to make this a first-class journal. Our next number will consist of 16 or 32 pages and have a guaranteed circulation of 7000 copies. Ample proof will be furnished our advertisers that we circulate the full number of copies as stated above. As to where these copies go: One copy will go to each of the five thousand names in Meckel's New Address Book; 1500 copies will go to *bona fide* collectors, whose names have never appeared in any Address Book and many of whom have never seen a Philatelic paper. For parties wishing foreign correspondence this will be an unequalled chance to obtain good correspondents in any country in the world, for our next number goes to every foreign, as well as domestic, name in Meckel's Address Book. Notwithstanding the above large circulation our advertising rates remain unchanged. This is a great chance to increase your trade; do not let it go by. You are sure to be

satisfied with the results of an advertisement, small or large. Send us a trial advertisement.

Those wishing foreign correspondence will find it will be better to have their ads. in French. For the benefit of those, we have decided to take a LIMITED number of ads. in French. Rates for French ads. will be double our regular rates, and one cent a word for the exchange column. We have stopped giving our subscribers the premiums mentioned in the last number, but to all who subscribe before our next number is issued, we will insert them a 30 word exchange notice (value 15c.) in our next number free, and your exchange notice will be read by 7000 dealers and collectors. Subscribe.

The objects of the new Society to be formed here in the fall are:—Firstly, to act as a Philatelic Protective Association, that is, to cause the arrest and prosecution of frauds; to have a system of collecting debts; to stop the sale and manufacturing of counterfeit stamps; to discourage the multitude of new issues coming yearly from South and Central America. Secondly, to have an exchange department which shall be conducted on the best principles. Thirdly, that the dues be low so as to make it possible for any reliable dealer or collector to become a member. Fourthly, that any member who has a complaint of any nature may refer the matter to the President, who will cause an investigation to be made. It is thought that the above, with other objects of the Society, will to a certain extent do away with the difficulties that are now causing so much dissatisfaction in the A. P. A. and C. P. A. Full particulars in regard to the forming of above Society will be given in our next. I should like to correspond with collectors desirous of joining the above Society.

Send me an order from my Canadian Stamp Catalogue in this number.

On and after April 15th, 1892, this paper will be published monthly.

Canadian Stamps are a good investment. Prices are continually on the rise.

Our next number will circulate in every country in the world. Are you in it? If not, why not?

Read all the ads. in this number. You are sure to find something you want.

Subscribe, and send us your exchange notice to be inserted in the next number free of charge.

L. M. Staebler will give this paper one year free to all who buy 75 cents worth, or more, of anything mentioned in his ads.

Do not forget to send us the names of all the Collectors you know in your town so that we may send them a copy of this paper.

Send us a trial ad. Advertising is the life of trade. Dealers who do not advertise need never expect to do a RUSHING business.

Buy the \$5 stock advertised in this number and secure \$3 worth of advertising in this paper free. A bargain of bargains! Satisfaction guaranteed.