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EDITORIAL.

"**Twas only a False Alarm.**" Our contemporaries from some unknown quarter, and we must say unreliable source, obtained information that this magazine had discontinued publication, and in other cases it was mentioned that the magazine had been sold, and publication would be renewed under new management. We can in no way account for these sudden and false reports, unless they have arisen from our resignation of the Official Organship of the Philatelic Society of Canada; and it may have been thought that our reason for resigning was a desire to cease publication; but not so. We never as much as thought of steps such as the above, as we are one of these "everlasting flowers" you hear of. We sincerely trust that none of our subscribers have suffered a nervous attack from the above reports. Our subscribers and their subscriptions are safe in our hands.

Review of Trade.

Summer is usually termed the dull season of philately, winter the busy. The past summer season has been an unusual busy one; dealers have been compelled to retain their full force of winter clerks throughout the summer. We, ourselves, have had a heavier summer trade than usual. We are now on the verge of a busy season, and the prospects point to the fact that it will eclipse all former years in the history of our science. Dealers! To enjoy this trade you must judiciously advertise; a better advertising medium than this paper cannot be found. Our guaranteed circulation is 5,000 copies, extending through more than one hundred different countries. Every copy is carefully and judiciously placed where it will bring the best results to the advertiser. Our rates, \$1 per inch, are very low, averaging but 20 cts. for every 1000 copies. We guarantee our circulation, and know that a trial advertisement will ensure your regular patronage.

A World's Fair Issue. In our last issue we mentioned the probability of the U. S. Government issuing a special set of stamps as a commemoration of the World's Fair. Our readers will no doubt be glad to learn that this looked-for issue is now a future fact. We see by leading United States periodicals, that Postmaster-General Wainmaker has officially announced his intention to make said issue, and that the designs will be very similar to the issue of 1869, illustrating leading incidents in American history. The values of the new issue have not yet been made known, but it is expected that they will be the same as the current issue, the 30 and 90 cent values being succeeded by a 25 and 50 cent. It will in all probability be an issue that will do the United States Government great credit. It will, however, receive a warm welcome from the U. S. Philatelists, who like an issue as often as possible, when comforted by the assurance that "Seebeck" does not control it.

Points of Progress.

Among the many prominent features specially to be observed at present in the field of philately, is the progressiveness of the organized effort put forth. For instance, we may cite among others: the efforts for repealing duties on stamps in the United States and "The Organized Committee for the World's Fair Exhibit." These both bespeak great advancement. We also notice that philatelists are speaking forth the praises of our science to the outside world, inasmuch that as a result of this, the public press all over the continent are publishing pages and pages of articles bearing on our cause, all of which materially assist our progress. As a philatelist, let no opportunity slip by when a chance presents itself to assist Philately in the preceding manner, the *Press*.