

The Toronto Philatelic Journal

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TO OUR READERS.

The publication of a paper devoted to philately, bearing the same name as that borne by the most successful, prominent, and in every way most worthy journal of its kind in Canada, having a circulation over the whole American continent, and being regarded as an authority wherever it penetrated, marks a new era in the history of the philatelic fraternity of Canada, and indeed of the world. Although some six years have passed since THE TORONTO PHILATELIC JOURNAL made its last appearance, genuine sorrow was expressed at Mr. Geo. A. Lowe's constant refusals to resuscitate the sheet he published so successfully in former years. But press of business has made it imperative for Mr. Lowe to do nothing with regard to philately, but to take an active and pecuniary interest in stamp dealing and collecting, in which line he has become a most prominent figure. However, repeated calls for a trustworthy and authoritative magazine, backed by capital, subscribed to by the leading lights of the philatelic world; with a universal circulation have been the means of producing this paper. THE TORONTO PHILATELIC JOURNAL, New Series, No 1. Under the efficient business management of Mr. W. S. Weatherston, late editor and proprietor *International Philatelist*. This paper will endeavor

our to place the standard of philately on a more substantial basis than it has held hitherto. In philatelic politics it will be strictly independent, and will be the only one with this policy published in the world at the present time. This fact, however, will not prevent its taking the official organship of such societies as the Toronto Philatelic Club, etc., which have no opposition. With regard to its advertising department, nothing but legitimate advertising will be accepted for publication. Too many magazines are wrecked as regards opinions they may give on any subject of interest to its readers by this false style of advertising. When a paper is taken up by an ardent philatelist, and among other important reading matter he reads about half a column of a most interesting subject about some rare stamps that were in so and so's collection so many years ago; and then finds that they are for sale by such and such a firm at an "extremely low" rate, or that this firm's "pills for pale people cure indigestion," etc., etc., he has no further faith, or at least faith of a very shallow kind in the unread portion of the paper. Again, a paper that is not read is thrown aside; if thrown aside what becomes of the advertisements? They of necessity are thrown aside also. Now, if a paper which is not read has a circulation of two or three thousand, the advertisements are worth