

ADVERTISEMENT ANSWERING ARISTOCRACY.

I can give you a circulation whose every reader is a mail-order buyer. I can give you **THE ARISTOCRACY OF MAIL-ORDER ADVERTISEMENT ANSWERS** at the same rate per thousand you pay for the most ignorant trade.

I refer to the "Philatelists" or stamp collectors of America. Every one of them has money to spend—and they spend it in respectable sums, not one only bestowing ten cent order per year. A single customer is more profitable than a hundred of this ten cent order. The advertisements of Philatelic Journals are every one read as they constitute largely the news of these papers. Philatelists are intelligent people. They are accustomed to mail trading. They won't ask something for nothing, nor expect a dollar's worth for ten cents. They can appreciate high-class treatment and good goods. They can understand directions and their letters are comprehensible.

By contracting for a considerable amount of space and paying cash down, I can offer five best collectors' papers, each covering its own section—

New England	All round Philatelist, Boston.	\$1.50
Central States	New York Philatelist, New York.	.50
The South	Stamp Tribune, Harriman, Tenn.,	.40
The West	Philatelic West, Superior, Neb.	.50
Canada	Philatelic Advocate, Berlin, Ont.	.40

Publisher's own rates for one inch \$2.80

All for **\$1.00.** an inch, 60c for half inch CASH.

This figures out a little over 7 cents per line at the gate rate. They have a circulation of 13,000, making a rate of about one-half cent per line per thousand.

Send money order or stamps, as you please, but send CASH.

S. J. Petrie, Russellville, Alabama.

TO GET SUBSCRIBERS

We offer:

To the **PHILATELIC
ADVOCATE.**

\$1.05 For 25 Cents.

8 var Japan stamps and 3 card mounted in a finely colored album made of rice paper 50c

12 blank approval sheets 10c

Philatelic Advocate one year 25

20 word ad on bargain page of same 20c

TOTAL \$1.95

ALL for 25c postpaid with 1-2c stamp, or if you prefer, with the new Imperial Penny postage stamp.

**Starnaman Bros.,
Berlin, Ont.**

We will give

A Year's Subscription

-to-

ENERGY

and a 1 inch ad for

50 cents.

Energy Publishing Co.,

Berlin Ont.