

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 comprehensive.

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.	\$.50
Central States	New York Philatelist, New York.	.50
The South	Stamp Tribune, Harrison, 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.

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S. J. Petrie, Russelville, Alabama

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