



FROM a business aspect, it is important that advertisers should be correctly informed regarding the merits of the publications they intend to patronize.

Bona-Fide circulation, Date of Issue, Average Number of Pages, and Advertising Rates all these particulars are of great value to the advertiser, but we must not stop here, the quality of the advertisements the publication carries demands our most earnest and careful consideration.

Do not be deceived by the publisher or so called advertising agent offering an 1 inch advertisement in about 4 publications for the ridiculous price of about \$1.50 Money order, under the guise of cheap combination rates, such offers are a delusion and a snare, and however startling the inducements offered, the nett results will be that the majority of such publications will find a resting place in that well known receptacle the Waste Basket.

High Class ADVERTISING pays, and publications rightly so classified are seldom found in the Waste Basket, because they bear the stamp of reliability, have the support of the better class of advertisers, and the fraudulent advertiser gets shut out at short notice.

Many small dealers will say advertising rates are too high, but results will soon alter such opinions. Philatelic Facts of Riverside California U.S.A. accepts 25c in full payment of an 1 inch advertisement one insertion, other publishers rates per single insertions are 30c. 35c. 40c. 50c. 75c. 1.00 \$1.25 and \$1.50, is accepted in full payment of an 1 inch advertisement in "The Post Office."

"The Post Office" is an excellent advertising medium, but I shall not dwell on its merits, but would advise advertisers to exercise a wise economy by commencing with a 60c. per inch publication and carefully note results, remembering that the better class of publications are the cheapest in the end.

"Edwards Philatelic Press List and Advertiser of Philatelist Supplies" is devoted to the interests of *Publishers, Advertisers* and the *Philatelic* public in general. Advertising rates are quoted strictly in accordance with its circulation.

The publisher also respectfully solicits the patronage of reliable advertisers for the leading philatelic publications of the World.

Yours Faithfully,

JOHN EDWARDS.

