

The Philatelic Advocate.

With which is consolidated

*The Philatelic Messenger,
The Ontario Philatelist,
The Stamp Reporter,
The Jubilee Philatelist and
Mount Royal Stamp News.*

Official organ Dominion Philatelic Ass'n

Our Motto. "Bis dat qui cito dat."

Subscription Rates.

25 cents per year to any part of the world.

Advertising Rates

Price for one insertion.

1 inch, 40c. 2 inches 70c. $\frac{1}{2}$ page \$1.00.
 $\frac{1}{2}$ page \$1.50. 1 page \$2.00.

Reduced Rates.

12 inches of space given for \$2.00, or 36 inches for \$5.00. On receipt of remittance checks good for one inch will be sent to cover amount. These checks may be used at any time, and can be transferred as often as desired. 2 checks equal 2 in ad, 3 equal $\frac{1}{2}$ page, etc. Ads and checks *must* be paid in advance. U. S. Revs. not accepted.

All advs. set in brevier body type.

Forms close on the **20th** and all copy must reach us **BEFORE** that date to ensure insertion.

If this is marked it signifies that, your ad. reached us too late for this no.

Cash did not accompany your order.

We do not hold ourselves responsible for the opinions expressed by correspondents.

X We will exchange one or two copies with any paper published.

Address all communications to,

STARNAMAN BROS.,

Box 104, Berlin, Ontario, Canada.

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If this number appears on your wrapper it signifies that your subscription has expired. Please renew.

Copy for advertisements for MARCH issue must reach us before the 20th of February or it will be too late.

Editorial Opinions.

Our Last Issue.

This issue is necessarily small on account of the lateness of our January number. We hope to have March issue mailed on time. Although it is only a short time since the January number was mailed the results have been very gratifying. It would take another hundred page issue to reprint all of the good things our readers say about it. The following is from one of the advertisers and shows the results of our paper as an ad medium as compared with one of the other philatelic journals. We withhold the name of the writer. This letter was written only six days after the paper was mailed and was only a small ad.

"Dear Sirs—We have received two answers a day from our small ad in January ADVOCATE which is more per day than we ever got of "West" per month. Yours is the finest paper that we have ever seen. They all say that "West" has lots of type in use in his paper but your Dec. No. (only eight pages) was honestly more interesting than his of over 100 pages. We have heard several persons here in town who have read your paper say they enjoyed every inch of it."

We do not like to publish anything against other papers but when publishers stoop to falsehood against us and our associations we cannot help showing them when we get a chance.

We have heard a few criticisms on account of having ads mixed with reading matter. Our aim is to give advertisers the best value possible for their money, and I y