

The Philatelic Advocate

With which is consolidated

*The Philatelic Messenger,
The Ontario Philatelist,
and the Stamp Reporter.*

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

1 inch, 40c. 2 inches 70c. $\frac{1}{4}$ page \$1.00.

$\frac{1}{2}$ page \$1.50. 1 page \$2.00.

~~Ad~~ No adv. inserted until paid for. ~~Ad~~

The price is the same whether for one insertion or more.

The only discount that will be allowed is as follows:

If paid 3 mos. in advance 5 per cent.

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All ads. set in briefer 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.

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.

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

Editorials.

The attention of advertisers is called to the advertising rates and rules as given above. These rules will be strictly adhered to. Try an ad. and the results will surprise you.



Bis dat qui cito dat. Our motto—Bis dat qui cito dat—has been bothering some of our readers not a little and some have requested an explanation of it. When we commenced the publication of the ADVOCATE philatelic journalism in Canada had reached such a point that it was a big surprise if a stamp paper issued two numbers without missing a month, so we started out with 8 pages and cover determined to issue our paper every month and always before the 15th of the month. We adopted the latin phrase which heads this article meaning, "He who gives promptly gives twice as much." We have kept up to our determination and with this issue present the thirty-sixth number without missing a month or being late.

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Several reviewers mention that the ADVOCATE's last number was "thin." This statement is misleading and false. The regular issue of this paper is 12 pages and all over that number are to be considered as a gift from the publishers. This paper is not "thin" unless it contains less than 12 pages. We think 12 pages and cover for 25c a year is good value but during the past year (Aug. 1 to July 1) we have given 214 pages, an average of 18 pages a month. Because we come down to a regular sized issue occasionally is no reason why reviewers should give the public the impression that we are not giving full value for money received.

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F. I. Weaver has changed his new paper *Energy*, from a semi-monthly to a monthly.

We do not want Happy Days Coupons of the present series.