

# Advertise Judiciously. . . .

**D**ID YOU EVER TRY THIS KEY TO SUCCESSFUL ADVERTISING, IT COMPLETELY OPENS THE PHILATELIC LOCK of the WORLD.

**I**T IS NOT A KEY TO SECOND CLASS POSTAGE RATES and therefore does not get stuck in the lock of Uncle Sam or even MEXICO THIS KEY REACHES THE AUSTRALASIAN just as surely as it does the NEW YORKER, BOSTONIAN or PHILADELPHIAN' PHILATELIST. And a careful perusal of this publication proves conclusively the truthfulness of my remarks.

#### Advertising Rates.

1 page	\$8.00
½ "	4.00
¼ "	2.00
⅛ "	1.00

Discounts are only allowed on a series of advertisements.

**A**MERICA for AMERICANS.

**B**UT

**E**DWARDS' PHILATELIC PRESS-LIST  
and GENERAL ADVERTISER for the WORLD.

**C**ANADA for CANADIANS.

P. O. Box 379, Montreal, Canada.

**42** NEXT ISSUE MAY 2nd. PROMPT, LATEST copies of advertisements should reach me not later than MONDAY APRIL, 25th. and must be prepaid.