

The Philatelic Californian



Reaches the people that you as an
ADVERTISER

must reach to make new business.



Place an advertisement in our pages and see what the net result will be.

**PHILATELIC
CALIFORNIAN**

Advertising
Rate Card.

Subscription, 25 cents per Year.

INSERTIONS.					
Space Lines	1	3	6	12	
1	1 00	2 85	5 40	9 60	
1 1/2	1 50	4 20	8 10	14 46	
2	1 95	5 55	10 50	18 60	
2 1/2	2 45	6 90	13 20	23 40	
3	2 90	8 25	15 60	27 60	
3 1/2	3 35	9 45	18 00	31 80	
4	3 80	10 80	20 40	36 00	
4 1/2	4 25	12 00	22 80	40 00	
5	4 70	13 35	25 20	44 40	
5 1/2	5 10	14 70	27 30	48 00	
6	5 50	15 60	28 40	51 60	
6 1/2	5 95	16 30	31 50	55 20	
7	6 30	17 85	33 60	58 80	
8	7 20	20 40	36 20	67 20	
9	7 90	22 35	40 00	73 20	
10	8 80	24 90	46 80	81 60	
11	9 45	26 70	50 10	87 00	
12	10 10	28 50	53 40	92 40	
13	10 95	30 00	56 10	96 60	
14	11 20	31 50	58 80	1 0 80	

Column, 2 1/2 x 7 inches.

Magazine, 6 x 9 inches.

It being our desire to introduce the *Philatelic Californian* everywhere, and being anxious to reach exactly the people you, as the advertiser, want to reach, so as to remind them of the fact that your firm is ready to supply their wants in your particular line, we make the following offer:

For each \$1.00 worth of advertising we will mail one copy of the *Philatelic Californian*, for one year's time, to each person whose name and address you supply us with.

For Example:—If you give us a contract for a full page, for one year, we will add the 101 names you supply, to our subscription lists, and across the front page of the first issue sent, will print the following:

"At the request of Messrs. _____, whose advertisement appears in this number, we will send the *PHILATELIC CALIFORNIAN*, for one year, free of expense to you. Remember each month, when you receive this magazine, that your good friend has thought of you and has something of importance to say to you, inside the covers."

If you are not familiar with the *PHILATELIC CALIFORNIAN*, Send for the current issue; it will be sent you by return mail.

California Philatelic Press Club.

BLYTHE H. HENDERSON, MGR BUS. DEPT.

P. O. Box 2537, San Francisco, Cal. U.S.A.