

Advertise Judiciously. . . .

DID 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
⅓ "	1.00

Discounts are only allowed on a series of advertisements.

AMERICA for AMERICANS.

BUT EDWARDS' PHILATELIC PRESS LIST
and GENERAL ADVERTISER for the WORLD.

CANADA for CANADIANS.

P. O. Box 379, Montreal, Canada.

★ NEXT ISSUE SEPTEMBER copies of advertisements should reach me not later than **AUGUST 31st**, and must be prepaid.