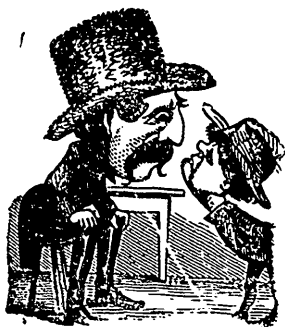


BIG SNAP IN ADVERTISING!



LOOK HERE, my little dealer, it is of no use to worry your brain about trade being dull, it is all your own fault. Do like I, advertise reasonably freely, and show people you are alive. If you don't advertise people don't know you exist, neither do they know you have Stamps for sale cheap. Who ever heard of anyone succeeding in business who did not advertise? No, sir, all large dealers have

become famous simply by advertising,—yes, sir, by advertising, and don't you forget it!

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