

ever done in this line was the big full page ads inserted by the Mekeel Co. some years ago in the *Youth's Companion* and *Golden Days*. These were especially framed and worded to awaken the interest of people who knew very little about real stamp collecting and from this standpoint, were the most admirable advertisement for Philately ever inserted in the public prints. Various magazines and newspapers of general circulation have from time to time been tried on a small scale by many other dealers, but the result of the experiment has in few cases been encouraging.

The most feasible way, it seems to me, for the individual dealer to advertise philately and his own business at the same time is by the distribution of booklets gotten up much after the plan of those suggested above for a national society, in the territory which would naturally make his shop its trading point. An attractive booklet, neatly printed, cleverly illustrated, and setting forth at not too much length the delights of stamp collecting and the ease and small cost with which such a collection can be commenced, ought to add many new recruits to philately and develop much new trade for any dealer of enterprise to reach out for it in this way. Such booklets sent out either by mail or by distributors in a house to house canvas, would reach many of those quasi collectors described in my former paper, who have a little latent interest in stamps and need only a little enlightenment as to how large a thing stamp collecting really is, and how broad and diverse are its features of interest, to become thoroughly inoculated with the philatelic virus. Very likely any dealer trying this kind of advertising would not reap enough direct returns at

first to get back the cost. But he would be casting his bread on the waters to return after many days. Every time that he circularized his territory in this way, people would become more familiar with stamps and collecting, and many a man or woman who would never have thought of collecting in earnest had they not had the charms of Philately thus forcibly brought home to them, would be brought into the fold.

As to another phase of this matter touched on in my former paper: namely the policy pursued by many city dealers of keeping that class of their customers who are only casual buyers of stamps and know little about philately proper, as much as possible in that state of ignorance, with the idea that such trade can be better held on to than if it were more educated in philatelic ways and could pick and choose more largely as to where to buy, it will doubtless be hard to convince dealers who do this, that theirs is a most shortsighted policy. But so it is. Every dealer of any shrewdness ought to be able to see that his true interest lies in educating this class of people into real active philatelists; in making them acquainted with other collectors, and thereby inducting them into the social side of philatelic life; in bringing the best stamp literature before their notice, and striving in every other possible way to develop them into broad gauge collectors. Every dealer who does not do this is making a sad mistake. Every dealer who does do this is wise and far seeing and will gain and not lose by it in the end. Nothing that could be thought of would do more philately than for every dealer in America to adopt this broad minded policy.