

is to advance philatelic interests in general, they should really be the leaders in reaching out into new fields and popularizing philately. But, unfortunately, our national societies are none of them, in their present state, in a position to devote much time or money to any such object. Their membership, even in the case of the very largest, is too small and the interest of the members themselves too lukewarm and half-hearted to admit the inauguration of any active campaign of education. Were it possible to build up a really representative society embracing all the really active stamp collectors on the American continent, forming a strong body of say eight or ten thousand members, such a body would be a powerful factor. It could engage in the dissemination of literature drawing the attention of the public to the pleasures of stamp collecting in the same manner as the L. A. W. has sown broadcast the gospel of good roads. The distribution on a large scale of attractive circulars and booklets of a character to interest outsiders in our pursuit is something that has never been tried. That if properly done it would bring large accessions to our ranks, I think there is no doubt.

It would not of course, be advisable to circulate such literature in a wholly promiscuous way. Business houses, young men's clubs, schools and colleges, and the houses of professional men and the better class of artisans and mechanics, these would be the places to which such booklets should go. Of course it could not be hoped to cover the whole of this country in one year, or in ten, no matter how much money could be brought to bear on the work. But certain sections could be chosen in which to push the work each

year and this section circularized with so much thoroughness as the money appropriated would allow. Such a society could maintain a bureau of publicity, in charge of a competent and resourceful advertising man, who would devote his time to bringing the merits of philately as plainly and forcibly before the public, as he would were he exploiting a new brand of soap. Such may seem wild and utopian. Collectors it may be argued, are hardly philanthropic enough to contribute generally to the support of such an undertaking. But in reality every person in America, be he collector or dealer, whose holdings of stamps amount to any sum at all could richly afford to contribute his mite to such a work. We may not be in philately for the sake of making money; we may be the purest of amateurs in our philatelic pursuit: but who among us would not be glad to see the monetary value of his collection doubled or trebled. Any great increase in the number of philatelists can mean but one thing: a rise in values. Not an artificial, manipulated rise, but a real tangible appreciation that can be safely reckoned as a realizable asset.

And if it is thus to the collector's interest to help on the work of gathering recruits, how much more is it to the dealer? And how little well directed efforts have the dealers of America applied to this work. Whatever missionary work has been undertaken has been directed to interesting the schoolboy. Crawford Capen's magazine *Stamps* was a notable effort in this direction. Great things were hoped for from it; but it was neither a large enough magazine, nor circulated largely enough to be of any great value. Perhaps the most effective thing