

Philatelic Advertising.

The amount of advertising done in all fields to-day is simply enormous, and the fortunes that have been made by the judicious use of printers' ink cannot be computed.

That advertising is essential to the success of any business is becoming more evident every day. There was a time when it was unnecessary, but that time was when personality was the magnet that drew trade to a store, but in these days of close competition, when heads of great firms are busy all day in the office planning greater efforts, there is no time for them to welcome their many customers. To the advertisement is this task delegated, and in printed words people are welcomed to visit the store whether buyers or not.

Of what value is advertising to a stamp dealer? The same as to any merchant—publicity. People continually reading the papers see a firm's name day after day and in time it is memorized, and at some time trade done with that firm. The aim of a true advertisement is to cause comment, and the more it does this the greater are the results.

In looking through the stamp journals one is struck with the sameness of all the advertisements, and furthermore by the fact that in most every paper is found the same advertisers.

There is not a city or town of any importance throughout Canada or the United States that does not boast of a dealer. Locally they are known, but the general philatelic public know nothing about them. Were these dealers to advertise in the stamp journals philatelic publishers would become like other mortals in the universe and be able to boast of a bank account and social position.

The reason given by non-users of printers' ink is that it does not pay! This is a mistake—a big mistake—and the fault lies either in the medium chosen, the way the advertisement was written, or the class of

goods offered, but whatever the reason don't blame the advertisement.

We now become personal. If you have an advertisement and it is not paying you analyze some of the above reasons, and among them you will find one that will fit your taste.

Of course, stamp dealers all have the same class of goods—some common, medium, others first-class—so have other merchants.

The way a stamp dealer should advertise is as broad as the Atlantic itself. He has but one aim, as we have before said, and that is to cause comment, and through that business. Bargains always will catch buyers, but too many advertise these and when read one is puzzled to find where the bargain lies (!) for it cannot be found in the advertisement—maybe the "comp." left it out in the setting. Now it has appeared to the writer that some of the methods pursued by the departmental stores could be used to advantage by dealers. Here for instance:

BUSINESS

Moves in this establishment at a rate surprising to many. It is all conducted by mail and is the result of years of trade. When we receive a customer we make him our friend by close attention to his wants. We charge a fair price and give good value. Promptness is our method in all dealings. If you are not satisfied with your present dealer, or cannot find what you seek, send us your want.

Below we give a list of a few desirable stamps at tempting prices:

Canada 12p.....	\$100.00
6p New Brunswick.....	5.00
1s Newfoundland.....	10.00
U.S. State dept. (full set)...	20.00
U.S. Justice Dept. "	20.00

Sell the stamps like

The Samson-Kirk Stamp Company

Walaw Ave., Chicago, Ill.

Now the above is only for an idea, any sharp-witted dealer could construct an advertisement that would make the above