

## "BARGAINS."

E. W. THOMAS.

Dear reader have you ever observed this word during your experience in the world Philatelic? If you have not you certainly are a very fortunate individual, for I think I can say, without contradiction, that there is not a term used more frequently than "bargains." That unmeaning word seems as essential to the philatelic paper as the advertisement in which it appears. We can scarcely scan a page without observing it. In all manners of forms, both modifying and modified, that anciently trite word stands boldly out like some huge, ungainly rock upon a beautiful landscape, a threatening to the intending purchaser.

What an eyesore is that word to the pages of a philatelic journal! How pregnant with meanings—non-comprehensible meanings! How devoid of originality in the advertiser! Is the English language so void of appropriate words and expressions? Is the philatelic public so ignorant as to these forms and expressions? Surely not you will say. Then what can it be? I say it is from imitation. Someone started this word some fifty years ago and now almost everyone is following suit. The use of this word surely verifies the expression that the "world grows by imitation."

The word is used so indiscriminately that it has no meaning whatever to the prospective purchaser. It presents a vague image rather than a clearly defined outline. The fake advertiser uses "bargain" to magnify the quality of his five dollar packet which he sells for twenty-five cents. Or the next page the honest advertiser uses the same word in its true meaning. His goods are worth the price asked for them. What is

the effect of the misuse of the word? Why the young collector, inexperienced and unsuspecting, purchases the fake packet because it is the cheapest and gives evidence of giving the most for the outlay of his money. When the packet is received and contents noted, the young collector has received a decided check in his ardor for stamp collecting. Thus we see that even the misuse of this word places philately in its wrong light.

Now I would pray the philatelic advertiser to find something new with which to advertise his goods, and not use this antiquated term any longer. I am in favor of drumming it out of the philatelic camp and admitting some more exact term.

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 WHAT WE WOULD LIKE TO KNOW.
 

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Why the Montreal Philatelist makes such a blow about its Jean Baptiste contributions when they are only imitations of Brer. Dodge's "office cat" effusions.

Why the Stamp Reporter makes such exceedingly poor selections of reprinted articles.

When Mr. W. R. Adams intends getting out his new weekly stamp paper.

Whether Toronto hasn't had enough "weakly" stamp papers.

Whether you have heard the latest philatelic joke. Here it is:

Gibbons—Say Scott, have you heard the latest about the Perfect Hinge?

Scott—No, what is it.

Gibbons—Its a sticker!—Now go and get a bite.