

1904

1904

BADGER'S  
**STANDARD PHILATELIC  
DIRECTORY.**

AND  
*DEALERS GUIDE BOOK.*

---

COMPILED BY  
V. G. BADGER.

---

PUBLISHED BY  
**The Vernon Grover Company,**  
E. HIGHGATE, VT.

---

1904

MARCH 1.

1904

# Yes!!

We are still publishing The Bulletin that swell up-to-date exchange magazine for collectors, the success of which has caused a dozen imitators to spring up, but take our advice and stick to the old reliable; the one that comes out promptly on time every month and prints hundreds of the best exchange ads. It will be here when the others have gone.

When you send 25 cents for a year's subscription it will be some satisfaction for you to know that you will get the paper just twelve months, no more, no less, unless you are like the others who take it. They say they cannot afford to be without it. Send a two-cent stamp for a sample copy. Don't try to get one free because you cannot do it. That's what makes it such a good paper. All its readers pay money for it and it don't associate with postal card fiends. That's a fact.

If you subscribe before the first day of April you can send a thirty word exchange notice which will be printed free. The regular rates after January, 1904, will be 4c per line, eight words to a line.

Remember the price never comes down. It goes up. Now is the time to get your name in before it cost you more. Address

## THE BULLETIN.

499 Sedgwick Street,

CHICAGO, ILL.

## **ADVERTISEMENT-WRITING.**

The preparation of copy, the proper management of display texts, the ruling and spacing of headlines and many useful and novel ideas and catch phrases for use especially in a stamp dealer's business, are being furnished by us to a great many of the prominent dealers of the country. The best thing about our method is this: That

### **YOU LEARN TO WRITE ADS FOR YOURSELF**

After we have been preparing your copy for you a short while you will begin to "catch on" to the system, and will then no longer need our assistance. We are thus offering the equivalent of a regular course in Ad-Writing, such as it would cost you from \$25 to \$50 to take at a regular correspondence school, and at the same time preparing your copy for you in such a way that your business will increase from 25 to 50 per cent. These are not idle figures.

### **IT IS A KNOWN FACT**

That a first-class Ad in a paper of 1000 circulation pays more than a poor one in a paper of 5000 circulation. For the good Ad would have actually the largest number of readers.

### **BUT IS OUR SYSTEM A GOOD ONE?**

Write us for testimonials and find out! Results are the best of proofs. Look through the pages of any of the best stamp papers and you will see that the good Ads are the large ones, for only those who have good Ads written for them can afford to take large ones—their ads paying, their business is paying—and they are the ones who are employing professional Ad-Writing services.

### **NOW READ OUR OFFER:**

Send us the material out of which to make you a trial one inch to five inch Ad for any of the weeklies or any of the good monthlies and we will prepare it for you so that it will be displayed to the best of advantage, fix you up a headline that will draw all eyes to your part of the paper, have the copy type-written and sent to the publisher in such a form that he can see definitely how we wish the typography of the various parts arranged.

### **THIS WILL BE ENTIRELY FREE.**

We wish to convince you by actual trial that our claims are true and that you can make a bigger profit by expending a little on the preparation of your Ads. This free trial offer will only be open a short while, in order to introduce our system, so you had best avail yourself of it at once. Address,

**THE PHILATELIC PRESS ASSOCIATION,**

191 54TH STR., CHICAGO, ILL.

# Yes!!

We are still publishing The Bulletin that swell up-to-date exchange magazine for collectors, the success of which has caused a dozen imitators to spring up, but take our advice and stick to the old reliable; the one that comes out promptly on time every month and prints hundreds of the best exchange ads. It will be here when the others have gone.

When you send 25 cents for a year's subscription it will be some satisfaction for you to know that you will get the paper just twelve months, no more, no less, unless you are like the others who take it. They say they cannot afford to be without it. Send a two-cent stamp for a sample copy. Don't try to get one free because you cannot do it. That's what makes it such a good paper. All its readers pay money for it and it don't associate with postal card fiends. That's a fact.

If you subscribe before the first day of April you can send a thirty word exchange notice which will be printed free. The regular rates after January, 1904, will be 4c per line, eight words to a line.

Remember the price never comes down. It goes up. Now is the time to get your name in before it cost you more. Address

## THE BULLETIN.

499 Sedgwick Street,

CHICAGO, ILL.

## **ADVERTISEMENT-WRITING.**

The preparation of copy, the proper management of display texts, the ruling and spacing of headlines and many useful and novel ideas and catch phrases for use especially in a stamp dealer's business, are being furnished by us to a great many of the prominent dealers of the country. The best thing about our method is this: That

### **YOU LEARN TO WRITE ADS FOR YOURSELF**

After we have been preparing your copy for you a short while you will begin to "catch on" to the system, and will then no longer need our assistance. We are thus offering the equivalent of a regular course in Ad-Writing, such as it would cost you from \$25 to \$50 to take at a regular correspondence school, and at the same time preparing your copy for you in such a way that your business will increase from 25 to 50 per cent. These are not idle figures.

### **IT IS A KNOWN FACT**

That a first-class Ad in a paper of 1000 circulation pays more than a poor one in a paper of 5000 circulation. For the good Ad would have actually the largest number of readers.

### **BUT IS OUR SYSTEM A GOOD ONE?**

Write us for testimonials and find out! Results are the best of proofs. Look through the pages of any of the best stamp papers and you will see that the good Ads are the large ones, for only those who have good Ads written for them can afford to take large ones—their ads paying, their business is paying—and they are the ones who are employing professional Ad-Writing services

### **NOW READ OUR OFFER!**

Send us the material out of which to make you a trial one inch to five inch Ad for any of the weeklies or any of the good monthlies and we will prepare it for you so that it will be displayed to the best of advantage, fix you up a headline that will draw all eyes to your part of the paper, have the copy type-written and sent to the publisher in such a form that he can see definitely how we wish the typography of the various parts arranged.

### **THIS WILL BE ENTIRELY FREE.**

We wish to convince you by actual trial that our claims are true and that you can make a bigger profit by expending a little on the preparation of your Ads. This free trial offer will only be open a short while, in order to introduce our system, so you had best avail yourself of it at once. Address,

**THE PHILATELIC PRESS ASSOCIATION,  
191 54TH STR., CHICAGO, ILL.**

# **The Philatelic Press Assoc'n,**

**191 54th St., CHICAGO, U. S. A.**

Articles about stamps bought and sold.

Advertising space sold at the cheapest rates on the market.

Subscriptions taken for any stamp paper.

Quick press service furnished to Philatelic publications.

Correspondence furnished from any large city of this country  
or from any state or empire of Europe.

Articles about stamps supplied on request by any member of a  
large and competent staff.

Information on any subject of current interest supplied immediately.

Send stamp for reply in all communications.

# **The Philatelic Press Assoc'n,**

**191 54th St., CHICAGO, U. S. A.**



# Badger's Standard Directory.

---

## Standard Collectors' Names.

All of the persons belows have paid to have their name inserted, and wish to get in touch with other live collectors, and will consider any reasonable offers made them by dealers and philatelic publishers of magazines, albums, etc., with interest.

- M. W. Gribben, Minburn, Iowa.  
Fred D. Suse, Oregon City, Oregon, Box 382.  
Henry E. Dovee, Syracuse, N. Y.  
H. L. Howard, St. Petersburg, Fla.  
Harry Minor, Forestville, Conn.  
Gustav Schroeder, 432 4th Avenue, N. Y.  
Albert Snyder, 93 South St., Waterbury, Conn.  
Albert H. Waltersdorf, Columbus, Wis.  
O. E. Jacobsen, Boulder, Colorado.  
Fred Fenner, 22-32 S. Rosenwood St., Philadelphia, Penn.  
Sydney D. Pierce, St. Francis, Minn.  
H. J. Piye, Excelsior, Minn.  
Robert H. Anderson, 460 Vermont Pl., Columbus, Ohio.  
Henry Walter, Chicago, Illinois.  
Oscar Werzel, 16 Frosport St., Danbury, Conn.  
Burnham Prince, 1841 Grand View, Boulder, Colorado.  
John Huguenin, 193 East Maine St., Torrington, Conn.  
Bartley Spencer, 83 Milton St., Startatford, Canada.  
John A. Beaver, 13-50 Constant St., Los Angles, Cal.  
Mr. Jaun F. Ledon, Santa Lucia, Santiago de Cuba.  
J. B. Tyrrell, 311 North 22nd St., Richmond, Va.  
Lloyd L. Smith, 542 Lincoln Ave., Fergus Falls, Minn.  
S. E. Dougherty, Chatham, N. J.  
John B. Haseltine, 29 South 17th St., Philadelphia, Penn.  
Percy E. Baker, 5 Church St., Montreal, Can.  
Frank W. Pheleps, Windsor, Mo.  
Edward C. Schener, 9 Watts St., N. Y.  
C. I. Vogal, 11-13 Lorain St., Cleveland, Ohio.  
Edward J. Hudson, 434 South 8th St., Quincy, Ill.

## BADGER'S STANDARD DIRECTORY.

---

- Charles H. Collins, Chatham, N. J.  
A. L. Ellsworth, 262 Delaware Avenue, Buffalo, N. Y.  
W. C. McGrew, 1002 Cluslett St., Pittsburg, Penn.  
Mr. C. W. Waltman, Laddsburg, Bradford County, Penn.  
Carl D. Winterrose, 905 South Spring St., Springfield, Illinois.  
Albert Augsburg, 121 Simpson St., Dayton, Ohio.  
W. M. White, Fitzwilliam, N. H.  
R. W. Wonder, 1333 Colombia Ave., Sandusky, Ohio.  
H. A. Schwedes, 327 Bergen St., Newark, N. J.  
W. B. Housel, Trenton, N. J.  
Wallace E. Baker, 5 Church St., Montreal, Canada.  
S. J. Renno, Veteran's Home, Napa Co., Cal.  
Robert E. Childs, Rome, Ga.  
Herbert Bodley, Auburn, N. Y.  
Geo. Hamlyn, 407 Colo. St., Butte, Mont.  
Mrs. C. C. Cochian, Bigstone Gap, Va.  
Christopher Burns, Beachville, Ont., Canada.  
J. D. Cox, P. M., Upper Stewrake Col. Co., Nova Scotia.  
S. D. Futer, 431 N. 41st St., Philadelphia, Pa.  
Arthur Schmid, 879 Harper Ave., Detroit, Mich.  
Emil H. Baab, Los Angeles, Cal.  
W. W. Norton, Limerock, Conn.  
Paul A. Rockwell, Box 184, Newport, Tenn.  
Charles S. Hibbard, 9 Weaver Bldg., Utica, N. Y.  
C. H. Coffin, Minneapolis, Minn.  
W. E. Bradford, 502 Com'l. St., Astoria, Ore.  
W. A. Verwiebe, Concordia College, Ft. Wayne, Ind.  
Hermosa Stamp Exchange, 1205 N. 41st Court, Chicago, Illinois.  
Miss Emily Cariell, 64 Faurner Ave., Plainfield, N. J.  
Walter F. Slusser, Fort Casey, Wash.  
R. S. Woodard, Hudson, Mass.  
N. A. Sherman, Salt Lake City, Utah.  
Dr. S. D. Lewis, 110 Elk Street, Syracuse, N. Y.  
Geo. F. Sawyer, Cushing, Iowa.  
Mr. V. G. Badger, East Highgate, Vt.  
A. D. Blair, Jr., Elmira, N. Y.  
John Decker, East Highgate, Vt.  
Herman J. Funk, 171 25th St., Chicago.  
T. G. Taylor, Hastings, Fla.



## BADGER'S STANDARD DIRECTORY.

---

- A. M. Krug, Brenham, Texas.  
Wm. G. Shaw, Millington, Ill.  
Victor Sandstrom, Elgin, Texas.  
Wm. H. Lemm, Jarretts, Minn.  
Geo. Schlosser, Mayville, N. Dak.  
J. L. Northeop, South Lynne, Conn.  
Richard H. Edwards, Box 31, Trumph, Minn.  
Acme Novelty Co., Box 1180, Seattle, Wash.  
C. E. Cooley, Peekskill, N. Y.  
M. Tausig, 20 E. 111th St., N. Y.  
A. Bullard, Boston, Mass.  
Ross C. Martin, Kokomo, Ind.  
C. L. Hoevet, Fairfield, Neb.  
James C. Mills, Pennington Gap, Va.  
Henry McCoy, Wichita, Kansas.  
Carl E. Welcome, Westfield, Mass.  
Frank Mechesney, Elkton, Md.  
Peter McDonnel, Niles, Ohio.  
R. R. McGrill, 163 E. Kinzie St., Chicago.  
Robert Young, 370 Duberin Ave., Winnipeg, Canada.  
W. B. Longstreth, Gratiot, Ohio.  
James E. Flohn, Canton, Ohio.  
G. A. Wfleming, Sherman, Texas.  
Geo. H. Lechlenberg, Luzerne, Iowa.  
Windell Wheeler, Latham, Ill.  
Granite State Stamp Co., Fitzwilliam, N. H.  
Roger Peavey, Owatonna, Minn.  
B. Roy Emms, Perry, Iowa.  
John Gustafson, Rockford, Ill.  
Eli Fisher, Ventura, California.  
Lee Howard, Belfast, Maine.  
Hermann Scheuder, Detroit, Mich.  
R. E. Raymonda, Utica, N. Y.  
Lorenz Frank, Minden, Neb.  
Douglas Williams, West New Brighton, N. Y.  
Thomas Leits, No. 15 West 81st Street, New York.  
Herbert F. Butler, Newton Center, Mass.

## BADGER'S STANDARD DIRECTORY.

### EXCHANGE NOTICES.

Lee Howard, Belfast, Maine, will give 26 different stamps for every paper sent him. Send 5, no two alike.

Wm. H. Lemm, Jarretts, Minn. Packet of 50 dif, 5c; 115 dif, 9c. Sheets at 80 per cent discount. Reference.

Douglas Williams, West New Brighton, N. Y., desires exchange, particularly in old British Colonials, for which he offers New Foundland, Columbian, Omahas, and Pan-American stamps.

W. F. VanDusen, Boise, Idaho, will send anything you want in Japan on approval. I can supply anything you want in Japan stamps. Send reference.

W. B. Longstreth, Gratiot, Ohio, 50 names and addresses of amateur stamp collectors and one dozen writing pens for 10c silver.

James C. Mills, Pennington Gap, Va. I buy, sell and exchange entire original covers. If you have any, write.

J. E. Hyde, Jr., 387 William St., East Orange, N. J. Mounted packets my specialty. The above name will do you no good unless you send for my price list. Send now and I will give you a packet of stamps free.

W. W. Norton, Limerock, Conn. Specialty is United States also foreign revenues.

M. D. Wickware, 1211 E. Grand Ave., Des Moines, Iowa, dealer in stamps, approval business a specialty. Send reference for selection.

A. McKechnie, Box 494, Ottawa, Ontario, Specialty—unused British Colonies.

Emil Fried, 116 Duane St., New York, N. Y., collector, wish to exchange good duplicates with others not in my collection.

Carl E. W. Welcome, 29 Linden Ave., Westfield, Mass. I am a collector, dealer and exchanger of stamps, postals, coins and minerals. I also exchange with souvenir card collectors.

### LIST OF FRAUDS.

The names below are chosen out of a list of about one thousand, and hence, stamp dealers may be sure that they are such as it is the most important for them to be acquainted with. No accusation of any kind is made against these parties. You are simply advised that it is better to send your approval sheets elsewhere.

Abel, Richard, Denver, Colo.  
Adams, J. K., Middleboro, Ky.  
Adams, E. C. (M. D.) Watertown, S. Dak.

Archer, H. S., Rome, N. Y.  
Arnold, E. A., Augusta, Mich.  
Bannon, Chauncey; Berea, O.  
Barnard, F. L., Atlanta, Ga.

Bernard, former address A. L. Bernard, 18th U. S. Inf., Ft. Russel, Wyo.

Bradley, P. R., Dunkirk, N. Y.  
Burlingham, Lloyd; Olean, New York.

Bindon, Fred; Ottawa, Can.  
Briggs, Bruce; Baltimore, Md.

Basset, Earl A., Fargo, N. D.  
Beck, Norman Clark; Pittsburg, Kans.

Benson, L. G., Adjah Bippo, Tarkwa, Gold Coast.

Beghtel, S. K., Napanee, Ind.  
Blake, Robt., Milwaukee, Wis.

Bobong, Wm. Jr., Chicago.  
Bradbury, Geo. E., Gallipolis, Ohio.

BADGER'S STANDARD DIRECTORY.

- Brant, D. N., Linfield, Pa.  
 Buttrick, Claude; Campbell, Cal.  
 Butts, Edward; East Orange, N. J.  
 Cambridge Stamp Co., Cambridge, Mass.  
 Campbell, E. C., Philadelphia, Pa.  
 Carr, Edward; Mitchell, Ind.  
 Clark, William; Kalamazo, Mich.  
 Clark, Chas., Chicago, Ill.  
 Conklin, Frank; Newark, N. York.  
 Coyte, Kenneth; New Albany, Ind.  
 Castellanos, A. W., Jersey City, N. J.  
 Chaix, Edward; Pueblo, Mex.  
 Coppers, Chas. A., Mount Vernon, Ia.  
 Davis, Forrest; Lonoke, Ark.  
 Degraff, L. V., Bloomfield, Ont., Can.  
 Dimler, Chas. Seigfrieds, Pa.  
 Downing, Robt., Allentown, Pa.  
 Dufresne, P., Montreal, Can.  
 Ellifut, W. S., Kansas City, Mo.  
 Elisberg, J., New York, N.Y.  
 Enrique, E., La Frieite, Luchicache, Chili.  
 Ferry, R. T., Bethel, Conn.  
 Fettermann, Milton; Cleveland, Ohio.  
 Fleak, R. F., alias R. D. Fleck, New York.  
 Fraker, C. I., Hiram, O.  
 Freedman, J. A., Atlanta, Ga.  
 Gair, Geo. R., Oak Park, Ill.  
 Graham, R. (or T.) Rat Portage, Ont., Can.  
 Graves, Clinton; Danielson, Conn., also East Providence.  
 Gray, Bertie; Wükesbarre, Pa.
- Harris, N., Sullivan, Ind.  
 Hartley, C. G., Almgogordo, New Mex.  
 Hickok, Jas., Binghampton, N. Y.  
 Hill, A. L., Elk River, Minn.  
 Horwitz, A., New York, N.Y.  
 Ingraham, Clyde, Sheldon, Iowa.  
 Irwin, R. P., Vaughn, Wash.  
 Jeffers, J. R., North Lawrence, Ohio.  
 Jewell, Ray L., Henry, S. D.  
 Jordan, Chester A., Sandusky, Ohio.  
 Kendall, J. A., Linfield, Pa.  
 Ketcheson, Fred G., Bellville, Ont., Can.  
 Kiffe, Edward, Ashland, Ky.  
 King, Geo. W., Portsmouth, Va.  
 Kimball, Frederick W., Boston, Mass., also Dorchester.  
 Kincaid, Webster, Eugene, Oregon.  
 Leekly, E. G., Minneapolis, Minn.  
 Lloyd, L., Philadelphia, Pa.  
 Lyon, E., Willoughby, O.  
 Markham, Frank; Providence, R. I., formerly Chicago, Ill.  
 McElhensie, A., Pittsburg, Kansas.  
 McQuown, E., Glasgow, Ky.  
 Minkler, H. A., Brasher Falls, N. Y.  
 Muttart, J. W., Summerside, P. E. I., Canada.  
 Margolies, Chas., New York, N. Y.  
 Marshall, F. W., Somerville, Mass., formerly Roxbury, Mass.  
 Oberwenger, A., Delphes, O.  
 Orr, Jas. W., North Baltimore, Ohio, also Alliance, Ohio.

*Howard Emerson*  
*Wash. D.C.*  
*A. O. Mads*  
*extrah nich.*

## BADGER'S STANDARD DIRECTORY.

---

- |   |                                      |
|---|--------------------------------------|
| Oseland, D. E., Jr., Galesburg, Kans.   | Rule, V. B., Cincinnati, O.          |
| Parker, Lee D., Kalamazoo, Mich.        | Russe, N. J., Atwater, Ill.          |
| Pierson, R., St. Mary's, Ont., Can.     | Ruderick, Jacob; Beaumont, Texas.    |
| Poole, R. C., Nashville, Ill.           | Scriener, Peter, Jr., New York City. |
| Power, J. A., Jr., New York, N. Y.      | Sherrick, Arthur; Seattle, Wash.     |
| Ramsey, Earl L., Scandia, Kans.         | Silbergberg, H., Charleston, S. C.   |
| Repstien, H., Monticello. Ia.           | Smith, R. J., Dayton, O.             |
| Revenue Stamp Exchange, Camden, N. Y.   | Stapleton, Wm., Dubuque, Iowa.       |
| Richardson, Geo. B., Cavendish, Vt.     | Stevens, H. F., St. Paul, Minn.      |
| Roetzel, O., Boston, Mass.              | Tinkham, M. H., Salem, Mass.         |
| Rosenstengle, W. R., Buffalo, New York. | Vandell, Alfred; Monmouth, Ill.      |
| Rossignol, E., Brooklyn, New York.      | Wells, R. C., Omaha, Neb.            |
| Rotten, Ira; Kregesville, Pa.           | Williams, A. S., East Orange, N. J.  |
|   | Young, H. H. Titusville, Pa.         |
- 

The following localities appear to be dangerous for dealers, and unless you wish to run the risk of the gang of frauds who operates from each of them, you are advised to hesitate before sending your sheets to these places: Columbia, Pa.; Cortland, N. Y.; Portsmouth, Va.; Moscow, Idaho; Pontiac, Ill.; East Orange, N. J.; Newbern, N.C.; Appleton, Wis. Several of these, however, are towns of considerable size, and you may not desire to shun them entirely because of the frauds who chance to be operating from them; but should in any case be extremely careful about the references furnished by parties in these localities.

---

## **APPROVAL FRAUDS.**

Responsible dealers can obtain prompt information regarding frauds, substitutors, etc., by joining the

**National Stamp Dealers' Protective Association.**

Claims Collected. Address,

**National Stamp Dealers' Protective Ass'n.,**

**UPPER MONTCLAIR,**

**NEW JERSEY.**

## Directory of Philatelic Societies, Associations, Clubs, Etc., of the U. S.

### American Philatelic Association,

INCORPORATED.

Mekeel's Weekly Stamp News--  
Official Journal.

BOARD OF DIRECTORS.

Alexander Holland, President,  
40 Grace Court, Brooklyn, N. Y.

BOARD OF VICE PRESIDENTS.

Frank H. Hurl, Chairman,  
Room 1046, Tremont Bldg., Bos-  
ton, Mass.

Gordon Ireland, Secretary,  
Hoyoke House 21, Cambridge,  
Mass.

Willard O. Wylie, Beverly, Mass.  
D. T. Eaton, Secretary, Muscatine,  
Iowa.

E. Doebelin, International Secre-  
tary, Box 736, Pittsburg, Pa.

C. L. Annan, Treasurer,  
Dept. Public Works, St. Paul,  
Minn.

H. B. Phillips,  
1311 Grove Street, Berkely, Cal.

F. W. Coning,  
369 George street, New Brun-  
swick, N. J.

### Boston Philatelic Society.

President, C. F. Rothfuchs.  
Vice-President, G. F. Loring.  
Secretary, C. A. Howes.  
Treasurer, L. L. Green.

### Chicago Philatelic Society.

P. M. Wolsieffer, President.  
C. E. Severn, Vice-President.  
Irving Dickinson, Secretary,  
1279 Wilton Avenue.

Thos. D. Allin, Treasurer,  
5219 Madison Avenue.

A. F. Boehm, Librarian,  
145 Dearborn Street.

F. N. Massoth, Jr., Manager Auc-  
tion Sales, 1149 Marquette Bldg.

E. C. Dodd, Manager Open Ex-  
change Department, 259 Hermit-  
age Avenue.

Stan Zajicek, Counterfeit Detector  
and Manager Circulating Sales  
and Exchange.

Official Journal, Mekeel's Weekly  
Stamp News.

### Kansas Philatelic Society.

President, W. P. Kelly, Kansas  
City, Mo.

Vice-Pres., F. A. Lilly, Sabetha,  
Kansas.

Sec'y-Treas., F. J. Ford, 315 N. Wa-  
bash Ave., Wichita, Kans.

Sales Supt., F. N. De LaMeter,  
Wichita, Kansas.

### Empire State Philatelic Society.

President, A. M. Trujillo, 116 Nas-  
sau St., N. Y.

Vice-President, W. W. Dewing, 145  
W. 105th St., N. Y.

Sec'y-Treasurer, A. Herbst, 106 E.  
115th St., N. Y. City.

### Interstate Philatelic Ass'n.

President, C. H. Gardner, Fort  
Townsend, Wash.

Vice-President, H. P. Strickland,  
Seattle, Wash.

Sec'y-Treasurer, Frank I. Appleg-  
gate, Yainax, Ore.

### KANSAS CITY

#### PHILATELIC SOCIETY.

M. O. Canfield, President.  
O. H. Phinney, Vice-President.

W. P. Kelley, Secretary.  
O. G. Maurer, Treasurer.

## Nebraska Philatelic Society.

Organized 1892. Largest State Society Extant.

President. E. H. Wilkinson. Omaha, Sta. C.

Vice-President. F. B. Woolston. Omaha, Registry Dept.

Sec'y-Treasurer. L. T. Brodstone. Superior, Nebr.

## Official Department Sons of Philatelia.

Edited by J. F. Dodge. Sec'y.

Organized January 1st. 1891.

President. Erwin L. Shove. Rutherford, N. J.

Vice-President. Allyn K. Ford. Minneapolis, Minn.

Sec'y-Treasurer. J. F. Dodge. Hanover, Pa.

International Sec'y. R. J. Russell. M. D., Hanover, Pa.

## Precancelled Stamp Club.

Officers until July 1st. 1901.

President. Clarence G. Dalton. Stillwater, Okla.

Vice-President. C. C. Lewis. Northampton, Mass.

Trustees. Eustace A. Hill, Fort Gibson, Ind. Ter.; Thos. F. Best, 314 4th Ave., Room 35, Pittsburg, Pa.;

George F. Duck, Keystone Bldg., Pittsburg, Pa.

Sec'y-Treasurer. F. L. Smith, 40 Exchange Place, New York.

Sales Superintendent. Thos. F. Best.

Counterfeit Detector. Geo. F. Duck.

Attorney. H. Bowen, 80 Moffat Bldg., Detroit, Mich.

## Southern Philatelic Association.

President. F. W. Coning, New Brunswick, N. J.

Vice-Pres., F. Fuessel, St. Louis, Mo.

Int. Sec'y., H. Fenton, Cincinnati, Ohio.

## Philatelic • Fiscal • Society

OF NEW YORK CITY.

Formerly the American Fiscal Philatelic Society.

Organized for the benefit of and in the interests of Collectors of the Fiscal Stamps of all Nations.

Officers for 1904.

President. A. E. Lawrence, 211 South St., N. Y. City.

1st Vice-President. E. A. Wood.

2nd Vice-President. W. W. Norton.

Secretary. Raymond Wilcox, Room 226 N. Y. Produce Exchange Bldg., N. Y. City.

Treasurer. J. H. Peterson, 70 East 121 St. N. Y. City.

## Stamp Collectors Association.

Temporary Officers.

President. W. B. Barnum, 661 Rose Building, Cleveland, Ohio.

Vice-President. L. T. Brodstone. Superior, Neb.

Secretary. S. E. Moisant, Kankakee, Ill.

Treasurer. W. A. Zuehlke, Appleton, Wis.

## Texas Philatelic Association.

Organized November 13, 1896.

Membership Fee.....\$ 50

Annual Dues..... 60

For application blanks and information concerning membership and correspondence in general, address Secretary-Treasurer.

OFFICERS.

President. S. V. Pfeuffer, New Braunfels; First Vice-President.

Otto Staerker, Cuero; Second Vice-President. Emil Gerlich, Schertz;

Secretary-Treasurer. Edward W. Hensinger, 133-135 West Commerce St., San Antonio, Texas.

## BADGER'S STANDARD DIRECTORY.

### The New England Philatelic Association.

Organized February, 1895.

#### BOARD OF OFFICERS.

President, John J. Coue, New Dorchester, Mass.  
Vice-President, Gardner R. Kennedy, Boston, Mass.  
Secretary and Treasurer, Frank A. Wilson, 34 Merchants Row, Boston, Mass.

### National Philatelic Association of LETTER CARRIERS.

Official organ—The "WEST."

President, Edw. P. Hennessy, St. Louis, Mo.  
Vice-President, H. E. Chatillon, St. Louis, Mo.  
Secretary, A. J. Bauer, St. Louis, Mo.  
Treasurer, Jno. M. Fenton, Northampton, Mass.

### Twin City Philatelic Society.

The Twin City Philatelic Society meets second Friday of each month at No. 535 Smithfield St., Pittsburg, Pa.  
President, E. L. Porter, 413 Wood Street, Pittsburg, Pa.  
Vice-President, Dr. T. L. Hazzard, 56 Montgomery Avenue, Allegheny, Pa.  
Secretary, Geo. W. Rode, 255 Fifth Avenue, Pittsburg, Pa.  
Treasurer, Anton Platz, 314 Fourth Avenue, Pittsburg, Pa.

### STAMP COLLECTOR'S Protective Association OF AMERICA.

Organized February 3, 1899.

President, E. Chandler, Roanoke, Va.  
Vice-President, S. E. Moisant, Kanakakee, Ill.  
Secretary-Treasurer, L. Brodstone, Superior, Nebr.

### The Metropolitan Philatelic Ass'n.

President, H. D. Munger, Corning, N. Y.  
Vice-President, J. A. D. Park, The Hill School, Pottstown, Pa.  
Sec'y-Treasurer, F. A. Mueller, Peake, Neb.

### Postal Card Society of America.

President, Horace E. Carpenter, Jr., Care N. B. Bradley & Sons, Bay City, Mich.  
Vice-President, J. T. Albert Hoshbach, 1422 North 53rd St., Philadelphia, Pa.  
Secretary, W. P. Agee, Hope, Ark.  
Treasurer, John N. Morse, 105 Devonshire St., Boston, Mass.

### American Souvenir Card Exchange Club.

Miss M. Keller, President; R. W. Geaque, 96 Wall St., New York, Sec'y-Treasurer.  
Dues: Domestic, 50c; Foreign 75c per year in advance.  
Application blanks of Secretary.

### FREE! FREE! FREE!

A fine set of stamps to all persons sending for a selection of stamps on approval. Refs. required.

MARSHALL STAMP CO.,  
Masonic Temple,  
Chicago, Ill.

### STOP, LOOK, AND BUY.

\$ 50.00 Grey, 1901, Revenue, \$12.00  
100.00 Green, 1898, " 4.00  
1000.00 " 1898, " 12.00

FRANK McCHESNEY,  
Elkton, Md.



## BADGER'S STANDARD DIRECTORY.

### Directory of Philatelic Magazines, Including a few Papers with Philatelic Departments.

The rates which we quote on advertising are such as are offered by the Philatelic Press Association, and will be found, in most cases, much cheaper than the same space could be obtained elsewhere. In cases where rates are not published it is because we are not allowed to do so in print, but we can have advertisements placed in any magazine published in this country or England, for we transact all business as the agent of the dealer, not of the publisher.

#### WEEKLY STAMP PAPERS.

Paper and place of publication	Subscription rate.	Advertising rates.
1. Ewen's Weekly Stamp News, London, England, .....	\$1.56.	Furnished on request.
2. Mekeel's Stamp Collector, St. Louis, Mo.,	1.00.	\$2.00 per inch. (Special rates on request.)
3. Mekeel's W'kly Stamp News, New York, N. Y.	1.50.	\$1.50 per inch.
4. Metropolitan Philatelist, New York, N. Y.,	.50.	Furnished on request.
5. Morrison's Weekly Stamp News.....	.35.	35c to 50c per inch according to contract.
6. Philatelic World, Minneapolis. Minn.....	.50.	25c. per inch.
7. Stamp & Coin Reporter, Cobbskill, N. Y.,	.50.	10c per inch. Exchange notices ¼c per word. 12 inches space \$1.00.
8. Golden Days, Philatelic Department . . . .	.50.	Rates \$1.00 per inch.
9. Weekly Philatelic Era, Boston, Mass.....	.50.	60c to \$1.20 per inch, according to size of contract.

## BADGER'S STANDARD DIRECTORY.

---

### MONTHLIES AND OTHERS.

Paper and place of publication.	Subscription rate.	Advertising rates.
10. Adhesive, Rocky Hill, Conn.....	.50.	20c per inch.
11. American Journal of Philately, New York.	.50.	No advertisements carried.
12. Australian Journal of Philately, Sidney, N. S. W.....	.50.	Good rates furnished on request.
13. Australian Philatelist, Sidney, N. S.W.,	.75.	Furnished on request.
14. Canada Stamp Sheet, Toronto, Canada ....	.25.	20c per inch.
15. City Philatelist, Cork, Ireland .....	.25.	25c per inch.
16. London Philatelist, London, England ....	1.56.	
17. Brooklyn Philatelic Advertiser.....	.25.	50c per inch.
18. The Collector's Note Book, Camden, N. J.		Furnished on request.
19. Metropolis, Corning, N. Y.....	.50.	20c per inch.
20. Morley's Phil. Journal, London, England,	.30.	Furnished on request.
21. Perforator, New York, N. Y.....	.50.	70c per inch. Space reductions.
22. Philatelic Chronicle & Advertiser, England .....	.36.	
23. Philatelic Inter-Ocean.....	.15.	20c per inch.
24. Philatelic Journal of Great Britain.. ....	.60.	
25. Philatelic Journal of India.....	1.50.	
26. Philatelic Midget, Westernport, Md.....	.15.	15c per inch.

## BADGER'S STANDARD DIRECTORY.

27. Philatelic Record, Manchester, England.	1.70.	
28. Philatelic Star, Madison, N. Y.....	.15.	30c per inch.
29. Philatelic West and Camera News, Superior, Neb.....	.50.	Variable. Furnished on application.
30. Stamp Collector, Birmingham, Eng... ..	.50.	Good rates on application.
31. Stamp Collector's Fortnightly.....	.76.	\$1.00 per inch.
32. Stamp Reporter, Hamilton, Ont. ....	.15.	25c per inch.
33. Stanley Gibbons Monthly, London, ..... England....	.50.	
34. Sterling Monthly ....	.25.	25c per inch.
35. Virginia Philatelist, Richmond, Va. ....	.50.	20c per inch. Quarter page. (3½ inches.) 70c
36. The Encore, Braintree, Mass.....	.10.	25c per inch.
37. Philatelic American,	.25.	25c per inch.
38. Junior Philatelist....	.15.	15c per inch.

## COMBINATION SUBSCRIPTION RATES.

The numbers refer to the Magazines in the foregoing list.  
Look them up.

No combination subscriptions are taken at less than \$1.00 for the lot, hence, instead of giving a complete list, we merely quote the combination rate at which each journal is sold if the amount remitted is equal to \$1.00, and ANY combination may be formed.

No. 2, 55c; No. 5, 25c; No. 6, 30c; No. 7, 30c; No. 9, 40c; No. 10, 17c; No. 11, 35c; No. 12, 35c; No. 14, 20c; No. 15, 20c; No. 19, 30c; No. 20, 20c; No. 21, 30c; No. 22, 35c; No. 23, 10c; No. 26, 10c; No. 28, 10c; No. 29, 30c; No. 30, 35c; No. 31, 60c; No. 32, 10c; No. 34, 15c; No. 35, 20c; No. 36, 10c; No. 37, 20c; No. 38, 15c.

## BADGER'S STANDARD DIRECTORY.

### **Combination Advertising Rates.**

Any desired combination may be formed merely by adding together the combination rates of all the journals in which space is wanted, using the figure listed under the column that expresses the total amount sent. Thus if \$5.00 worth of space is ordered it may be taken in any combination of the papers at the rates listed under the third column.

	Cir- cu- la- tion	Pub- lisher's regu- lar rate	Combination rate With \$2.50 order	With \$5.00 order
2. Mekeel's Collector,	8,000	\$2 50	\$2 00	\$1 85
3. Morrison's Weekly. <i>Guaranteed,</i>	6,000	1 00	50	35
6. Philatelic World. <i>Estimated,</i>	3,000	1 00	25	25
7. Stamp and Coin Reporter, "	1,000	10	08	08
8. Weekly Philatelic Era,	5,000	1 20	60	50
10. Adhesive. "	1,000	30	20	18
15. City Philatelist, Ireland.	1,000	25	20	20
17. Brooklyn Philatelic Advertiser,	5,000	1 00	55	50
19. Metropolis,	2,000	50	25	20
25. Philatelic Inter-Ocean,	500	25	20	18
28. Philatelic Star,	3,000	49	30	30
29. Philatelic West,	15,000	1 40	30	30
30. Virginia Philatelist. (The only stamp paper in the South,)	3,000	40	20	18

Prices in all cases refer to one inch ad. No discount from figures in last column under any circumstances, and no discount from figures in the next to the last column unless \$5.00 worth of space is ordered.

When more than one inch space is wanted the figure given should be multiplied by the number of inches desired.

Orders for subscriptions or for advertising should be addressed,

The Philatelic Press Association, 191 54th St., Chicago, Ill.

### **How Stamp Dealers Should Advertise.**

Ad-writing is an art in itself, but the successful Ad-writer in the ordinary lines of business would be much surprised to find how little he could do in the way of making public a stamp-dealer's trade.

When first taking up his course the student in Ad-writing wonders how there can be anything for him to learn. When he gets through it he wonders if there will ever be any end to the things he has not learned. For there is more room for study and experience in this

business than in almost any other. And yet, unfortunately, there are even now a great many merchants and manufacturers who fancy that they can write their own ads well enough to avoid the expense of trained writers, although they spend thousands on the space in which the announcement is inserted. As intimated elsewhere the merchant who does work of this kind himself is now in a minority. For the erstwhile proud writer-up of the perfections of his own goods soon began to notice that they were not selling anything like as well as formerly. He attributed it to degeneration in the paper where his announcement was placed, but he soon found out that it was because his competitors were beginning to use paid services in Ad-writing, and thus making his own Ads appear to much disadvantage among the others.

The ordinary Ad-writer soon learns that the whole art does not consist in making the subscribers of the magazine read his notices, for there is much else. He must learn to advertise "in rotation" and he must learn how to make the same ad. pay on a second insertion. If the headlines are not changed it is natural to suppose that an ad. repeated word for word will not bring in any orders the second time. In matter of fact this is not the case, for mere chance will cause many to see it who did not notice it before, but chance is a factor not to be considered here, and the writer must learn the important secrets that make an ad. appeal to a NEW CLASS of readers on each new insertion and at the same time hold the attention of those who saw it before but were not quite persuaded to act. In a weekly this is especially important, and it is wonderful to note how the masters of the art succeed in adding to the army of their readers on

each new date of publication, and how they also manage to hold on to those who first began to show an interest in the business! The best series are the ones that do not begin to pay very much until the third or fourth insertion, for the combined effects of the preceding work is by that time beginning to tell upon the minds of those who see it, and from that time on for many weeks answers should continue to come in in an ever increasing flow. To accomplish this result the writer should have the skill of an artist, the craftiness of a politician and the magnetism of a Mesmer.

Philatelic dealing offers a field for work of this kind that is more complicated than that of any other line of business. And yet there is more carelessness and less real genius displayed in Philatelic advertising than in any other kind! Not only does the dealer always write his own ads., but he rarely takes the trouble to put any effort into his work, and there are actually cases in which a grammar-school boy could make corrections in it! And that in the ads. of some of our very first dealers too! The Philatelic announcement is better than the average that does not have a single grammatical mistake or a single misspelled word in it. When it comes to the really scientific side of Philatelic advertising, we enter upon an untrod field, and must carve our own course in speaking of the methods that should be used in this business.

In the first place it is important to consider what are the chief peculiarities that characterize the business and give it points that are not met with in the ordinary school of advertising. For one thing the advertiser here depends less upon the direct returns and more upon what is technically spoken of as the "follow up" than in any other business we know of. In other words he cannot hope to make his business pay directly he begins it, for his advertising space, cheap as it is, will generally cost more than the direct answers can pay for. But when he has once succeeded in impressing a collector favorably he sends him sheets of stamps on approval, and thus follows up his first deal with others.

## BADGERS STANDARD DIRECTORY.

---

Keeping this fact in mind it is at once evident that a list of good names is the most important thing for him to secure. Of course he could purchase a list outright at small expense but they would be of little value to him. He must incorporate into his system of dealing something different from that of the average, something quite unique. Then when he receives an answer to an advertisement it may reasonably be supposed that the purchaser has answered because he felt a certain amount of interest in the system of the dealer, and is thus likely to remain with him.

As for the way in which the management of a firm may be unique—there are thousands of them for those who can see them. The average dealer who advertises merely "Approval sheets at fifty per cent. discount" must divide the advantage of his announcement with probably ten other advertisers who make an identical statement, but he who says "Send for our Blue and Red Approval Sheets" will reap nine-tenths of the business which the advertising in the paper attracts. In this case the idea is to have a large number of sheets made up with only red and blue stamps which would be placed in checker-board fashion. Another good plan to be discovered yet is one that will enable sheets to be handled more satisfactorily by real agents, who wish to make a profit by selling the stamps to their acquaintances. The system of offering fifty per cent. commission is very bad for an agent because his customers all know that he receives it, and will be unwilling to pay more than one-half of the marked value when they could send off and get the very same sheets on the very same terms themselves. One Chicago firm recently adopted the expedient of offering a special discount in case the whole of each sheet was taken, but where this is given in addition to the regular fifty per cent. a very large reduction cannot be afforded, and the agent really does not make enough to compensate him for his work. We believe there is a big business waiting for the dealer who first begins to give exclusive agencies in separate localities, and to issue



cards bearing the number of the agent, so that when a second applicant applies from the same town or neighborhood the first one will have some means of protection. If the card stated that others in the same locality could have the right to send for sheets for their own use, but that no one except the holder would be allowed to SELL for the firm, then great confidence would be felt in the salesman, and the collectors in the town would begin to feel dubious about purchasing from any one who did not have such a card, even though he might be an agent of another company.

The system of the big stamp firms of this country may prove of interest and aid to inexperienced advertisers. The majority of these firms have adopted the expedient of choosing some special line of goods for advertising purposes, thus getting the reputation of being the principal dealers in that line. No matter what that line is, the real profit of the concern is made from the sales from sheets as an usual thing, and he who can build up a large trade in the approval business is the one who makes the money. Of course every rule has its exceptions, and there is a certain dealer in England who affords a very decided exception to this rule. His business consists entirely in the purchase and sale of entire collections, which he buys at comparatively low figures and arranges anew; combining together especially good lots from the same countries, for the reason that a specialized collection always brings the best price.

For the aid of the inexperienced advertiser we append here a few laws about advertising.

#### 1. THE HEADLINE.

It should be written for the sole purpose of attracting attention. No offer should be incorporated into the headline unless the offer itself is so startling in its nature that it will serve to attract notice. In this case it makes a headline of the very best kind.

It should above all else be STRONG. Do not be afraid of saying something startling. Only beware of anything that could be an offense to any of your readers.

Follow some regular system in your headlines, so that each one will cause the reader to remember the last, and if possible to look it up. Conundrums asked in one advertisement and answered in the next are a great assistance to one enterprising firm who thus makes each notice do just as much good as if it were inserted twice, for the reader will invariably turn to his old numbers and look up the conundrum when he sees the answer.

At the same time the headline must not be monotonous. Bring in some new idea each time. "How Old is Ann" is very good for the first time, but it soon grows monotonous. The reader soon wishes Ann was dead and buried too.

## 2. THE BODY OF THE ADVERTISEMENT.

Here the idea of commanding attention must drop. You must suppose the reader to have given his interest already, and must concentrate your skill into the effort to state forcibly what you have to state. Of course attention must be **RETAINED** after it is caught, but the best way to do this is merely to use strong, forcible words and plain sentences to tell what your business is.

Regarding rotation in advertising we think it is a good plan to stick to one line of goods until the public are thoroughly acquainted with it, and then to bring forward another; giving brief reminders now and then that your firm is the headquarters for the articles which had already been explained.

In the stamp business it is certainly a good plan to advertise entirely and **ONLY** in one paper at a time, for the subscription lists of the various journals of Philately duplicate each other and the large number of the **ACTIVE** collectors take every paper that is published. Hence they will notice a big ad. in one paper and pay more attention to it than they would to several small announcements in many papers. The best kind of advertising is (for the dealer that can afford it) that which takes a page each month in one of the monthlies, and sticks to it until it has gotten orders from all of its readers who

are likely to appreciate your methods, and then turns to another to do likewise.

### 3. THE FIRM NAME.

This is a very important consideration in advertising, for a good name counts for a good deal. In answer to the well-known line, "What's in a name?" it may do, in some cases to say "Nothing" but the ADVERTISER cannot say it. For him there is everything in a name. The way that the name appears is also an important consideration. When you are advertising a bargain you want the name small and unobtrusive but when you are advertising the firm you want it large and imposing.

The firm name must ALWAYS be in the same kind of type whether large or small. Impress this fact upon your publisher—it is one greatly neglected in philatelic circles.

---

## ADVERTISING FOR STAMP DEALERS.

---

Advertising, as has been elsewhere affirmed, is the soul of business. The great outside world has just begun to appreciate this fact. The larger firms of this country spend millions of dollars each year in making their goods known to the public. Anyone of the Pure Food companies of Battle Creek spends enough money in this way to buy out the largest stamp firm inside of a very few months.

And the business is one of the most prosperous in existence at the present day. Would you have any idea what the space in such a paper as the "Ladies Home Journal" is worth? Would you not be considerably astonished to learn that it would cost you \$75.00 to insert your very smallest stamp Ad. in its columns? For that is the value of the least amount of space that its publishers will consent to sell. And a full column would cost you just \$1,000. Surely, you say, there cannot be very many firms who can afford to make a regular habit of advertising at such prices as that. But if you glance at the paper you

discover many full column announcements; if you look on the back cover page you invariably find it devoted to one single firm which probably pays more for it than would buy out your complete stock! And moreover, instead of its being a difficult thing to find copy for it at these enormous rates the demand is far in excess of the possibilities of supply, and the waiting advertisers are obliged to take turns in using the back page. In many of the magazines they are even obliged to take turns in getting their Ad. placed at all! When you notice carefully the advertising pages of the fiction monthlies you will observe that the announcements of any one class of manufacturers appear in regular order: for instance take the fountain pen firms, and you will see that "Waterman's" will be given a quarter page one time, and the next time "Laughlin's" and then again "Parker's" and so it goes. In all the best papers there are several thousands of dollars worth of Ads. rejected each month.

The inference is obvious; the business has not yet reached the height of its importance and influence, though many do claim that such is the case. Publishers could evidently afford to raise their rates quite materially and still have just as many columns filled as before. And they are doing it too.

Now let us compare the status of Philatelic advertising with what we have just been looking at. Estimating roughly we may call the circulation of the Philatelic paper just about one one-hundredth that of the fiction magazine, for the ten thousand mark occupies about the same place in the mind of the stamp publisher as does the million mark in that of his prosperous contemporary. We might then expect a column to be worth about ten dollars in his paper, but we must consider the factor of expense now, which hardly has any influence in determining the rates in the other case. The ratio between printing costs and circulation is much higher, because there is an immense saving in having many sheets printed from the same forms. Taking these things in consideration we might say that the price per column

## BADGER'S STANDARD DIRECTORY.

---

should be about fifteen dollars. But there is yet another point to be considered. When the manufacturer of a piano places his announcement in a magazine that has a circulation of one million he is at a big disadvantage, for probably only a hundred thousand out of that million are of the class that may possibly wish to purchase. It is the same with all general advertisements, only a percentage out of the total number of readers will be able to even consider the offer while in the case of a special business as that of dealing in stamps, inserting a special notice in a paper intended especially for that kind of dealing, every single reader is at least open to influence. The advantage is with the Philatelic firm, decidedly so, and this consideration should cause a considerable raise in our estimate of the value of one column space. It must be a matter of personal opinion then to decide just how much Philatelic advertising should cost to make it bear a true relation, all things considered, to general advertising.

But one thing is seen plainly: **IT OUGHT TO COST MORE THAN IT DOES**, and (to be as prosperous as the other kind) it ought even then to be sought after more eagerly!

Yet who ever heard of a Philatelic publication running its patron's announcement in rotation, or turning off any amount of business for lack of space? Who ever heard of a rush to get contracts for five years, so that the dealer could be assured of keeping his place for that length of time without running the risk of having his page made to appear in rotation? Such things as that are happening daily, and with some papers it is the custom for the advertiser instead of the publisher to pay the **BONUS** for a time contract.

What is wrong with Stamp-dealing that it does not offer a field of work even relatively prosperous when compared to business of a general nature? "It depends upon a fad instead of upon a food." No, that has been said before, and although partly accountable, need not be considered here, for such consideration is implied

when we accept the relation between the circulation of one kind of a paper and the other as one hundred to one. And even at that ratio, we say, advertising of Philatelic goods does not occupy the place that it should. "But how can it?" asks the dealer. "You say that the food companies and the soap firms are actually struggling for places in the columns of fiction papers. It must be then that their Ads. pay them and pay them well. But take my case and you will find that if I venture to place my notices in some untried paper I get possibly not a single return, while I find it difficult to make profits cover expenses of both my goods and my advertising even when I patronize the old standby."

And that is lamentably true; even more so than the dealer realizes. For the firms that sell general commodities not only make a big profit out of advertising, but as a general case **THEY RECEIVE ENOUGH RETURNS FROM EACH SEPARATE AD. TO COVER ALL EXPENSES IN ADDITION TO PAYING THE COST PRICE OF THE GOODS AND LEAVING A GOOD MARGIN OF PROFIT.** If Stamp-dealing depended upon this sort of business there could be no such thing as advertising for the dealer! This seems like a very sweeping statement, but the words are carefully weighed and can be proven. Let any dealer estimate accurately the cost of the goods he is offering in each advertisement and count up carefully the profit that he makes on each sale. Let him multiply this profit by the number of sales and he will find that **NINE TIMES OUT OF TEN THE PROFITS WILL NOT SUFFICE TO PAY FOR THE SPACE USED.** He makes his living not out of his advertised sales but out of the sales that follow, so that he is obliged to preserve his relations with the majority of the collectors who answer his advertisements in order to keep his work on a profitable basis, and if his sales to each party were limited to the ones made in answer to advertisements he could not afford to pay ten cents an inch for his space! In confirmation of this statement observe that all the dealers



practically cease advertising when they have succeeded in establishing business relations with some few thousand collectors. This is a mistake; do the big firms that handle general merchandise ever cease advertising?

But from the dealer's standpoint it is not a mistake. He finds that it no longer pays and so he stops. And now we come to the question, "Why does it no longer pay?" and "Why does it pay so meagerly to begin with?"

We have left out one phase of the problem completely. To take one firm as an example of what is meant, observe, that not only do the Ivory Soap people pay (presumably) four thousand dollars each month for their contract with the "Ladies Home Journal," which gives them on five years contract the page next the reading matter, and not only do they spend other thousands each month for other space, but they spend probably one-third as much in having the copy and the pictures for this space prepared. The names of their artists are not given but it is easy to detect the work of such a man as Pierce, who evidently drew the girl in the November number of 1903. Artists of this kind charge anywhere from one hundred to five thousand dollars for their productions, and as for the writers of catch-phrases and special ideas in advertising, such as "it floats" and "The smile that won't come off," and "Sunny Jim," they receive untold thousands for their genius; and there is a great deal of money spent on the work of even the medium-grade writers, as is proven by the flourishing condition of the numerous schools of ad-writing.

It is not very possible that this is what is largely responsible for the prosperity of Advertising? Would not a firm be foolish to put a five dollar advertisement in a five hundred dollar space? They find that it is better to spend from one-fifth to one-half in having the copy well prepared; not only because there might be a few MISTAKES if it were not, but because they have discovered that a great deal of MAGNETISM, or whatever you choose to call it, can be put into an Ad by those who make a business of writing them. They know that there



are a thousand different ways of saying the same thing and they are willing to pay for the services of a man who knows just which one of those thousand ways is the right way. For there is never but one right way, necessarily some one style must be a little better than any of the others. And, deny it who will, it is the professional Ad-writer who is largely responsible for the remarkable way in which advertising pays. There is really no reason on earth why a man who picks up a magazine for the sake of its stories should spend a half-hour in turning through the many pages that are given up to soaps and shoes and health foods. A few years ago no one ever thought it worth while to place an advertisement except when it could come next to the reading matter, so that one could not help seeing it. But now-a-days one reads the advertisements for their own sake, and turns over page after page of them to see the way that they are displayed. The Ad-writers have done it all.

Now it cannot possibly be hoped that more careful writing of copy will enable Stamp-dealers to experience the boom in trade that it made the other dealer experience, for Philately has not the money to spend on the work. But at least our dealers could turn in and follow the rule that has worked so well in the big outside world, namely that of putting one-third of their total advertising expenses into the preparation of their copy. And those who cannot afford this can at least take more care in preparing it themselves.

Philately is to see a revolution in this respect, for history repeats itself, and what has already taken place outside our pale is sure to take place here before long, even though on a smaller scale. And when it does, the publishers will find that their space is much more in demand than at the present day; and as for the dealers themselves, there will be just one or two of them ahead of all competition, and they will be the ones who first discover that "IF YOU CAN'T AFFORD TO ADVERTISE WELL YOU CAN'T AFFORD TO ADVERTISE AT ALL."

LIST OF DEALERS.

- A. B. Stamp Co., Sta. A, Boston.
- Acme Stamp Co. 8 Erie Ave. Cincinnati, O.
- Adams, W. R., Toronto, Ont.
- Adams, W. H., 205 LaSalle St., Chicago.
- Acme St. Co., Indianapolis, Ind.
- Acme Agency, Ripley, O.
- Adam, J., Camelot, N. Y.
- Alexander, Wm., Chicago.
- American Philatelic Co., San Juan, Porto Rico.
- American St. Co., Huntingdon, Ind.
- American St. Co., Vale and 65th, Chicago.
- Approval St. Co., 230 Monitor St., Brooklyn, N. Y.
- Andree, L., Mission St., San Francisco, Cal.
- Anders, G. H., Norristown, Pa.
- Atlas Society, New York.
- Atkinson, C. A., St. John, N. B., Canada.
- Ault, Wm. E., Jeffersonville, Ind.
- Arndt, C. W., Park Row, Chicago.
- Appleton, Alma; Goodale's Corner, Me.
- Bauer, J. H., Jersey City, N. Jersey.
- Babcock, L. H., Gentry, Ark.
- Berger St. Co., Flint, Mich.
- Badger, V. G., East Highgate, Vt.
- Berkley St. Co., Berkley, Va.
- Berlepsch, M. C., Great Barrington, Mass.
- Ballard, A. C., Baraboo, Wis.
- Bastels, J. M. & Co., Boston, Mass.
- Beals, P. G., Boston, Mass.
- Bedford St. Co., 702 Duff St., Pittsburg, Pa.
- Bicknell, F. B., Golden, Col.
- Butler, A. R., Washington, D. C.
- Brayton, F. D., Freeport, Mich.
- Brown, F. P., Boston, Mass.
- Buckius, R., 5000 Franklin St., Philadelphia.
- Bullard, A. & Co., Boston, Mass.
- Burton, J. N., Madison, N. Y.
- Brainard Co., New Orleans, La.
- Bogert & Durbin Stamp Co., Philadelphia, Pa.
- Bescher, F., Kansas City, Mo.
- Barzen, C. A., Kansas City, Mo.
- Bluff City St. Co., Council Bluffs, Iowa.
- Bodley, H., Auburn, N. Y.
- Butz, R. H., Breiningsville, Pa.
- Bartlett, J. D., Springfield, Mass.
- H. F. Butler, Newton Center, Mass.
- Becker, G. H., 708 Elk Grove, Chicago, Ill.
- Benschoten, R. V., Hudson, N. Y.
- Beck, P. C., Detroit, Mich.
- Browne, J. M., Denver, S. C.
- Brown, Frank; Omaha, Neb.
- Burr, E. A., Cleveland, O.
- Brown, C. W., Watertown, Mass.
- Bruce, W. H., Hartford, Conn.
- Buckeye St. Co., Findlay, O.
- Brindle, G. A., Chicago, Ill.
- Cass, L. V., Hanover, Pa.
- Chambers St. Co., 111 Nassau St., N. Y.

BADGER'S STANDARD DIRECTORY.

- Charlat, L. W., 52 Broadway,  
New York.
- Cleveland St. Co., Cleveland,  
Ohio.
- Cleaveland, E. L., Rosindale,  
Mass.
- College St. Co., Corning, New  
York.
- Colonial St. Co., 2435 Michi-  
gan Ave., Chicago.
- Coombs, Franklin; St. Joseph,  
Mich.
- Chase, A. C., East Providence. R. I.
- Coryell, G. W., San Antonio,  
Texas.
- Cormack, H., Port Ewen, N.  
York.
- Carr, Wm. A., Rochester.  
New York.
- Cary, T. J., Canal St., New  
York.
- Chandler, H. S., Weymouth,  
Wis.
- Century St. Co., Montreal,  
Can.
- Central City St. Co., Syracuse,  
New York.
- Chandler, N. W., Collinsville,  
Ill.
- Clark, T. S., London, Ont.
- Cole, A. E., Plainfield, N. J.
- Columbian St. Co., Arlington,  
Mass.
- Champlin, P. M., Blooms-  
burg, Pa.
- Columbia St. Co., Chicago,  
Ill.
- Craft, H. B., 6020 Princeton,  
Chicago, Ill.
- Cutter, C. W., 84 State St.,  
Boston, Mass.
- Cooley Bros., Utica, N. Y.
- Carter, R. P., Woburn, Mass.
- Chaudron, P., Mobile, Ala.
- Colman, H. F., Washington,  
D. C.
- Day, H. P., Peoria, Ill.
- Dennison, F. R., Box 896 Wa-  
terloo, New York.
- Dearborn St. Co., Dearborn  
Ave., Chicago.
- Dodd, E. C., Chicago, Ill.
- Dodge, J. F., Hanover, Pa.
- Dover St. Co., Canal Dover,  
Ohio.
- Drew, B. L. & Co., Boston,  
Mass.
- Delmater, F. M., Wichita,  
Kansas.
- Distelhorst, A. F., Dorchester,  
Wis.
- Dahl, Arild M., Chicago, Ill.
- Dunbar, D. S., Watertown,  
N. Y.
- Davis, T. G., Huntington, W.  
Va.
- DeSelms, C. C., Richmond,  
Indiana.
- Dodge, W. H., Ravenswood,  
Illinois.
- Dirigo Stamp Co., Hallowell,  
Maine.
- Dunham, G. E. & Co., Salis-  
bury, N. C.
- Dodson & Lea Stamp Co.,  
Pittsburg, Pa.
- Dayton, W. W., Nashota,  
Wisconsin.
- Dunham, M. H., Galena, Kan.
- Eaton, D. T., Muscatine, Ia.
- Eckgardt, L., Andeson, Tex.
- Eisengart, E. C. & Son; Pitts-  
burg, Pa.
- Economist Stamp Co., New  
York, N. Y.
- Egyptian Stamp Co., Detroit,  
Mich.
- Egan & Bull, Indianapolis.  
Ind.
- Elder, T. L., Sta. A, Pitts-  
burg, Pa.
- Eldridge, L. & Co., 3121 Indi-  
ana, Chicago, Ill.
- Elmwood Stamp Co., 9th &  
Elmwood, Kansas City, Mo.

# A LEADER

FOR 55 CENTS.

500—2c green.  
500—3c green.  
300—2c Columbian.  
100—2c Omaha.  
200—2c Pan American.  
500—2c Canadian Numeral.  
200—3c Canadian 1869 issue.  
5—unused ½c maple.  
1—unused Hawaii.  
2—unused New Foundland.  
1—unused 13c U. S.  
100 mixed U. S. Revs. with every order.  
Address,

**HERBERT BODLEY,**

33½ Grover Street,

**AUBURN, N. Y.**

## Anybody's Magazine.

Peekskill, N. Y., runs ads. at 25c per inch net. Subscription 10c a year. 1c a copy. None free. Terms cash. Circulars mailed at 10c. per 100. Publishers insert this and above for mailing a reasonable number.

## OUR SPECIAL

Is 40 well mixed Doc. Rev. for 25c. Postpaid. We also send out fine approvals. Reference required.

**HERMOSA STAMP EXCHANGE,**

1205 N. 41st Court,

**Chicago, - - Illinois.**

Ed B. Howe, Printer, Minnesota Lake, Minn.

JOIN

## Union Philatelic

## SOCIETY.

Dues, 25c per year.

Initiation fee, 10c.

For blanks, etc., address,

**A. D. BLAIR, Jr.,**

**ELMIRA, N. Y.**

Box 215.

**FREE** A good stamp to all sending for fine approvals at 60 per cent off. Fine prizes given for largest sales. R. BUEKINS, 5000 Franklin Street, Philadelphia, Pa.

## "MARTIN"

## The Stamp Man

Wants you to be one of his agents for selling his fine foreign and U. S. stamps at 50 per cent. discount. Write for sheets or books To-Day. Reference required. Bargain list free. Want list filled at 25 per cent discount from cat. prices. 1000 Genuine Canadian Stamps 25c, post free. Circulars mailed at 10c per 100. Will exchange 100 with reliable mailers. Send all orders to

**ROSS C. MARTIN,**

**KOKOMO, IND.**

Box 132.

100 var. foreign stamps 10c.

25 var. U. S. stamps 5c.

10c worth free to all. Apply for sheets at 50 per cent off. PAUL ROCKWELL, Newport, Tenn.

BADGER'S STANDARD DIRECTORY.

- Charlat, L. W., 52 Broadway,  
New York.
- Cleveland St. Co., Cleveland,  
Ohio.
- Cleaveland, E. L., Rosindale,  
Mass.
- College St. Co., Corning, New  
York.
- Colonial St. Co., 2435 Michi-  
gan Ave., Chicago.
- Coombs, Franklin; St. Joseph,  
Mich.
- Chase, A. C., East Provi-  
dence, R. I.
- Coryell, G. W., San Antonio,  
Texas.
- Cormack, H., Port Ewen, N.  
York.
- Carr, Wm. A., Rochester,  
New York.
- Cary, T. J., Canal St., New  
York.
- Chandler, H. S., Weymouth,  
Wis.
- Century St. Co., Montreal,  
Can.
- Central City St. Co., Syra-  
cuse, New York.
- Chandler, N. W., Collinsville,  
Ill.
- Clark, T. S., London, Ont.
- Cole, A. E., Plainfield, N. J.
- Columbia St. Co., Arling-  
ton, Mass.
- Champlin, P. M., Blooms-  
burg, Pa.
- Columbia St. Co., Chicago,  
Ill.
- Craft, H. B., 6020 Princeton,  
Chicago, Ill.
- Cutter, C. W., 84 State St.,  
Boston, Mass.
- Cooley Bros., Utica, N. Y.
- Carter, R. P., Woburn, Mass.
- Chaudron, P., Mobile, Ala.
- Colman, H. F., Washington,  
D. C.
- Day, H. P., Peoria, Ill.
- Dennison, F. R., Box 896 Wa-  
terloo, New York.
- Dearborn St. Co., Dearborn  
Ave., Chicago.
- Dodd, E. C., Chicago, Ill.
- Dodge, J. F., Hanover, Pa.
- Dover St. Co., Canal Dover,  
Ohio.
- Drew, B. L. & Co., Boston,  
Mass.
- Delmater, F. M., Wichita,  
Kansas.
- Distelhorst, A. F., Dorches-  
ter, Wis.
- Dahl, Arild M., Chicago, Ill.
- Dunbar, D. S., Watertown,  
N. Y.
- Davis, T. G., Huntington, W.  
Va.
- DeSelms, C. C., Richmond,  
Indiana.
- Dodge, W. H., Ravenswood,  
Illinois.
- Dirigo Stamp Co., Hallowell,  
Maine.
- Dunham, G. E. & Co., Salts-  
bury, N. C.
- Dodson & Lea Stamp Co.,  
Pittsburg, Pa.
- Dayton, W. W., Nashota,  
Wisconsin.
- Dunham, M. H., Galena, Kan.
- Eaton, D. T., Muscatine, Ia.
- Eckgardt, I., Anderson, Tex.
- Eisengart, E. C. & Son; Pitts-  
burg, Pa.
- Economist Stamp Co., New  
York, N. Y.
- Egyptian Stamp Co., Detroit,  
Mich.
- Egan & Bull, Indianapolis,  
Ind.
- Elder, T. L., Sta. A, Pitts-  
burg, Pa.
- Eldridge, L. & Co., 3121 Indi-  
ana, Chicago, Ill.
- Elmwood Stamp Co., 9th &  
Elmwood, Kansas City, Mo.

---

## A LEADER

FOR 55 CENTS.

500-2c green.  
500-3c green.  
300-2c Columbian.  
100-2c Omaha.  
200-2c Pan American.  
500-2c Canadian Numeral.  
200-3c Canadian 1869 issue.  
5-unused 1/2c maple.  
1-unused Hawaii.  
2-unused New Foundland.  
1-unused 13c U. S.  
100 mixed U. S. Revs. with every order.  
Address.

**HERBERT BODLEY,**

33 1/2 Grover Street.

**AUBURN, N. Y.**

---

## Anybody's Magazine.

Peekskill, N. Y., runs ads. at 25c per inch net. Subscription 10c a year. 1c a copy. None free. Terms cash. Circulars mailed at 10c. per 100. Publishers insert this and above for mailing a reasonable number.

---

## OUR SPECIAL

Is 40 well mixed Doc. Rev. for 25c. Postpaid. We also send out fine approvals. Reference required.

**HERMOSA STAMP EXCHANGE,**

1205 N. 41st Court,

**Chicago, - - Illinois.**

---

Ed B. Howe, Printer, Minnesota Lake, Minn.

JOIN

Union Philatelic

**SOCIETY.**

Dues, 25c per year.

Initiation fee, 10c.

For blanks, etc., address,

**A. D. BLAIR, Jr.,**

**ELMIRA, N. Y.**

Box 215.

---

**FREE** A good stamp to all sending for fine approvals at 60 per cent off. Fine prizes given for largest sales. R. BUEKINS, 5000 Franklin Street. Philadelphia, Pa.

---

“MARTIN”

## The Stamp Man

Wants you to be one of his agents for selling his fine foreign and U. S. stamps at 50 per cent. discount. Write for sheets or books To-Day. Reference required. Bargain list free. Want list filled at 25 per cent discount from cat. prices. 1000 Genuine Canadian Stamps 25c, post free. Circulars mailed at 10c per 100. Will exchange 100 with reliable mailers. Send all orders to

**ROSS C. MARTIN,**

**KOKOMO, IND.**

Box 132.

---

100 var. foreign stamps 10c.  
25 var. U. S. stamps 5c.  
10c worth free to all. Apply for sheets at 50 per cent off. PAUL ROCKWELL, Newport, Tenn.



**C. R. HOMAN,**

QUINCY, ILLINOIS.

## Dealer in Stamps,

Wholesale and Retail.

Stamps on approval at 60 per cent discount. References required. Stamps exchanged at 15 per cent and 20 per cent discount.

FREE for your name and address 100 Foreign Stamps, 1 cat. 5c. and copy of the Salesman. Send 5c to pay postage. A trial order solicited. Satisfaction guaranteed or your money refunded.

## 11 Different Unused Stamps

POSTFREE, 10 CENTS.

**T. A. USIG'S**

## Bargain Advertiser,

A Monthly Stamp and Coin  
Paper.

POSTFREE PER YEAR, 15c.

Stamp Photos in the shape of a postage stamp, perforated and gummed.

Postfree, 100 for \$1.00.

Address all orders to

**M. TAUSIG,**

20 East 111th St., N. Y.

## ONE POUND

Mixed Stamps, 48c, postfree.

Choice stamps on approval. Reference required.

**MOISANT & BLAIR,**

Elmira, N. Y.

## Hoevets' Stamp Exchange,

Successors to Cooley's Stamp  
Exchange.

My stock differs materially from Mr. Cooley's and offers a fine opportunity for all collectors to exchange their good duplicates for stamps not in their collection.

Rules and blank sheets for stamps. Also fine approvals at 60 per cent discount.

## Hoevets' Stamp Exchange.

FAIRFIELD, NEB.

## Attention Collectors.

We want a few live agents to handle our new Toilet Article

## HAIR-OLLA.

We have just placed this preparation on the market and have the exclusive control of it, and consequently can quote you the lowest possible prices. 400 per cent. profit. Easy seller. Duplicate orders.

Send 10c for 25c sample and special wholesale terms to agents. Act at once. Address.

## THE VERNON GROVER COMPANY,

EAST HIGHGATE, VERMONT.

Catalog of 1000 stamp bargains free to all.

## The Collector's Own Catalog

Of the Stamps of All Nations.

1904 Edition, Illust. [Price 10c.

Agents at 50 per cent. get album FREE and PRIZES. Bid variety of stamps and stamp publications. Address.

**A. BULLARD & COMPANY,**

446 Tremont St., Boston.