

Brewford 1624 (2)

YOUR DUPLICATES

ARE YOU INTERESTED

Parker (p. 7)

?

If so, Read Following Pages.

PARKER'S COMMISSION SYSTEM,

**A METHOD OF DISPOSAL BOTH UNIQUE
AND ADVANTAGEOUS.**

I desire to call your attention to a radically new mode of stamp selling for collectors.

There are many collectors who for one reason or another have stamps to sell. All collectors naturally accumulate some duplicates. And there are also a great many stamps placed upon the market through the breaking up of collections, either in whole or in part. The auction sale has heretofore been almost the sole recourse of collectors who wish to sell. Of course, really salable stamps can always be disposed of to dealers; but the collector must in that case be content to sell at wholesale rates, whereas he usually desires to realize a higher figure if it can possibly be brought about. Hence, he turns to the auction sale, where he

may be supposed to receive the benefit of practically selling at retail. But the auction system, good as it is in many ways, has attached to it some serious disadvantages, as many collectors have reason to know. Auction results are fickle things. A stamp may sell at a good round price one day, and the next, an absolutely identical specimen may fetch hardly half the sum. There are many variable quantities that can affect auction results. Bad weather may cause a poor attendance, poor descriptions in the catalogue may discourage mail bidding, a glut of auctions may cause stagnation in the market, and in many ways auction prices swing up and down, and back and forth, like an erratic pendulum.

I believe that the time is ripe for the introduction of a new Sales System which I have been studying over and planning out for a long time past. I propose to establish as an important branch

and feature of my business a Commission Department, thro' whose agency collectors may dispose of stamps to the maximum af advantage at the minimum of cost. I have, as most of those who receive this book will know, a stamp business which is, I believe, in close touch with a larger number of active stamp buyers than any other in America. My Priced-List, of which 139 editions have been issued, goes to almost every live collector in the United States; and I have active business with at least half of the actual stamp buyers of this country. You have the stamps: I have the facilities for selling them. I propose that we co-operate. The new Commission Department will be, in effect, a brokerage business, designed to find a buyer for your stamps at your price; in just the same way as a real estate broker disposes of houses and lands.

At your price : that is the nutshell and kernel of the whole matter. You do not gamble on uncertain-

ties. You run no risk; you take no chance. The stamps are sold at your price or not at all. The advance fee is trifling; and the commission, if a sale is effected, less than one-half of auction sale costs. How, you may ask, do I expect to dispose of stamps thus submitted? Let me answer, by every means I would use if the stamps were my own. I possess a market such as no auction catalogue reaches. I have dozens upon dozens of want lists submitted to me every week in the year. I have in short, the custom of thousands and thousands of collectors, to such of whom as I consider likely buyers I can submit your stamps with little extra expense. I have a very large stock but I cannot have everything. By enlisting the interest of hundreds of collectors who are sellers, I expect to more accurately cover the wants of collectors who are buyers. I expect to make this Commission Department of manifest advantage to

three persons; namely, myself, the man who sells thro' me, and the man who buys of me. It is the most liberal and will also, I believe, prove the most practical proposition ever submitted to collectors who have stamps to sell.

THE MODUS OPERANDI:

For every stamp accepted for sale, I charge a retaining fee of 1% of that stamp's catalogue price. On a \$1.00 stamp the fee would be 1 cent, on a \$5.00 one 5 cents, and so on. This retaining fee is exacted in order to limit the operations of this Department to saleable stamps. If no such charge were made, it would be glutted with that class of cheap, undesirable trash for which, of course, no one could find a market. And moreover, the retaining fee is a guarantee of the bona fides of the seller,—proof that he is in earnest in his desire to sell, has priced each stamp at a price at which it ought to sell, and is not

putting it in at a high price, caring little whether it is sold or not.

This Department is to render actual, practical service to bona fide sellers. The retaining fee will be deducted from the commission when the sale is effected. The commission will be $12\frac{1}{2}\%$ as against 20 to 30 per cent charged by auction firms. If the stamp is not sold there is no charge beyond the 1% retaining fee. But every collector may rest assured that if a stamp is saleable and offered at a fair price, this Department can sell it. No dealer in this country has better facilities than I for disposing of good stamps of any class. Stamps submitted for sale will be handled in no half way or trifling manner, but their sale will be actively sought by live, original and progressive means.

If you wish to submit stamps for this department to sell, send same to me by registered mail, with proper retaining fee for each stamp

and plain instructions as to price of each one. Under no circumstance do I undertake to fix a price.

E. T. Parker,

Postage and Revenue Stamps,

Bethlehem, Pa.