



# Phila-telling Around

MEETINGS, 2ND WEDNESDAY OF EACH MONTH  
TIME: 7:30 P.M.  
LANCASTER TOWNSHIP COMMUNITY CENTER  
Lincoln Highway West, Maple Grove  
Lancaster, PA 17603  
Next Meeting - Wed. March 13, 1996

FOR INFORMATION ABOUT OUR CLUB  
CALL MARILYN SHIRLEY (717)872-2479  
OR MICHAEL SHIRLEY (717)394-0186.

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## GREETINGS,

How is everyone coping with the changing weather? At our last meeting we had a nice turnout of club members. The bit topic of discussion was the stamp show. JIM BOLES and DICK SHAEFER gave us a very good briefing about where we stand with the show. Although, the show is two months away (MAY 4-5) we all need to get involved in preparation. If you are asked to do something, please volunteer your services. It is very important this year that we get out the word to everyone about the show since we are going to be at a new place -- FARM AND HOME CENTER. We ended the meeting with a very lively Auction conducted by JIM and with the help of DICK.

I am sure everyone has something in their collection that they acquired over the years that they do not have a clue of what it is. Well, at this meeting bring it in and we hope to identify for you. We have a lot of expertise at this club from certain individuals. I for one have a lot of knowledge in the country of Greece and related areas. So that is our program for next month. I guess you can call it identifying stamps. Hope to see you all there.

PETER S. BILLIS  
President



## March Hosts

Our hostess for the MARCH MEETING will be none other than colleen MARY O'HUSSON who plans to tease our palates with one of her fine Irish recipes. Colleen O'SHIRLEY will provide the drinks!

### MARCH PROGRAM

The March Program will be about all the "can't finds" you have tucked away in your collection. Bring them with you to stamp club and we will do our best to help you find a home for them. As PETE said in his message, "we have a lot of expertise at this club" and they are just waiting to share their knowledge with you.

## WRITING AN EFFECTIVE AD

BY ALAN SCOTT

Ed. Note: *If you are still with us after "To Deal Or Not To Deal" and "Advertising" in the January and February Newsletter issues, here is good advice even if you're trying to sell Aunt Minnie's OLD SOFA:*

I know most of you are thinking there's not much one can do to enhance writing an ad for collectibles. You describe the item, price it, and give one's name and address. What more can one do? Here's a sample ad:

1901 INDIAN cent X, \$5.00 pad.  
AA, Box 0000. Somewhere, USA  
00000.

Now compare with the following ad:

GREAT DEAL! 1901 Indian Cent,  
X. A nice coin to add to one's  
collection or as a gift. Only  
\$5.00 pad. Alan Allen, Box 0000  
Somewhere, USA 00000

Which ad attracts your attention? I'm sure it's the second ad. The cost of the ad increases over the first, however the chances of a good response is greatly increased.

The first line of an ad should contain an opening, something to draw a reader to the ad. Here we used "Great Deal". An opening should arouse the reader's curiosity to read the entire ad. Look, Special are a few other openings that are effective attention "getters".

Next we state the item for sale and follow this with another descriptive plus we offer a person a few options for using the coin. He may not need the coin for his collection, but he may never have thought of a coin as a gift for a relative or friend.

We end the ad with the price and address to order. I've always found using one's company or personal name in place of initials to be more professional. I've seen ads with n/ name, only an address. Well I'm not going to send my money to someone who wants to remain anonymous. The same goes for initials. Who is "AA"? Most are legitimate, "BUT" there's always that but!

After you have written your ad, have someone read it and give his or her opinion. Write several versions and decide which is the better. Always be honest. Don't over describe. A few descriptive words are more than enough. Too many offset the flow of the ad. Scan the classified to find a few ideas in preparing the final version of your ad.

For every successful ad 99 fail to produce desired results. There are many factors that cause this, but usually it's the wrong item at the wrong time. To promote coins one needs to know what's "not" in the market and use this to their advantage. With the 1995 Double Die Lincoln craze raging, a friend advertised a B Wheat free for a SASE. During a one month period he received 162 responses. That was 162 potential customers who received the offer plus his price list was included as a "rider". Total cost for the promotion was under \$30.00. The cost to just mail 162 price lists would have exceeded \$50.00. The follow-up orders from his price list was over \$400.00. Not bad for a small part-time dealer.

What was the reason for the success of the ad? His ad was simply placed in a classification everyone was watching. My friend used the market to his advantage.

Always be on the lookout for market changes. Never let any idea pass you by. Test an ad, if results are promising, spice it up. When one is persistent, it will pay in the long run. Don't ever give up. What doesn't sell today will sell tomorrow.

1996 HOST/HOSTESS LIST

APRIL -- NEED VOLUNTEER  
MAY -- BILL & TRUYDE GREINER  
JUNE -- DICK DUDLEY  
JULY -- JIM BOYLES  
AUGUST -- PICNIC  
SEPTEMBER -- LUCY EYSTER  
OCTOBER -- GARY KURTZ  
NOVEMBER -- ALLISON/WEBER  
DECEMBER -- CHRISTMAS PARTY

LCPS DUES ARE DUE!

If you see the letter N in front of your name on the envelope your newsletter came in, this means you are one of our members who have not paid their 1996 club dues.

You could spend the \$5.00 at Weedy's but will they send you 10 newsletters filled with meaningless filler material? I think not! (Note the use of an exclamation point -- a sign that I'm hopping mad.)

Avoid the hollow feeling of not receiving next month's newsletter and bring your money to the next meeting or send it to DICK SHAEFER, 1861 Beverly Drive, Lancaster, PA 17601. Be sure to include your name, address, and phone number. (And if you are a playboy bunny -- a picture of yourself.)

LANCOPEX UPDATE

Twenty-two members attended our February meeting. Because of the new location of our upcoming LANCOPEX this year, club members were encouraged to "talk it up" among their friends and neighbors, advertise everywhere. The following people were put in charge of committees. If you are interested in working with any special committee, please contact the chairperson. They will be more than happy to have your input.

BILL GREINER -- EXHIBITS  
TRUYDE GREINER -- JUNIOR TABLE  
LUCY EYSTER -- PROGRAM  
DICK DUDLEY -- PUBLICITY  
MIKE SHIRLEY -- ADVERTISING  
JIM BOYLES -- GENERAL CO-CHAIRMAN  
DICK SHAEFER -- GENERAL CO-CHAIRMAN

The club will be giving door prizes this year -- this is a new feature.

Members are to bring names and addresses of stamp dealers and newspapers in their area to the March meeting to assist in advertising.

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DELETION FOR MAILING LIST

Please remove the name TOM SHEA, from your membership list for LCPS. This name was inadvertently added to our membership roster.



## NEWSLETTER STAFF

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MARILYN SHIRLEY, Data Processor  
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## LCPS OFFICERS

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