



U.S. Philatelic Classics Society

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Article: Display Advertisement

Advertiser: John W Kaufmann

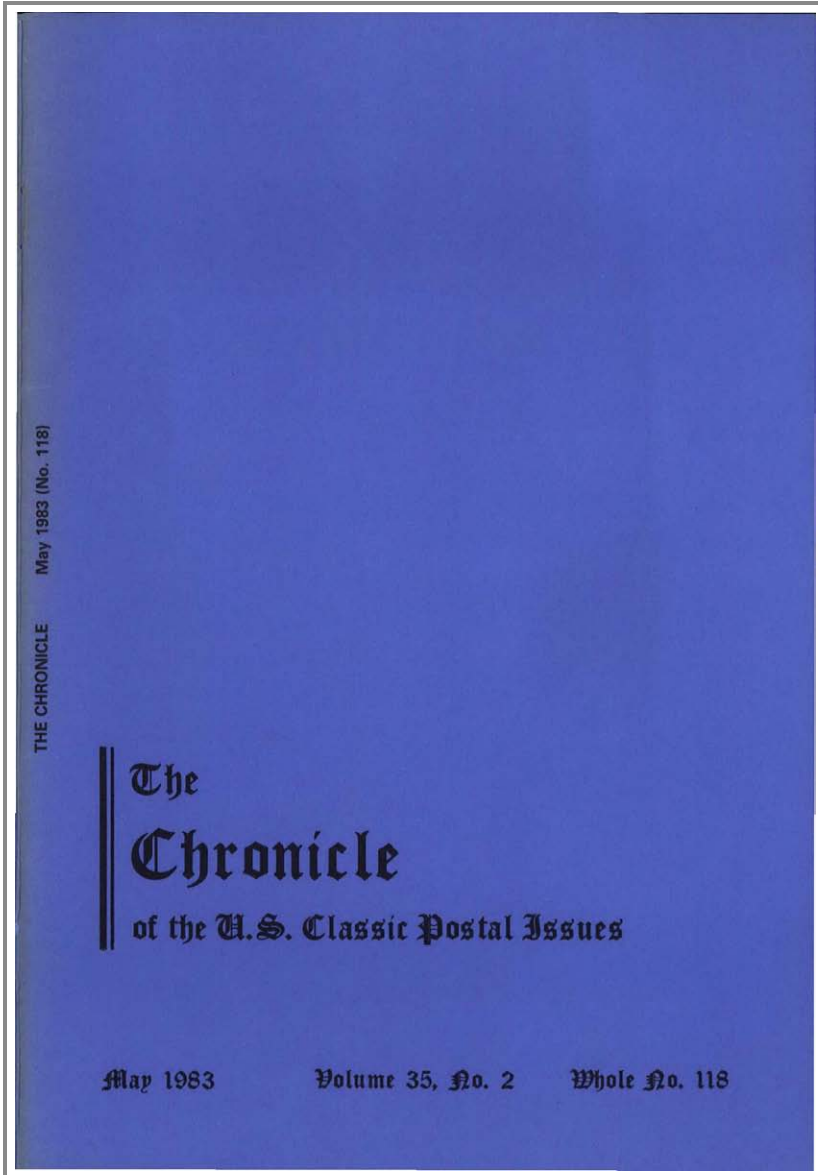


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Put me to work for you.

When it's time to consign your "yesterday's collection" to auction, call me. I'll go to work for you right away. First, I'll personally come out to see you. (If I'm not in when you call, it's because I'm on the road seeing another collector. But I'll call you back.) Then, in the comfort and privacy of your home or office we can discuss the best way to handle your collection. You'll find me helpful and sympathetic.



As soon as your material is in my shop, I'll study it to determine the best way to realize the most for you.

Important decisions will be weighed. Shall we clear it all out in a single auction? Shall we place parts of it in our auctions of specialized material where they would fit in nicely? Shall we place parts into sales of

"name" collections where they might be enhanced by such proximity? Shall we put aside exceptional items for inclusion in our annual Gem Sale where realizations are often astonishing? You won't be left out of these deliberations. You'll get my recommendations and reasons why before we lock up the sales.

After that, we'll turn to the critical business of lotting and describing. We pride ourselves on this. Since we know our collector-buyers, we break lots down with their interests in mind. We don't cherry-pick the easy ones and relegate the rest to large lots and remainders. We milk each decent item. This means better realizations for the collector-seller. In each lot, we look for the "hidden value" — the unusual cancel, the faint double transfer, the out-of-the-ordinary usage that would make that item a prized addition to a collection. And this too makes for better realizations for you.

We're meticulous in our descriptions. For instance, when is "fine" not so fine? A stamp off-center top and bottom is worth more than the same item off-center left

and right. Yet each can properly be described as "fine." To make sure the better "fine" gets the better price, we photo it. Who benefits? Both you and the buyer.



I work for you in other ways:

All auction catalogs are not created equal. I honestly think mine are better. Since "presentation" in a catalog is so important, you'll see that I picture 75% of the items, many larger than actual size. This 75% compares with an average of 50% in most others' catalogs. That's important for your material, because most buyers can't come personally to view the lots. If a buyer can't see what he's buying, chances are he won't buy. But a photo does the trick. Also, you'll find the important items illustrated in

full color in every sale. This draws attention to them and they realize more. And as much as possible, we position photos adjacent to their lot description. That's a convenience to the buyer and a giant headache to us. But since buyers expect it and sellers request it, we do it.

A truism: "If you're willing to sell, they're willing to buy." I make sure your material is offered in my catalogs to thousands of collector specialists and dealers here and abroad. Their collecting interests cover a broad spectrum. They're a very receptive audience for quality material and they're serious buyers.

As an auction is concluded and the hammer falls on the last lot, we'll already be hastening our settlement with you to get your money into your hands. A number of factors will be working for you here. First, our computerized system eliminates the mountain of tedious paper work in tracking and invoicing every lot and bidder. Secondly, our buyers tend to pay promptly; we discourage slow payers by dropping them from the catalog list. Most important, our return rate is surprisingly low. We work hard at that by making sure our descriptions are accurate, our claims not exaggerated, and most material photographed.

Let me respectfully suggest that when the time comes to sell, take a few minutes for a toll-free call to me (800-424-9519). Let's discuss your collection. You may end up putting me to work for you then and there.



John W. Kaufmann

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Inc.**

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