

# Suggestions for Sellers

Here are some tips for preparing sales books for circulation. Please use these suggestions to avoid having your books returned to you for remounting.

## Mounting

- Only one item in each mount — we cannot photograph each item in a mount if they are stacked on top of one another, which then causes problems when a claim must be filed for substitution or damage. If you are not concerned about the loss, we can allow up to four items per mount. More than four items stacked in a mount will cause splitting at the seams.
- Do not place two separately priced items in one mount. This causes confusion for the buyer.
- Place the mount upside down over a space on the sales book page
- Stick it to the top of the space with the self-adhesive gum
- Place the stamp upside down in the mount, with the front of the stamp toward the page.
- If the mount is folded down firmly the stamp will assume its desired position on the page. When folding the mount, be certain that no adhesive is exposed to stick to the facing page. Split-back mounts, sealed on two opposing sides may be used. Mounts with three open sides or that are much larger than the items placed in them are not permitted.

## Hinging

- Use new full hinges when placing stamps in sales books.
- Recycling hinges is not successful because the gum does not retain its sticking power.
- Sales books will be returned if used or partial hinges are used.
- When adhering the hinge, use more moisture on the portion connected to the page and less moisture on the portion connected to the stamp.
- Place the hinge just below the perforation at the top of the stamp to allow easy access for inspecting the back of the stamp.

## Pricing

- Successful pricing of stamps is achieved by referring to dealers' advertisements in the philatelic press.
- Best sales results occur when items are priced 10–20% below the dealers' prices of similar quality.
- Do not anticipate a rise in prices a year from now when setting your prices today!
- Keep in mind that your material will be in competition with other members' material when pricing items.



Tom Horn, Director of Sales Division, checks circuits that are ready to be mailed to eager buyers.

## Catalogue Order

Sales are generally better when items are mounted in catalogue, numerical order. In mixed country books, the countries should be mounted in alphabetical order.

## Legibility

- Write figures clearly and legibly so there is no question about an item's price.
- Never write over a net price! If an error is made, remove the stamp and leave the space blank.
- Observe the printed decimal point and write dollars to the left, cents to the right. Do not use a line for 0 cents. Use ".00."

## Descriptions

Leave 2/3 of the space blank so a member can apply his mark when purchasing an item. If you need to give a description (e.g., "thin," "crease," etc.) write it directly above the catalogue number and price.

## Overlapping

Overlapping stamps may result in the damage or loss of your material. If there is excessive overlapping, your book will be rejected.

Items could be removed without detection. Remember, mount stamps one per space.

## Sets

If entering sets for sale, read carefully the "Rules for Sellers" opposite page 16 of the sales book. If this practice is not done correctly, it will result in confusion for the buyer.

## Duplication

The Sales Division suggests mounting no more than 3 copies of the same item in each book. Experience dictates that duplication results in poor sales.

## Removing Pages

Pages 1 through 9 must remain in a book, even if there are no items on them, to maintain enough stiffness for safe handling. We suggest using the thin book when mounting less than eight pages of items.