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The Death of Classified Ads?

Have you noticed that classified ads have all but disappeared from the hobby's publications? I have. I've watched the amount of such steadily dwindle over the years. Why?

It's not the fault (if there is a "fault" here) of the clubs. Most, if not all, offer free classified ads to their membership. It's the members! They just don't take advantage of the opportunity for free advertising. Why?

Just take a look at the adjacent column here as a typical example. Of the eight clubs listed, only one has classified ads.

As Editor of the *RMS Bulletin* and the Sierra-Diablo Matchcover Club *Bulletin*, I make sure that those publications always have classified ads, but more often than not I have to go begging for such from the memberships to do so. Why?

Well, I've asked numerous times to find out, and the answer I usually get is "I never get answers." But, again as an editor, I can tell you that most club members have *never* run ads. Have they completed their collections? I doubt it.

And, for those who *have* run an ad in the past and have given up, why not keep trying? If you don't get an answer, it's not member apathy; it's just that they either don't have what you're looking for, or they're not interested in what you're selling. But there's always the chance that you'll find that right collector with the next ad.