

THE majority of advertisers fail chiefly because they are timid.

GOODS advertised with posters are half sold—any salesman can finish the deal.

DR. BEEMAN, proprietor of the pepsin chewing gum bearing his name, has gone beyond the point of theory in poster advertising to such an extent that he is spending \$150,000 in putting up great, big, overpowering, convincing arguments—arguments that are run against whenever one turns about.

THE NEW YORK JOURNAL is spending about \$2,000 a month in poster and other out-door advertising. As a result, it is stated on good authority, that they have been unable to print the number of copies ordered.

“‘MONEY TALKS’ never more forcibly nor more profitably than when properly invested in the right kind of posters. The poster speaks to everyone—to prince and pauper, to banker and laborer. The poet and peasant, the gay and sad, the ignorant and educated, the high and low, the rich and poor, all without distinction of race, class or condition, individually and collectively, are brought under its magic sway.”—*Alf. Ringling, in the American Bill Poster.*

THE CENTURY, New York, offers three prizes of \$125, \$75 and \$50 for the three best designs for a poster advertising the mid-summer number. Why don't some of our Canadian artists make an effort to capture the coin?

THE NEW YORK WORLD offers \$100.00 for the best poster design, advertising their Sunday issue.

The value of the displayed poster for advertising purposes to-day is so thoroughly recognized in all kinds of business that not to use them is to lose trade.

THERE are over 6000 poster collectors in the United States. Canada has about 1000.

PLAIN, pertinent, prominent posters properly posted, publicly proclaim princely possibilities. If plain, they quickly catch the eye; if pertinent, they make an impression; if prominent, they attract attention. The positive proof of the princely possibilities is best evidenced by those who have made a success of their business.—*H. L. Pierce, in American Bill Poster.*

THE circulation of an attractive poster is the total population of the town.