

ABOUT SIGN CARDS.

BY JUMBO.

EVERY live, wide-awake, progressive merchant uses sign cards. The best stores have a clerk who makes a speciality of being able to draw up a neat design on a card, or write out a catchy headline. Especially in the cities is the use of sign cards noticeable. There are painters who do nothing else but paint pasteboard sign cards, water proof sign cards, etc., etc.

Later on I may give the readers of THE CANADIAN ADVERTISER some instructions in the methods of making these, but will content myself this time with telling them what to put on them.

Every card should contain a price. Some are satisfied with the price alone, others are better pleased with two prices, the upper and old price being stroked out and the new one placed below, thus showing at a glance the reduction. But this is not always suitable; and the buying public, having been duped so often, are growing suspicious. The best advertisers use a smart, trite sentence followed by the price. These should be used in the windows and throughout the store.

**A Little Better Quality
A Little Lower Price
THAN WE EVER OFFERED.
\$1.99 PER PAIR**

Everbody wants new ideas. The above is for the vendor of shoes. The stationer may have some nice stationery, here is one for him.

**Arsthetic Stationery
CHOICE.
9c. PER QUIRE.
3 QUIRES FOR 25c.**

The dry goods merchants are the most enterprising merchants of the day, simply because they have to be or die. They need numerous cards; how will these suit?

**BOUGHT
WITH AN OBJECT
TO SELL CHEAP!**

. . . . 15c. PAIR.

**NO MASQUERADING
HALF WOOL
HALF COTTON
17c. YARD.**

**5th Avenue
\$1.99**

**SERVICEABLE
AND NEAT
49c**

**42 INCH
BRADFORD TWEEDS
20c.
WORTH
30c.**

**SILK GOODS ARE UP
BUT THIS IS ONLY
59c. YARD**

Then the furnishers, they are dainty people and sell dainty goods. They want ideas which are not languid but which are full of spirit.