

Sign and Show Card Writing.

There is one department of modern merchandising which has not been touched upon on this page, says the Commercial Bulletin of Minneapolis, and that is sign and show card writing. This is a department that is important to every retail merchant, no matter how large or how small his store may be. The small retailer who does not advertise through the newspapers or circulars or posters, finds in signs and cards attached to his stock, and on the front of the store a method of reaching the people who pass his store, and this is at the same time an effective and cheap means of advertising. It is one also in which great progress has been made during the past few years, and the capable sign writer can now produce within a very short time, signs and price cards that are artistic and at the same time effective in winning trade. Only the plain cards will be treated in the articles to follow, for the reason that the signs and the highest quality of card writing embraces and requires an education along these lines, and the sign writer who desires to become proficient must necessarily take instruction from a well qualified teacher. In a series of newspaper articles that instruction cannot be given to the best advantage. Personal contact with personal relations, and with an expert are therefore necessary. There will be several of these articles, and those who are interested in them should cut them out and preserve them, or better still retain all issues of the Bulletin and Trade in which they appear.

Three things are necessary to the beginner in card writing: a good quality of cardboard, a well arranged assortment of necessary colors, and brushes. In addition to this the card writer who wishes to win success must have an unlimited amount of stick-tives, these must absorb information from practical experience, as he goes along. One of the first steps necessary to the beginner is to procure cardboard. This can doubtless be obtained from the dealer in your part of the country in all colors and sizes, and at a very limited expense. For the beginner the cheapest is board of the most practical, as this will not involve any considerable expense, and I would suggest that the first work be done on plain white card, with black ink. It will show to better advantage than colored paint on a colored card, until the beginner is in a position to discriminate and harmonize colors. If, however, colors are thought desirable from the start, the beginner may use dark colors on light cardboard and light colors on dark board. Here there will be plenty of contrast and signs thus made will show to advantage. If tickets for window or store displays are to be made, both the cardboard and the paint should contrast with the goods on which they are to be placed, and if any question as to the desirability of the cardboard and paint to be used in contrast with the goods is brought up, it will probably be better to revert to the original proposition and use white cardboard with black lettering. This will contrast or harmonize in most every case.

The matter of proper brushes should next be considered. There are a variety of brushes on the market, but the card writer should obtain the best that can be offered. Two very small brushes should be purchased and used of medium size; others may be added from time to time as they are required. Four will suit for the beginner. At least one of these brushes should have a pointed end, probably the roughest, and the other three may have square ends. As to size, the smallest should be about the size of the ordinary pen brush used by school children in their water-color work, while the other three sizes should be graduated with the largest $\frac{3}{8}$ or half an inch across. The fine brush will be of service in doing delicate work, such as pointing the borders to small circles, filling in details etc., while the larger brushes will expedite work in general effects, such as painting large figures, in lettering and in borders.

One of the first things the beginner should learn is the proper care of his brushes. He must always keep them clean and pliable, and they had better and used they should be cleaned in oil, and laid out flat to dry. Pliability is necessary to all work, and good brushes that are pumped up or are

left dirty or covered with the colors that were used the last time will be found to be very unsatisfactory.

Now as to colors. The beginner may make his own choice in this matter. He may purchase several different tubes of colors, including one large of black from the paint store in his town, or he may buy the dry colors and mix them himself. Any paint dealer will give him information as to how to mix these dry colors for his purposes, and the best colors to select will undoubtedly appeal to the beginner himself, or he may choose to call upon a paint dealer to aid him. In all probability it will be better to get a fair assortment of colors from the paint dealer, as this will give the card writer an opportunity to make use of the colors on his first attempt at writing a card or sign, and if the results are not satisfactory then he may return to black and white, in which he can make no failure.

Now the beginner has his outfit, and he can begin his first experiments. His first step should be to accustom himself to the proper handling of the brushes, and to mix the colors, and the application of broad and light dashes of color to the various cards, to see what the effect will be. Who has not seen a waste of time, it will not be found to be so later, when the card writer has advanced to the point in fact it is necessary from the outset that he should be able to handle his brushes smoothly, accurately, carefully, and at the same time quickly. A natural aptitude will greatly aid in this, but a little practice will bring good results, even from a man who is not naturally gifted in this direction.

If the proprietor of the store does not care to take up this matter of card writing himself, he should see to it that one of the clerks is delegated to this duty. Let the person who starts with the cards and signs gain some knowledge before attempting to instruct others, and give him an opportunity to quit, where he will not be frequently interrupted, and where his utensils will be free from interference from those who would dab with the paints, and who would injure his brushes and waste his materials. This is a sign writing time, a valuable necessity to the modern store, and he should have plenty of time and quiet in which to do his work.

The Retailer Whom Prosperity Spotted.

Podwick had a retail shoe store in a good town, and did quite well until Prosperity came and he contracted a swollen Head. Pod was a fair Shoe Man and was a pity he got struck on himself.

After that he swelled up before the store Mirrors and became chasty and full of personal Pronouns. Podwick claimed great Credit for being a self-made Man, but the credit at the Chicago Houses were obtained by said Pod, and he was not for any Man, home-made or College-bred.

When Pod was Poor he cottoned to the Salesmen, and seemed pleased to fraternize with the travelling men, but after the Bank closed he had five figures it was a case of Patronize instead of Fraternize.

In the old days he would give the road man the glad Hand and the Gentle Face, but after the Money came he struck the frozen Bread as shook with an icy Mitt. He looked at Samples disdainfully, and the best excitement of the Salesman provoked nothing better than a Grunt.

Now the travelling men were obnoxious to Podwick, but they were in for him just the same. They talked about him in the corridors of the hotels and in the street, the frozen Bread man had him down five before the first Interview. One Man said he hoped Pod might enjoy his Arrogance, that it cost him dear.

Finally Podwick got a countermanding streak. He placed large orders with all the boys one season and posted peremptory Countermands in the next Mail.

The Firms consulted their Salesmen, with the Result that Podwick was ultimately blacklisted as an "Unsatisfactory Retailer." He now has the Alternative of quitting the Business or buying for Cash. Moral—Freeze death before Destruction—Hide and Leather.

LEADING COMMERCIAL HOTELS

WINNIPEG

HOTEL LELAND
Headquarters for commercial men.
CITY HALL SQUARE.

DRYDEN, ONT.

DRYDEN HOTEL

A. R. HUTCHINSON, Prop.

Headquarters for commercial and mining men and the general public.

RAPID CITY

QUEEN'S HOTEL

THOS. EVOY, Prop.

Headquarters for commercial travelers. Free bus meets all trains.

BIRLIE

ROSSIN HOUSE

B. FENWICK, Prop.

Good accommodation; telephone connection with the station; sample rooms; inside closet. Livery in connection.

YORKTON

BALMORAL HOUSE

MCDUGALL BROS, Props.

Good sample rooms and every accommodation for the general public. Heated by gas, and lighted by acetylene gas.

TRIERBERNE

LELAND HOTEL

W. F. LEE, Prop.

First-class accommodation for commercial travelers.

GLENBOBO

QUEEN'S HOTEL

M. E. NEVINS, Prop.

Best hotel on the Glenboro branch. Three large and first-class sample rooms.

NAPINKA

HOTEL LELAND

R. HALLOQUIST, Prop.
First-class in every department. Sample rooms. Every convenience for the traveling public. Opposite C. P. R. depot.

DELOIRAIN

PALACE HOTEL

LAIRD & MCGARVEY, Props.

New building, new furnishings, furnace heating, acetylene gas. First-class. Large sample rooms.

MCGREGOR, MAN.

THE STANLEY HOUSE

E. WATSON, Prop.

First-class accommodation for travelers. Commodious sample rooms. Livery and feed stable in connection. All kinds of teaming attended to.

ELKHORN

HOTEL MANITOBA

W. J. DIXON, Prop.

New building; new furnishings; furnace heating; acetylene gas. First-class. Large sample rooms.

FLEMING

WINDSOR HOTEL

W. GEO. CLEVELLY, Prop.

New management. Rates \$1.25. Renovated and refurbished. Commodious sample rooms. Heated by hot air. Livery and feed stable in connection. Inside closet.

ROBTHEEN

OCCIDENTAL HOTEL

H. A. MCGEVEN, Prop.

New house. Up-to-date appointments.

PRINCE ALBERT

PRINCE ALBERT HOTEL

DAVID POLLOCK, Prop.

First-class accommodation. Good sample rooms for commercial men. Bus meets all trains.

RED DEER, ALTA.

ALBERTA HOTEL

BEATTY & BRINDLE, Props.

C. and E. dining hall, good sample rooms and every accommodation for commercial travelers and the general public.

WETASKIWIN, ALTA.

CRITERION HOTEL

F. M. HAMILTON, Proprietor.

New buildings, newly furnished, hot and cold baths, heated by furnace and lighted with gas, good sample rooms.

STRATHCONA

STRATHCONA HOUSE

W. H. SHEPPARD, Prop.

First-class. Opposite depot.

EDMONTON

ALBERTA HOTEL

JACKSON & GIBBERSON, Proprietors.

Sample rooms. Free bus. Livery in connection.

MACLEOD

MACLEOD HOTEL

THOS. WILTON, Prop.

Good sample rooms and every accommodation for commercial travelers and the general public. Rates \$2.00 per day. Bus and from all trains.

FINCHER CREEK

HOTEL ARLINGTON

MITCHELL & DOBBIE, Props.

New building, new and commodious bedrooms, parlors, bathrooms and sample rooms. Newly furnished. Heated through-out by hot air; lighted by gas. Electric bells in every room. Cuisine second to none; and the best stock of wines, liquors and cigars in Alberta.
Miss Mitchell, Matron.

CRANBROOK, B. C.

CRANBROOK HOTEL

JAR. RYAN, Prop.

Large and convenient sample rooms and good accommodation for commercial men. Rates \$2.00 a day.

REVELSTOKE, B. C.

HOTEL VICTORIA

JOHN V. PEIKS, Prop.

Large and well lighted sample rooms. Hot air and electric light and bells in every room. Night grill room in connection for the convenience of guests arriving and departing by night trains.

NEW WESTMINSTER, B. C.

HOTEL COLONIAL

J. E. INSBLEY, Proprietor.

Special attention given to commercial travelers. Charges moderate.

VANCOUVER

HOTEL LELAND

R. DOWSWELL, PROPRIETOR.

Refurnished and remodelled. Rates \$1.50 to \$2.00 per day. Long distance phone. One block from C. P. R. depot and steam boat wharves. W. E. Grigor, Manager.

VICTORIA

HOTEL VERNON

JAS. PATTERSON, Mgr.

Headquarters for commercial and business men. Free bus and sample rooms.

KAMLOOPS

GRAND PACIFIC HOTEL

P. A. BARNHART, Proprietor.

The best hotel in Kamloops. Ample accommodation.

GREENWOOD, B. C.

IMPERIAL HOTEL

GRAHAM & PARRY, Proprietors.

Headquarters for commercial travelers and all business men.

PHOENIX, B. C.

THE VICTORIA HOTEL

B. C. Hotel Co., Ltd., B. TOMKINS, Mgr.

Electric bells, electric lighted, furnace heated, best liquor and cigars. Sample rooms.